

## D. DETAILED OUTLINE:

*In this step, we will discuss in detail each component and its requirements within the assignment.*

To begin with, your selection of a social issue and a PR campaign to work on determines the quality of your assignment. Since this choice is two-fold, you should **start by identifying a campaign** that has **reasonable to ample** coverage on multiple platforms (social media, news channels, and even academic websites like WARC), then move on to exploring the issue. Remember, your chosen campaign dictates your analysis of it, not the social issue.

**Example:** India is the land of the tea drinker. In India, for every 16 cups of tea, only one cup of coffee is consumed. NESCAFÉ, India's oldest and largest coffee brand, has always found it extremely hard to penetrate this overwhelmingly skewed hot beverage market. With no ingrained habit of coffee drinking amongst Indian adults, the only way NESCAFÉ could make inroads was to recruit teens. The campaign “Know Your Neighbour” aimed to make young Indians fall in love with the Nescafé Classic brand. By making drinking coffee at home fun and aspirational.

**TIPS:** The key to a successful paper lies in choosing a campaign that has plenty of data, statistics, and information. First, seek out at least 5 usable sources to determine whether the campaign is worth researching. By doing this, you increase the accuracy and legitimacy of your analysis.

### 1. INTRODUCTION:

- For your opening sentences, going from general to specific always works (e.g. adults’ habit: drink tea → focus on the young).
- When you introduce the social issue, make sure it has a **standalone** sentence. This grants your chosen problem gravitas.
- Afterward, bring in your campaign and some basic information in about two sentences.
  - The campaign’s founder
  - Launch date and duration

- Stand-out information, maybe impressive engagement rates or a policy change from the government
- Try to pick achievements related to the PR or marketing field.

**Example:** Campaign details

Brand owner: Nestlé, India

Agency: McCann, Delhi

Brand: NESCAFÉ Classic

Country: India

Channels used: Branded content, Cinema, Events, and experiential, Internet - display, Internet - general, Internet - search, Magazines - business, trade, Mobile and apps, Newspapers, Online video, Outdoor, out-of-home, Packaging and design, Point-of-purchase, in-store media, Print - general, unspecified, Product and another sampling, Product placement, Public relations, Radio, Social media, Sponsorship - event or property, Television, Word of mouth and viral

Media budget: 5 - 10 million.

- End the paragraph with this structure: “This essay will focus on [...] and [...]”. Fill in your key arguments.

**Example:** This paper will concentrate on the strategies and tactics employed by the campaign to convey its message of “love thy neighbor” with a cup of coffee to make drinking coffee at home fun and aspirational.

## 2. PRESENTING THE ISSUE:

- This part should have **two to three** paragraphs.
  - *1st paragraph:* Introduce your social matter in greater detail. Be sure to define what that issue is, what harmful effects it has, and why it still exists

**Example:**

- + The issue: the field it belongs to (health, environment, education, etc.), where/when/how did it originate, plus academic sources proving its prominence as an accepted social issue.
- + The harmful effects: focus on both online and face-to-face impact (racism: abusive chants in stadiums and racist comments on social media)
- + Why it still exists: actions from the government (policy, ban, legislation), current complications - maybe the technology is outdated or opinion clashes between

different groups, and explain why would a PR campaign make a difference (raise awareness, empower citizens, etc.)

**Example:** With rapid urbanization, India was going through radical socio-cultural changes. Traditionally a culture that took pride in creating and nurturing social connections, it was being subjected to the fatigues of the modern-day lifestyle. Cracks had started to appear in relationships that resulted in urban isolation. And one such connection that truly epitomizes this trend is the growing distance and unfamiliarity between neighbors.

So the campaign combined the 'social lubricant' tag of coffee with a compelling in-home consumption situation, with the theme: 'Neighborhood Romance'.

- *2nd paragraph:* **Go in-depth** explaining the issue by linking it with the campaign. It is suggested that you include different forms the issue manifests itself in (e.g. proliferation of the numerous coffee chains → coffee drinking was fast converting into an out-of-home experience → The in-home consumption had become minimal). Then, put forward the campaign by highlighting its role, which can range from disseminating helpful information about the issue to trying to resolve it entirely.

**Example:**

The major trend negatively impacting consumption was the proliferation of numerous coffee chains, such as Café Coffee Day, Barista, etc, opening up on virtually every street corner across the country. As a result, coffee drinking was fast converting into an out-of-home experience. The in-home consumption had become minimal, at six cups per capita. Faced with these challenges, NESCAFÉ desperately needed to reignite conversation and make a comeback in the youth's life in his or her own home.

+ **The promise/mission of the campaign to resolve the issue:**

- We needed to ensure a minimal drop in the wake of dwindling brand affinity and a massive price rise and boost in-home consumption of coffee (KPI for this was the volume turnover.)
- For youngsters, cafés were becoming the appropriators for the image and consumption of coffee. We needed them to start considering coffee for regular in-home consumption as well. For this, we had to find a relevant and aspirational role for coffee in their home life.

**Tip:** You should **refrain from** disclosing too much about your campaign and save key information for elaboration later.

### 3. IDENTIFYING THE CAMPAIGN AND ITS TACTICS:

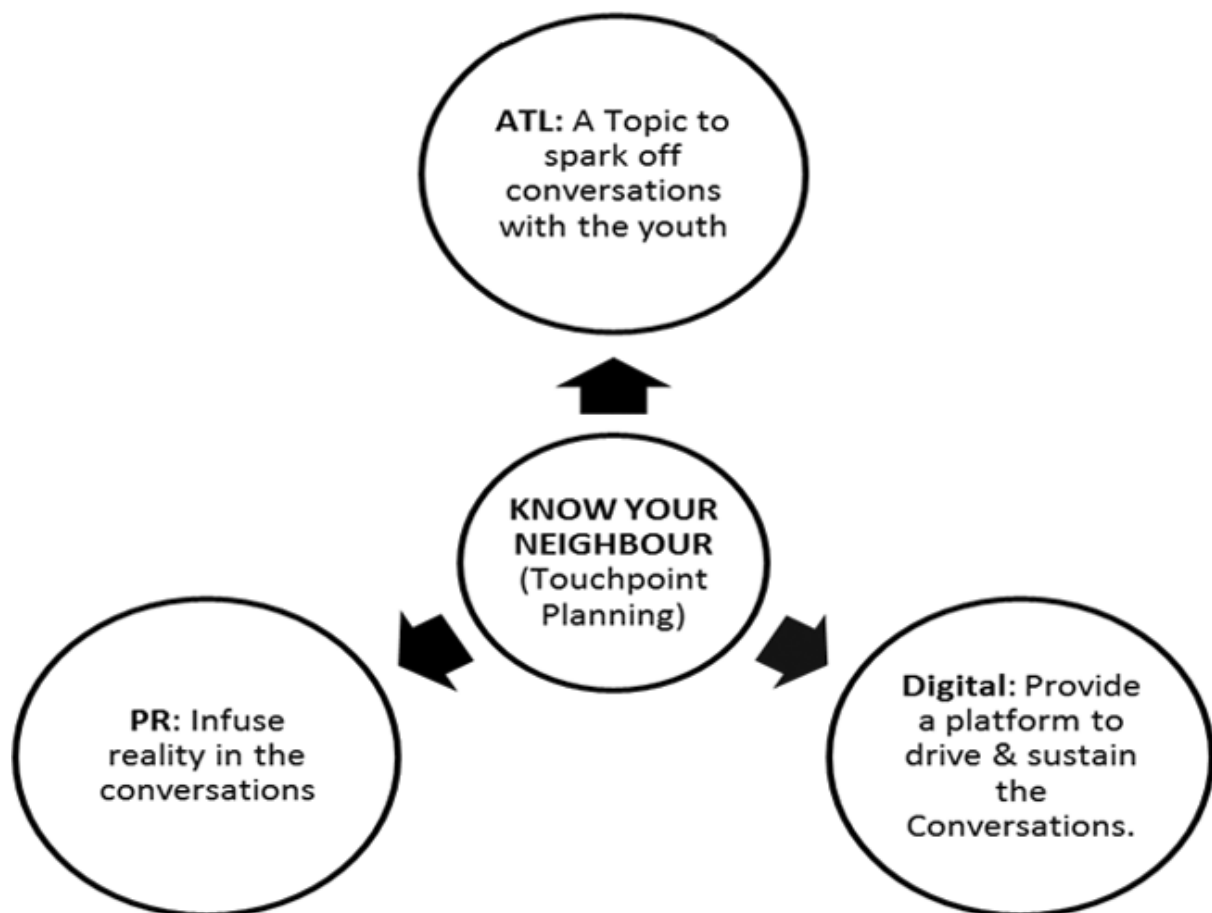
Regardless of the number of tactics, the two following paragraphs should begin this segment because they provide context for the lecturer. Contexts are incredibly important since we want the marker to know as much as we do about the issue.

- *1st paragraph:* **Definition + Importance + Usage** of PR. Bonus points if you can display how PR works within your chosen field. Remember to support your statement with academic sources.

#### **Example:**

- Definition: Public Relations (PR) is a strategic communication discipline that involves managing and maintaining relationships between organizations or individuals and their various publics or stakeholders.
  - Importance: To build trust, to manage reputation, to influence public opinion, to help in crisis management, and to foster relationships.
  - Usage: Chosen field (Coffee/Beverage): PR serves as a vital component in managing the image and reputation of the brand. PR can be seen as product promotion, crisis communication, sponsorship and partnerships, and customer engagement
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- *2nd paragraph:* Explore the performance of PR strategies, tactics, and tools concerning the field's region or target audience. For example, public relations might not be practiced heavily in mountainous regions in Vietnam by healthcare firms. The campaign should challenge any hardships, yet it is not required to "win" or "eradicate" the issue; **it just needs to make an impact.**

Succeeding this pair of paragraphs, you should **list out** every communication artifact that the campaign features. This is where your preliminary research of 5 or more sources comes into play as you **demonstrate how the campaign manifests itself**. Consider these points when you write up those tactics:



What they have done in terms of owned media: They implemented a three-pronged execution strategy, which was synergized by the neighborhood world they had created:

- TVC series: Unraveling the neighborhood through PR and the episodes of the television commercials.

To bring the idea to life we created the 'perfect neighborhood', which consisted of a newcomer to a big town (Purab), a celebrity as the neighbor (Deepika Padukone), and her famous friend (Karan Johar). It was the first time in the history of the brand in India that it had signed three celebrities as the face of NESCAFÉ.

The bold taste of NESCAFÉ is what became the catalyst for the 'Neighborhood Romance', and it was brought to life through the first-ever episodic TV series in India. Coffee played a crucial role in the storyline, as it was the bold taste of NESCAFÉ that allowed you to switch on the best in you.

- Newspapers:

The campaign took off with two seeded stories at the masthead of a leading national newspaper. The first one was about Deepika relocating to Mumbai, and the other was about Purab talking about the woes of modern city life where there is no time for neighbors.

- Social media:

When it came to taking it online, the buzz created by the unique format of the TVCs was fuelled on social media through a page on Facebook. This was developed as a 'watering hole' for the youth, and hence it had a lot to offer the young:

A chance to become a part of the Neighbourhood: The activities on the page kicked off with a call for entries for a slogan, which could help you win a chance to be Deepika's neighbor. The winner also got a chance to subsequently unveil the third episode exclusively on the Facebook page

Get you up close and personal with the neighbors: Frequent live web chats were conducted on the page with the stars of the campaign

Discuss life over coffee: We wanted to fuel quality conversations that impacted the life of the youth, from the Indian cricket team to the Anna Hazare page and opened up discussions around various topics of interest and issues relevant to the young.

- Sponsorship:

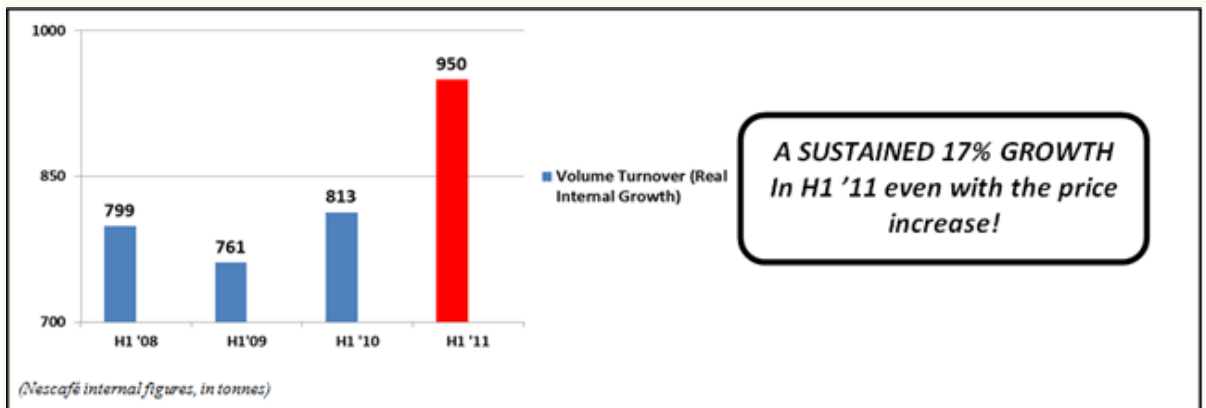
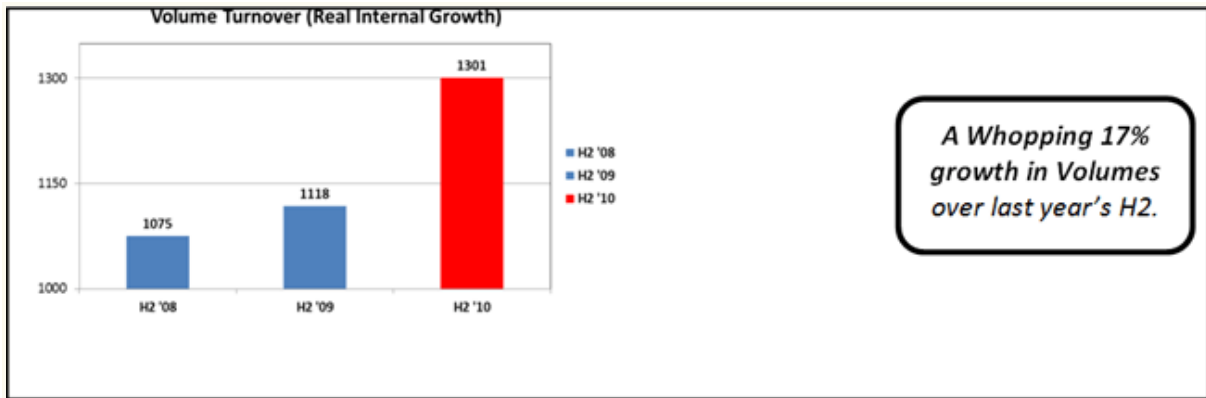
Nescafé became the principal sponsor of the popular chat show Koffee with Karan, to strengthen the associations of Nescafé and build conversations

→ **EVALUATION:** When you're done with the tactics, finish this section by discussing how the public views the campaign while also lending your perspective on its success, but only briefly. A short model paragraph is as follows:

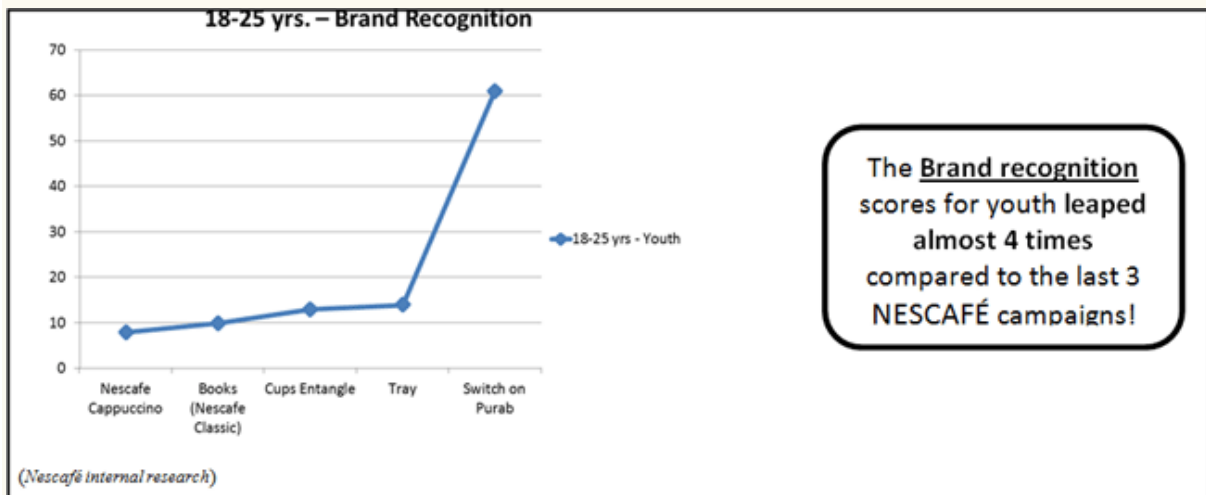
*In general, the campaign demonstrated an in-depth understanding as well as command over public relations tactics from [insert organization]. The various marketing tools alongside the leverage of different media platforms ensure its overarching message is spread across the target audience, shown by a staggering x% public penetration (A 2023). However, there still exists room for improvement due to a lack of real-life events providing a sense of pragmatism.*

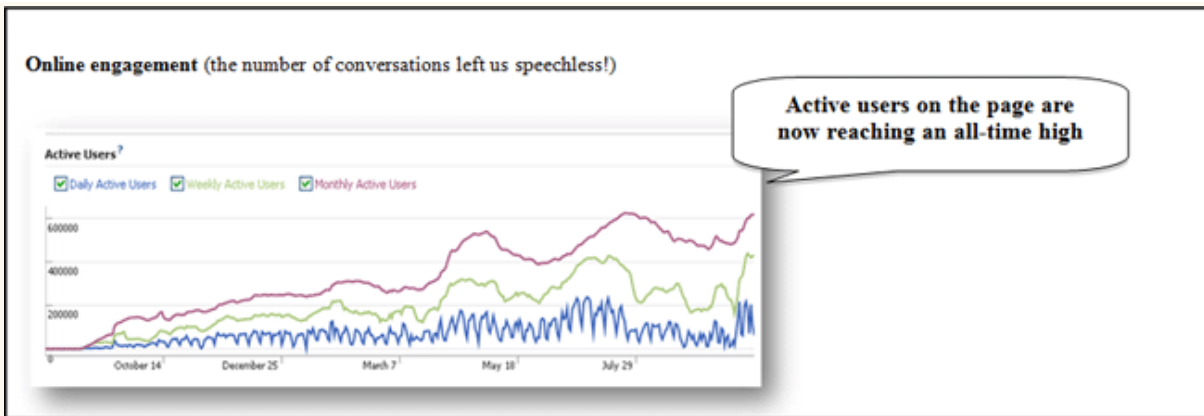
**Example:**

The results were to rewrite history for the brand:



While the expectation was a 10% dip, the brand managed instead to do the unthinkable and create a whopping 17% growth.





## Facebook Insights

- More than one million fans are on the NESCAFÉ Facebook page! Beating the likes of Pepsi, Airtel, Idea, and Bajaj Pulsar, who have fewer fans and with pages older than ours!
- A total of 68% of fans were active on the page over six months – more than seven times higher than the industry average
- A staggering 10.5 million unique users have visited the page
- The page has generated 1.2 million likes and comments
- The campaign has managed to reach across 2 billion Facebook users!

(Source: Facebook Insights)

## More coffee recipes than we could believe

- The thread of posts asking people to associate their personality with a coffee recipe garnered an average of 2091 likes and 286 comments per post
- A string of posts asking consumers to share their 'moves' à la Deepika, got an average of 6,781 likes and an average of 802 comments per post!
- Daily iced coffee recipe posts received an average of 3,743 likes and 312 comments per post.

## Milestones and achievements for our digital campaign



- Our page has become the largest NESCAFÉ market Facebook page in the world!
- It is currently the fourth-largest Indian FMCG (F and B) brand page on Facebook.

The campaign was awarded Silver in the integrated marketing category and Bronze in the consumer product category at the India Effies 2011.

#### 4. CAMPAIGN EVALUATION:

**REMINDER:** An evaluation ought to assess whether the campaign and its tactics **successfully or unsuccessfully apply** principles of PR. The principles (proposed by the assignment itself) include (but are not limited to):

- The difference between PR and Advertising
- Persuasion theories (Social Exchange, Social Learning, etc.)
- Theories in Communication (Grunig and Hunt's 4 models in Public Relations, Agenda setting, Media Framing, etc.)
- Trends in Public Relations Development
- History of Public Relations
- Media plans & media relations (i.e. what media tools, what media channels, news Value, hook, & angle, why those choices, are these media tools efficient in this campaign? etc.)

**TIPS:** While the number of suggested principles may be large, you should attempt to use the following as a **lens** to analyze the campaign:

- At least ONE **persuasion theory**
- At least ONE **mass media theory**
- **Grunig and Hunt's 4 models of PR.** Do discuss every method of PR utilized in the campaign. You must showcase academic research skills through credible sources to back up your claim (e.g. why is this two-way asymmetrical?). This is where you get most of your marks.

However, please feel free to apply other models as you see fit. As you choose, remember to select theories in which you can see their connection to the campaign clearly - that way you can go into details.

**This structure can be used throughout this section to illustrate and prove your ideas:**

A. Application of theory X:

- 1st paragraph: Academic explanation of the chosen theory (3-4 sentences)
- 2nd paragraph: Analysis of the campaign's tactics based on the chosen theory (5 or more sentences).

B. Application of theory Y:

C. Application of theory Z:

**Example:**

**A. Application of social learning theory:**

Social learning theory, first brought up by psychologist Albert Bandura, suggests that [insert source]. The process of learning is not so much education, but rather from experiencing and observing other people's behavioral patterns (insert source). The case can also be adapted to the virtual world of online streams of information and social media platforms, where praised social interactions are often repeated whereas ill-advised ones are not. The core concepts of social learning theory include [insert source].

The tactics adopted by Nescafe in the Indian coffee market are examples of social learning theory's application in a marketing campaign. To begin with, its TVC series featuring prominent public figures displaying a course of socially acceptable actions succeeds in both narrating the campaign's message and promoting the consumption of Nescafe's product. From it, people view drinking Nescafe as a pleasurable and rewarding action since it gives a vibrant sensation like Deepika Padukone is right there in front of them - experiencing a new meaning assigned to an activity. This method is also elevated to an entire TV series which serves as an echo chamber for the key message. Furthermore, their social media movements resonate with their audience, opening an avenue for fan engagement and interaction, in turn giving a chance to become a part of a community (as the name of the call-to-action suggests)...

**Content vs commercial**

- The campaign has paved the way in defining how to create engaging content and leveraging the power of social media, as opposed to the preconceived notion of creating the traditional 30-second order prevalent in this market. It is time we

recognized that the youth has a huge propensity to engage in conversation, which is why it's important always to have a brand dialogue box.

- Creating brand ubiquity through phased channel usage is a strong learning from the campaign. A timed activation of a specific channel is sometimes a far more effective strategy than a simultaneous channel blitz.

## 5. PERSONAL REFLECTION:

This section should be divided into two paragraphs, the purpose of which are as below:

- 1st paragraph: Assess the campaign's performance by restating both positive and negative aspects. It is also important to acknowledge that the campaign is imperfect as there will be mishaps (you must also lay these out on the table). Highlighting key tactics or messages is recommended.

**Example:** Thanks to this campaign, the brand subsequently achieved 17% growth, as well as attracting 1m fans to its Facebook page. It also helped NESCAFÉ overcome two of the greatest hurdles faced by most consumer goods brands:

- Protect sales from an unforeseen price rise
- Create consumption and engagement during an off-season.

This was not done through conventional tactical interventions like promos etc, but smartly leveraging brand affinity and redefining product usage.

- 2nd paragraph:
  - “As a future PR practitioner, [insert general evaluation of the campaign]”.
  - Praise what the campaign impressed you with, using phrases such as “broaden one's horizon/perspective” or “enlighten one with something”.
  - “If recommendations are to be made, [insert rectification or alternative approaches]”.

**Example:** As a future practitioner in the field of PR, 'Know your neighbor' stands out as a captivating and purposeful campaign that has consistently drawn the media's attention since its inception. The campaign's objective is to make drinking coffee at home fun and aspirational is tactfully communicated through proficient PR practices. The astute management of this initiative has not only broadened my perspective on both PR and in-home drinking coffee habits but has also provided exemplary strategies for addressing the problem of creating a foothold in the competitive market. If recommendations were to be made, it would be beneficial for Nescafe to consider delivering new messages in a fresh form sooner

in cases of a limited media window, a cluttered media landscape, or relatively low media budgets.

## E. TIPS & TRICKS:

- Strategy is different from tactics!

Strategy	Tactics
<ul style="list-style-type: none"><li>❖ Conceptual, invisible</li><li>❖ The overarching idea, ‘big picture’</li></ul>	<ul style="list-style-type: none"><li>❖ Tangible, visible</li><li>❖ The ways a strategy is carried out/realized</li></ul>

- Even though it counts as a personal reflection, pronouns like “I” should still be avoided at all times to keep the essay formal.
- Capture images/statistics/screencaps and situate them **right under** each corresponding paragraph where they appear instead of putting them all down in the Appendices section. This allows for easier reading for your lecturer.