# Indian Behaviour

Central Idea Trade engagement



Bench marking Activation Calendar Potential Tie-ups



Problems on which our solutions are based.

Other Problems/Habits

Normal Observations

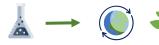
We had done an extensive telephonic interview with a focus group of 100 people from different geographies, age group and ethnicities. And the insights from same are mentioned below.

60% respondents view the instructions part of their products for price, ingredients and steps of usage.



90% respondents are willing to shift to a brand which has its ingredients sourced from natural sources.

Effectiveness of the brand over-rides the aspect of sustainability for 70% respondents.



70% respondents only remember the Mumbai beach cleaning activity as a initiative towards environment. That is due to a lot of celebrity inclusion and constant social media posts and engagement.

75% respondents are not sure of difference between dry and wet waste and where to dispose it.

82% respondents do not segregate the waste at their home, leading to mixing of wet and dry waste.





93% respondents have recently cultivated the habit of using a cloth bag instead of plastic bag.

But still 71% of them sometime forget to carry their cloth bags, as it is inconvenient to carry an empty bag to a store and it hasn't been a part of their routine.

90% respondents are unaware if the products they use have recyclable packaging or not due to lack of clear demarcation.



75% respondents either do not know the right way to dispose off plastic or they do not have the facility at their place.

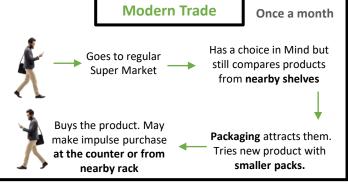
People with access to recycling machine said that the machine is next to the dustbin, so there is no difference. There is no incentive and most of times, the machine is closed.



Only 10% people are actually advocates of their environment conscious habits. They do not ask others around them to follow it.

# How people buy across different trade channels?







#### Awareness

A Look into the future Color code on bottles Online comparison on website



#### Interest

Instagram Marketing
Influencer Endorsement
Regional content



#### Desire

Garnier Sustainables
Green Kit Hamper
Part of Green Tribe



## Action

Green card
Vending Machine
Garnier Leaflet



0-6 Months

Throughout the period

12-18 Months

**Bolded Text** – Explanation to be given in further boxes

# **Recycling Vending Machine**

Bottle and Plastic recycling Vending machines to be installed at various spots by Garnier with its branding.



To be installed at a distance of 2-3 km in city (Hotspots) and 8-10 km in outskirts.



Starting from Urban areas & then moving to semi-urban & rural areas in later phase of the campaign.



The machine will have 3 slots – Plastic bottle Disposal, Other plastic waste disposal & Card scanning slot.



As people will deposit their waste here, they can scan their Green card to avail the Points & use it to buy from Garnier Sustainables website.



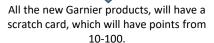
# **Green Card**

A concept being introduced to offer a token of appreciation to people contributing to the vending machine.



Can be bought from any mode of trade – General, Modern or E-Trade.

Store and redeem points earned from Recycling plastic waste or Buying Garnier products.



People can avail these points by buying the product and then scanning the QR code behind the scratching area.



## **GT and MT Involvement**

Retailers from General Trade and Cashier at checkout counter of Modern Trade channel can be used to their best capacity.



They can be asked to Introduce, Educate and Sell our green card to their customers at a cost of Rs.20.



They will be given 30% commission on each card sold.



With every purchase of above Rs. 350, they will provide the customers with our Green Leaflets too.



# **Garnier Sustainables (GS)**

Website, selling sustainable items made from recycled plastic, hosted by Garnier along with its partners/tie-up companies.



One can use their green card ID, Create an account & Buy items like reusable straws, cloth bags, home décor, etc.



The site will have products by Garnier as well as its partners.



Special Garnier Green Kits can be bought with every 5000x points. These kits will be a combination of New Garnier products in small packs & products from sustainable segment.



# **Product Innovation under** GS

Products by Garnier: Reusable straws, Cups, Bottles, Cloth Bags, etc.



Due to inconvenience of carrying an empty cloth bag, we will introduce foldable cloth bag that can fitted in a small cover, which can be used as a **keychain** from Garnier.





#### **Products by our partners**



Home Décor Items, Stationary and Accessories, Light Fixtures, Décor Pieces. Plant pots, Apparel, And many more...







#### **Garnier Leaflet**

Garnier Leaflet will have information about our motive and activities done by Garnier towards a healthier planet.

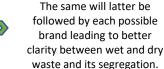
The Leaflet will be biodegradable as each leaflet will contain a seed. So people can plant the leaflet and even throwing it won't affect the environment. There will be different leaflets for various plants.

These Leaflets (1 per order) will be sent out through E-trade channel with every purchase by a customer over the amount of Rs. 500. This can be done across all sites and later the distribution can be confined to cosmetic products only.

To be done during the 2 biggest upcoming sales -Great Indian Festival, Big Billion Days.

## Color Code for waste disposal

Garnier products will have a small mark at the back of its each pack with colour of the dustbin in which is should be disposed off.



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Indian Behaviour



Central

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Trade engagement



Bench marking Activation Calendar

Potential Tie-ups

Potential Tie-ups

KPIs



And many more.

Activation Calendar	0-6 Months	6-12 Months	12-18 Months		
Campaign	Vending Machines, Colour Coding	See your future, Green Card, Leaflet, Garnier Sustainables	New Introductions, Green Kit,		
Content	BTS Shots, Usability, "Did you Know posts"	Green Card Benefits, No use of Virgin Plastic, Plantations	Product Placement (OTT), User Reviews, Results of Initiatives, Future expansion announcements		
Platforms	IG, FB- Reels, Offline Retail, Communal Gatherings, College Fests	Newspaper, Magazines, IG Reels, YouTube	AdSense, Tie-Ups of Collaborated Brands, Offline Presence		
Tie Ups	Local Vendors, Influencers, Students and Activists, Tech and Sustainability pages	Premium/Macro Influencers, Youtubers Egs. @mostlysane @filtercopy @nutshellindia	Production Houses, Real-Time users, Loreal Officials,		
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# A Writeup for trends

Beyond the walls of Bins, life is defined.

I think of Green when I'm in an Earth state of mind.

Single use plastic for years can be traced

Disposing your waste shouldn't be a matter of haste

Steer clear with Garnier coz

that is true

To give you a clue – Tins go in the blue Since you are so keen – Veg Skins go in the green What you do now is what you'll

**Online** 

amazon

Don't let things Be coz there's

no Planet B

Offline

amazon

# Marketing Mantra

Help Garnier KEEP YOUR SKIN AND EARTH HEALTHY

## **#Trashtags**

#HealthySkinHealthierPlanet
#IAmAnAGrader
#NotAVirgin
#TheGoodSus
#GoodThingsGoGreen
#UseYourWaste
#GreenKitGang
#GreenTribe
#GarnierGardener

# BE α Better Agency

Doodlage

- Number of Likes and reshares
- Site TrafficOrganic Search

SECOND WIND

- Plastic Waste collection
- Customer Acquisition
   Cost
- No. of green cards sold
- Garnier Page reach and visits
- Remixes on reelsSign-ups
- Press mentions

## "A Look into the Future" – AR Screen used as mirror

Screens will be set up in public places which will look like a mirror, but they will be using AR technology.

As people will pass by it, they will be able to see everything as it is except the point that their surroundings will be changed to consequences "How the world will look in 2025".

The main motive here is to educate people with possible in person experience, with how the world will look in 2025 if we keep on polluting our planet in various ways.





#### **Product** Ö Silky Frizzy Hair Hair Utility 2 \* \* Sustainability **5** 3 **User Rating** 250 300 Price

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Availability

# Website for comparison

As online comparison of FMCG products is not possible, there will be segment on our Garnier Sustainable site to compare Garnier products with its competitors based on various parameters.

Will help Garnier to **benchmark** against the competition as well as help users to make informed choice.

Particulars	0-6	6-12	12-18
Vending Machine (Rs. 2,25,000/machine)	36 mn	Upon success	Upon success
Guerilla marketing (Rs. 10000/screen)	1.2 mn	1.8 mn	-
Influencers	2.5 mn	3.5 mn	1 mn
Green cards (Rs.4/card)	4 mn	5 mn	7 mn
Leaflet (Rs.1.5/leaflet)	0.6 mn	0.8 mn	1 mn
Keychain bags (Rs.5/bag)	2.5 mn	3.2 mn	3.8 mn
Instagram	1 mn	2.5 mn	1.5 mn