

IMPOSTER

M-Day
The Annual Marketing Marathon



Team Paper Bag
Sukraat | Vishal



Rationale applied

Whisper + Daag Acche Hai campaign can be a step towards breaking the stigma that menstruation holds in our misogynistic society.

Girls are taught to hide our period stains and whisper the "problem" in order to borrow a napkin from a friend.

This campaign can be Whisper's call

#NotToWhisper
anymore.

Break the Stigma

- 01 Keep the conversation going**
The more we talk about it, the more we know, the less it's a taboo
- 02 Stop using euphemism**
Slang terms like 'down', 'chums' give out the impression of shame and are a part of the problem. Instead, use the actual terms like 'periods' and 'menstruation'
- 03 Refuse the black bag / newspaper**
It adds to the stigma, do your bit to get rid of the practice
- 04 Seek medical help**
Track your cycle and consult a gynaecologist even in the face of seemingly small symptoms.
- 05 Change the narrative**
Sanitary Pad ads so far have shown women being active and outgoing while on their period, which is a very wrong depiction of the pain women go through during that time. Portray the truth.

Imposter
Team Paper Bag



Offline Promotional Activities

Paper Bag Provision

In order to refuse the shady newspaper wrap or black polythene, we can provide such paper bags to our retailers. It serves the following purpose:

- As a bag
- A logo carrier
- As a constant reminder that periods are natural
- As a disposable bag for used napkins
- Eco-friendly replacement



Guerrilla marketing

Painting "Daag acche hai" along with whisper's logo on roadside dividers primarily on roads with potholes in Monsoon.

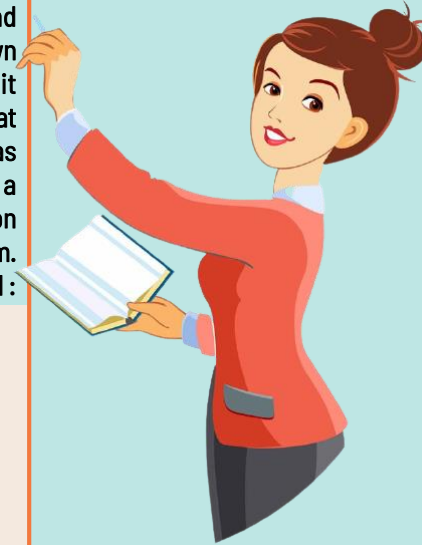
Message:

- Whisper protects from stains
- More people acknowledging the campaign
- Higher visibility and awareness

Education

Teenagers, girls and even well grown women in India hold it against them and treat periods as a crime as against them being a natural phenomenon and embracing them. Educating them will :

- Remove societal stigma + doubles as CSR
- Establish 'Daag' or stain as a sign of good menstrual health.
- Help out in handing free samples
- Possibly save thousands of lives



Online Promotional Activities

OTT Product Placement



Fitting the product into the narrative or storyline like :

- A teenager getting her period for the first time, being offered a pad by her friend/parent
- A girl being happy on not being pregnant (also promotes education against unprotected sex)

Social Media Campaigns



Without breaking Whisper's Social media flow, we can introduce yet another moment:

- #NotToWhisper & #DaagAccheHai.
- Social movement like these pick up pace quicker in the timelines.
- We can use Influencers for better reach

Financials & Approximations

Existing Brand	Community Engagement	INR 1,00,000
Total Reach ⓘ		2,10,714
Total Engagement ⓘ		12,770
Avg. CPE ⓘ		7.83

If we adapt Influencer marketing
Tentative Budget : 1,00,000
Objective : Community Engagement
Add Organic Reach : 22,000
+UGC give more than
2.5 Lakh constructive engagement

THANKS!

We're open to constructive criticism,
comments and remarks

Please contact **Team Paper Bag** on
sukraat.dang2022@sims.edu
vishal.nihalani2022@sims.edu
+91-9953194467

BYE!

