Flipkart

wired 6.0
Campus case challenge

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PRIMARY RESEARCH

Sample Size

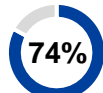|	
2	Focused group discussions
11	Personal Interviews
81	Survey respondents
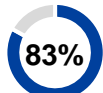
83% of 45+ people don't feel confident

74% respondents consult friends while shopping

" I do not feel confident enough to shop online by myself.

- **Pratima, 50, Jamshedpur** "

SECONDARY RESEARCH

Covid Impact on willingness to shop online

Tier	Pre-Pandemic	Post Pandemic
Tier II	29%	56%
Tier III	36%	63%

66% Total online consumer demand coming from T2+ cities

88% Online shoppers between 2020-2030 may come from T2+ cities

COMPETITION BENCHMARKING – Global & Domestic

	Penetration strategy	Gamification	Social Commerce	Group buying
amazon	Assisted Shopping	Quiz competitions	Glow Road Acquisition	NIL
ebay	High value for money	1. Buyer-seller live chat 2. Upvote based rewards	NIL	NIL
(logo)	Affordable products	1. Sweepstakes 2. Time-bound offers 3. Rewarding games	Sellers livestream and Real-time buying	Group Discounts
(logo)	Service centres	NIL	NIL	NIL
meesho	Middlemen for sales	Engagement based rewards	Reselling unbranded products	Deal sharing incentivized

Target Groups

🎯 Goals

⚙️ Challenges

🛒 Shopping Habits

PRATIMA, 50, Teacher, Jamshedpur

- ✓ To **stay connected** to her family members
- ✓ **Grow** professionally in her teaching career

- • **Geographic distance** from sons
- • **Lack of trust** in COD ordering by herself
- • **Unsure about quality** of products online

Window shopping only

Active social media user (Facebook, YouTube, WhatsApp icons)

Aware of options but does not transact online

JEETU, 20, Student, Nagina

- ✓ To be updated with **latest fashion trends**
- ✓ To have an influential **peer group**
- ✓ To land a good job after graduation

- • **Needs validation** from friends and family for clothes purchases
- • Gets confused due to too many options online

🔗 Shares link with friends before making purchases

➡️ Likes to share achievements and life updates online

Prakash, 42, Security Guard, Rewa

- • Wants best facilities for his children
- • **Support Family** and Friends
- • Save enough to buy a bike

- • Asks his **young peers** to place his order
- • Not comfortable with the **interface**
- • **Apprehensive** of high ticket online purchases

🕐 Strict 12 hours 6 day working schedule

🧠 Underconfident in placing an online order

Flipkart Friends - Shop alone no more

A brand new feature to provide real time e-shopping experience with friends and family

Screen Sharing on the Flipkart App

85% share product photos while shopping online

89% Help their acquaintances in shopping decisions

The Social Planet

63% Feel Connected to friends and family virtually

42% Feel Connected using virtual experiences

Pain Points Addressed

▶ Product Link Spamming
▶ Consumer Confusion
▶ Difficulty in app navigation

FEATURES

Shop Together
- ⋙ Shop with shared screen and voice call
- ⋙ Quick reactions on products
- ⋙ Revisit on-call browsed products

Multiplayer Games — Play and win with friends

Share Supercoins — Help friends find better deals

Persona Based Use Case

Jeetu "shops together" with friends for his girlfriend's surprise gift

Pratima can now shop with her son

IMPACT
1. Increased Engagement
2. Increased Loyalty
3. Increased Traffic
4. Better Experience

SCALABILITY
Sets the base for "Group Buying" in the future through a group activity ecosystem

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Flipkart Stars - Become a star shopper

A platform for customers to create content from their Flipkart purchases & earn coins by participating in challenges

A democratised and localised feed section

63% of people in Tier 2 and 3 are **influenced by trends** and influencers

85% of people in Tier 2 and 3 **look at reviews** and product photos before placing order

AIM To inspire people who **are online but not transacting** to shop online with Flipkart by building trust of the platform

Pain Points Addressed
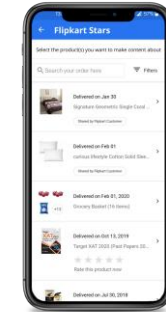Concerns about look & quality

How will this work?

Customer Shops from Flipkart
↓
Shares his short video on Flipkart Stars
↓
Gets rewarded with SuperCoins
↓
Chooses to share the post on social media
↓
Gets added rewards

#Challenge buckets

#5thingsunder500

#mytop3purchases

#5waysofstyling

Jeetu
Jeetu looks through the feed frequenty to find what people around him are wearing.

Prakash
Sees his nephews post on his recent shopping with Flipkart. He now trusts Flipkart more as a safe shopping platform.

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refer to annexure for implementation Gantt Chart

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MARKETING CAMPAIGN – "Pehla Kadam Utha"

A 360 degree campaign focusing on encouraging Indian women to initiate their first Flipkart transaction by helping them fight their fears.

Key message

Darr bhaga, pehla kadam utha

AIM
Highlight Flipkart's **superior value** offerings that addresses fears of online shopping

- **Safety** of payments
- Friendly **return policies**
- **Rewards** for every order

CAMPAIGN GOALS
- ✓ Acquire new customers
- ✓ Increase brand **awareness**

1/3rd new shoppers in India are **women over-45** age group of women from smaller towns accounts

52% women purchased a specific product because they appreciated the **positive portrayal of women**

6 out of every 10 women interviewed say they **lack the trust & confidence** to shop online, although they were aware of Flipkart

Implementation Timelines

Task	2022			2023			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Television campaign	Development		Preproduction		Production	Post-production	Launch
Offline activation	Approvals	Finalising pilot locations	Procurement and logistics	Pilot launch		measurement	Campaign Launch
Social Media campaign		Approvals	development			Campaign Launch	

Financial Impact*

Marketing Cost

TV Adverts	₹ 6,44,76,000
Offline activation campaign	₹ 7,30,000
Total campaign cost	**₹ 6,52,06,000**

Campaign impressions

TV	14,06,80,000
Offline activation	18,000
Total unique impressions	**14,06,98,000**

Revenue generated from campaign

TV	₹ 25,32,24,000
Offline activation	₹ 3,60,00,000
Total revenue	**₹ 28,92,24,000**

ROI of Campaign: 4.42

TVC & Youtube

A woman called Darr (fear) tagging along with the protagonist lady

She faces unnecessary inconveniences because of darr . Eg, travelling in train- only 1 seat left- darr is sitting and she is standing

30 secs ad on selected 5 channels based on highest women viewership at prime times

Offline Activation

Horizontal hammer arcade game
Darr runs away the basis of the strength of hitting the pod

Time bound discount coupons for new FK users

Demonstrate ease of making transactions & encourage 1st purchase

Social Media campaign

THEN V/S NOW
Users are encouraged to share their Then Vs Now photos or videos of their life events

Supercoin AR Filter
Engage light social media gamers. Highest scores get rewards & Supercoins

Brand Story
New journeys seem difficult or impossible but is the beginning of something great! A campaign that embraces the journey from new beginnings to present

Details of each idea in annexure

refer to annexure for more details on Financials & Impact

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Financials

Cost of TVC campaign

Channel	Cost of per second ad	Slots per day	Ad tenure (Days)	Total Cost
Colors	₹ 2,300	8	30	₹ 1,65,60,000
Star Plus	₹ 740	8	30	₹ 53,28,000
Sub TV	₹ 3,000	8	30	₹ 2,16,00,000
Zee TV	₹ 2,600	8	30	₹ 1,87,20,000
Max	₹ 315	8	30	₹ 22,68,000
			Grand Total	₹ 6,44,76,000

Cost of Setting up Playcenter (Offline Activation)

Employee cost	₹ 15,000
Rent	₹ 35,000
Flipkart branded Pop up station	₹ 30,000
Monthly rent of hammer machine	₹ 15,000
Total Cost	₹ 95,000

Number of cities	Cost of one stration	Tenure of pilot activation(months)	Total Cost
10	₹ 95,000	1	₹ 9,50,000

Returns of TVC

Channel	Monthly cume reach (Crores)
Colors	15.97
Star Plus	14.32
Sub TV	13.05
Zee TV	13.01
Max	13.99
Total impressions	70.34
Channel Overlap	80%
Unique customers reached	14.068
Customers downloading app	2%
Customer making a purchase in next year	5%
Total onboarded customers	0.012
Average order value	₹ 2,000
Total revenue generated	₹ 25,32,24,000
ROI	3.93

Return of Playcenter (Offline activation)

Daily Footfall in a tier 2 city mall	4000
%tage people interacting with game	5%
%tage onboarding conversions	30%
Total people onboarded in a city per day	60
Total people onboarded in a city per month	1800
Total people onboarded across pilot cities	18000
Average order value	₹ 2,000
Revenue generated	₹ 3,60,00,000

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FLIPKART FRIENDS

Task	2022			2023				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Concept development (Drafting Idea, concept, features and vision)	�damage	█						
Approvals		█						
Mock ups and design (Finalising Team, wireframes and design language)		█	█	█				
Development (Front and back-end development)				█	█			
Beta Testing (Testing the feature for a specific sample size)						█	█	
Feature Launch (Launching on app stores and marketing)								█

FLIPKART STARS

Task	2022			2023				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Concept development (Drafting Idea, concept, features and vision)	█							
Approvals	█							
Mock ups and design (Finalising Team, wireframes and design language)		█	█					
Development (Front and back-end development)			█	█				
Beta Testing (Testing the feature for a specific sample size)					█	█		
Promotions (Promoting amongst creators to use the platform)						█	█	█
Feature Launch (Launching on app stores and marketing)							█	

TVC Storyboard & Idea

A woman called Darr (fear) tagging along with the protagonist lady

She faces unnecessary inconveniences because of darr. Eg, travelling in train- only 1 seat left- darr is sitting and she is standing

Another instance is that she loves eating sweets but darr always eats everything, leaving her nothing

She is once surrounded and scared by salesmen, rude shoppers etc.

Darr as always asks her to leave the place without making the purchase

But FK Superhero comes to the rescue & helps her complete the purchase

But the purchase is made on the app this time

FK superhero will only enable the purchase by removing her fears & giving her confidence

He will tell her about the superior benefits, post which darr will run away

Hammer Arcade Game - OFFLINE

IDEA –

1. A person hits the hammer at the pod

2. The end of the strength meter will have a cardboard cutout of Darr

3. The harder you hit the pod, the meter will go farther away

4. The farther you hit, your rewards increase

Then VS Now – SOCIAL MEDIA

First day of job

Now

The idea is to encourage users to share funny, emotional, nostalgic memories of their first events in life vs the present moments.

It will help them realise that while you may feel intimidated while taking the first step, the journey that follows is worth it.
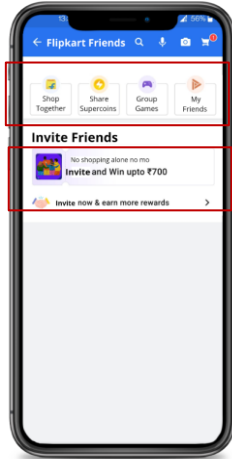
AR Super Coin Filter

It will be a game with a moving supercoin where people will have to blink to stop the supercoin. If the supercoin pauses at the center of the forehead, the user will be directed to flipkart and 1-2 supercoins will be shared.
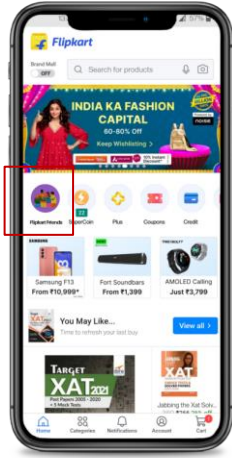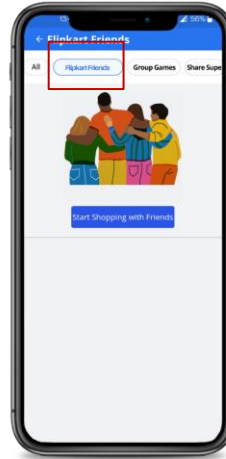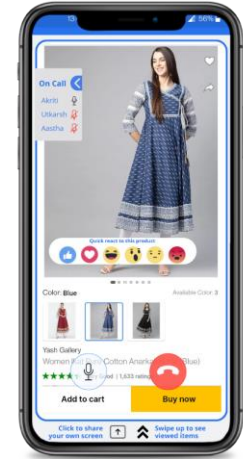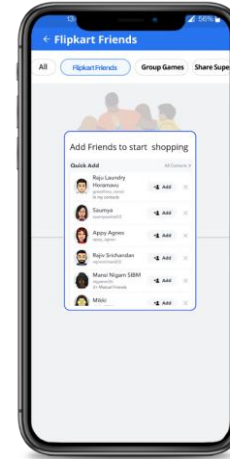
A high visibility button for Flipkart Friends

Variety of options to interacts with the platform and mechanism to refer friends

Mechanism to add friends

Interface to share screen and shop together

FAQs

Q. Why is the campaign women focused? Why are 45+ being targeted?
A. Over-45 age group, which now accounts for more than a third of new shoppers in India is the fastest growing segment. moderate and heavy shoppers (who buys in 3-6 categories) are almost as likely to be over 45, female, and (often) from smaller cities. (1)

Q. What are the problems in trusting technology by the 45+age group?
A. Fear about safety threats (1)
Fear about making mistakes while using tech (1)
 Lack of motivation by learning (1)
Lack of confidence (2)

Q. Does the TG visits malls or stores for shopping? (What is the Tier 2 mall footfall age group wise?)
A. Average footfalls have grown by 20-25% during weekdays in comparison to 2019 since many people are now used to shopping due to Covid-led restrictions. (1)

Q. Why will female advertising have an impact in the campaign?
A. A study found that nearly all (92%) of the women surveyed could recall at least one campaign that had a positive portrayal of women, and over half (52%) had even purchased a specific product because they appreciated how the ads represented women [22]

Q. Which cities are you considering for the offline activation and why?
A. Shortlist 10 cities based on digital adoption trends in Tier 2 (1)

Q. Why would the TG engage with the offline activation?
According an Inmobi report, gaming has become increasingly popular among women of all ages and marital status, defying old-school conventions. Nearly 52% of India's women gamers live in the metros, while 29% live in small towns.

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