



# Journey To An Iconic HPCL Brand



Clairvoyance 2024  
27<sup>th</sup> May 2024

## Team Members

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A S Chouhan  
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Debjit Mitra  
Deepak Kumar  
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Ratnaparkhi Pankaj Prakash  
Sushant Goyal  
A Ayyappadas

## Resource Providers

Shri Vishal Bajpai -CGM- Retail Lubes, HQO  
Shri Amitabh Basu -GM- Natural Gas- HQO

## Mentors

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Shri K S Rao -ED-Natural Gas  
Shri Sanjay Mathur -CGM-Retail, SZ  
Shri C R Vijaya Kumar- CGM- Retail ECZ  
Shri Sushil Kumar Rai GM-LPG, EZ  
Shri Vijay Kumar Patel- GM-EZ- Retail



# Flow of Presentation



## HPCL Vision Mission

**Who are We / What is HPCL ?.**

**1**



## Understanding Brand

**Understand Brand with a Case study.**

**2**



## Decoding HPCL as a Brand

**Building HPCL Brand Pyramid.**

**3**



## Brand Journey

**HPCL Brand Journey So Far.**

**4**

# Flow of Presentation



## Iconic Brands

**Attributes of Iconic Brands**

**5**



## Current Reality

**HPCL Brand Diagnosis / Need to become an Iconic Brand**

**6**



## Road Map

**Road Map to an Iconic Brand.**

**7**



## Recommendations

**Target Initiatives / Way Forward**

**8**



# HPCL Vision / Mission

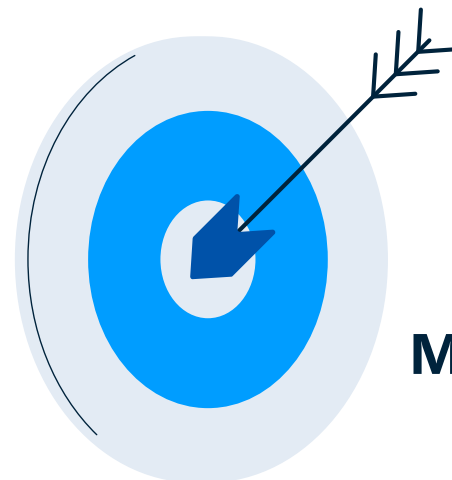
Delivering  
Happiness



## VISION

**To be a world-class energy company known for caring and delighting the customers with high-quality products, innovative services across domestic & international markets with aggressive growth and delivering superior financial performance.**

**The company will be a model of excellence in meeting social commitment, environment, health and safety norms and in employee welfare & relations**



## MISSION

**“HPCL along with its joint ventures will be a fully integrated company in the hydrocarbons sector of exploration and production, refining and marketing; focusing on enhancement of productivity, quality & profitability, caring for customers and employees, caring for environment protection and cultural heritage. It will also attain scale dimensions by diversifying into other energy-related fields and by taking up transnational operations”**



# Misunderstood Official Sponsor London Olympics 2012







## CONTEXT

**Nike won the game despite not being an official sponsor at the London 2012 Summer Olympics**



## Key elements of the Branding

**Identity:** Nike's iconic swoosh logo and the empowering tagline "Find Your Greatness."

**Messaging:** Unified message across diverse advertisements and platforms.

**Consistency:** Unified message across diverse advertisements and platforms.

**Emotional Appeal:** Eliciting feelings



## IMPACT

### Impact

**Resonated with viewers, sparking conversations and action.**

**Strengthened Nike's brand identity as a promoter of individual empowerment**

**Finally in our words: Numbers speak**

**And the winner is:** Nike marketed itself better than official sponsor Adidas

|   | CAMPAIGN            | ONLINE MENTIONS | TWEETS | FACEBOOK FOLLOWERS GROWTH | VIEWS ON YOUTUBE | % OF AMERICANS IDENTIFYING THE BRANDS AS A SPONSOR |
|---|---------------------|-----------------|--------|---------------------------|------------------|--|
|  | Find your greatness | 59,000          | 16,000 | 11%                       | 5m               | 37%  |
| VS  |                     |                 |        |                           |                  |  |
|  | Take the stage      | 26,000          | 9,000  | 4%                        | 3.2m             | 27%  |



# Decoding HPCL as a Brand







# Brand HPCL – Journey So Far

Delivering Happiness



VA solar



Q & Q Happy shop



Automation



HP PAY



SUMO



Domestic



Industrial



HP GAS, EXCEPTIONAL ENERGY SOURCES FOR EVERY NEED.



VLSFO



HP Buddy



HP Lube Xpress



Bitumen polybags



HINCOL



Vg40 Super TFM



TUFF BIT



We believe in HP First



Child Care



Education



Health Care



Skill Development



Sports

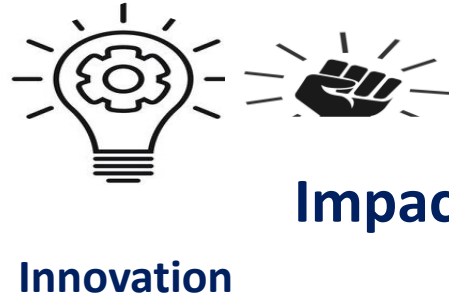


Environment & Community Development



MOBILE TOILET VAN

# Attributes of Iconic Brands





# Need to Become an Iconic Brand



**Brand Loyalty**

1



**Premium pricing**

2



**Resilience to  
Competition**

3



**Sustainable Business Model & Repeat  
Customers**

4

# Need to Become an Iconic Brand



**Cultural and Social Impact**

**5**



**Logevity & Legacy**

**6**



**Brand Extension**

**7**



# HPCL Brand Diagnosis



## Understanding “Brand HPCL” existing status in terms of its Brand Saliences and Attributes

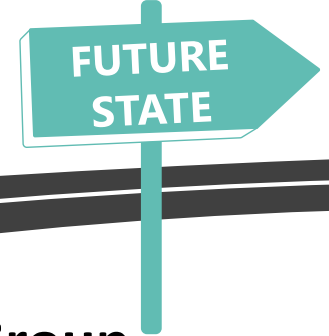
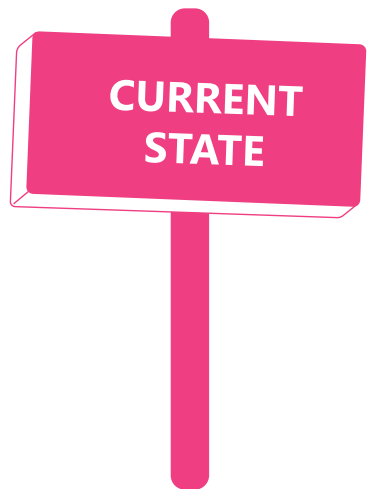
### Stake Holder Survey

- ❖ Employees
- ❖ Customers
- ❖ Channel Partners

### ❖ Digital Brand Audit

- ❖ Social Media Analysis

### ❖ Findings and Way Forward



- ❖ Focus Group Discussions

- ❖ SME Interviews

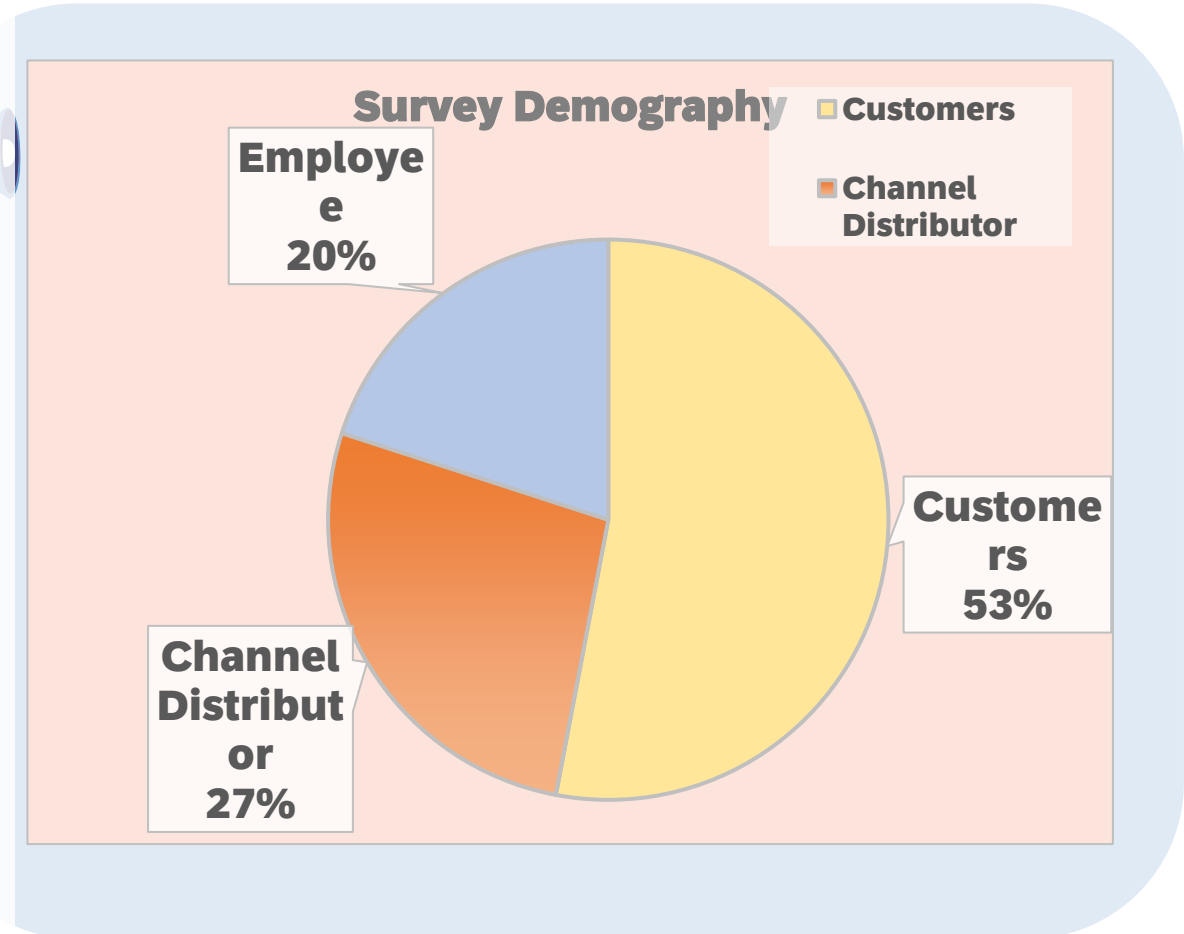
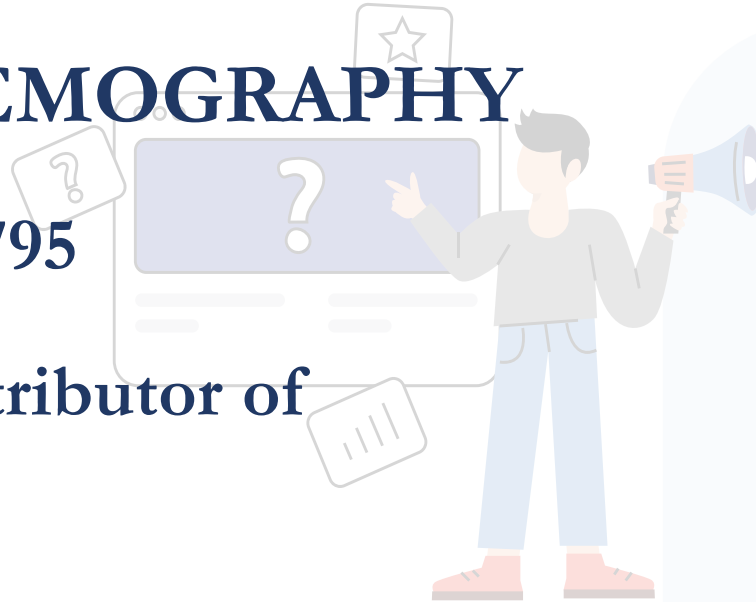
## SURVEY DEMOGRAPHY

➤ Customers -795

➤ Channel Distributor of  
HPCL-405

➤ Employee of HPCL-300

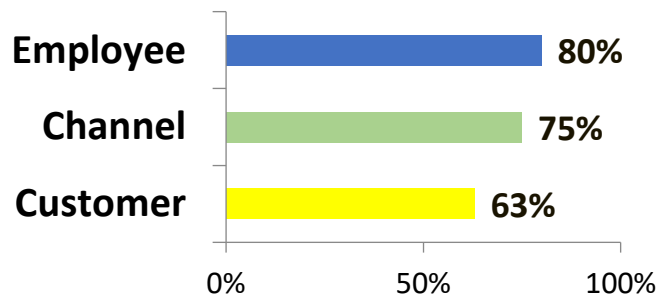
➤ TOTAL -1500







## Brand Visibility

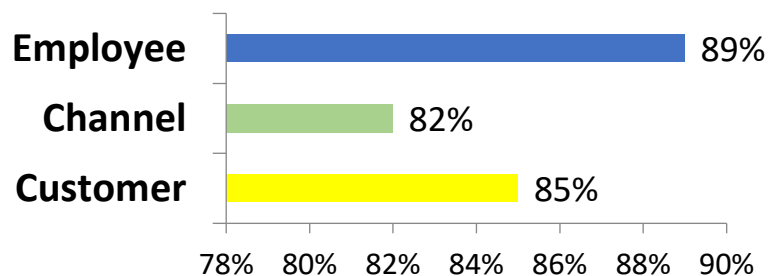


**1 How easily HPCL brand is visible vs other brands?**

**2 Need to enhance visibility as per customers**



## Brand Identity

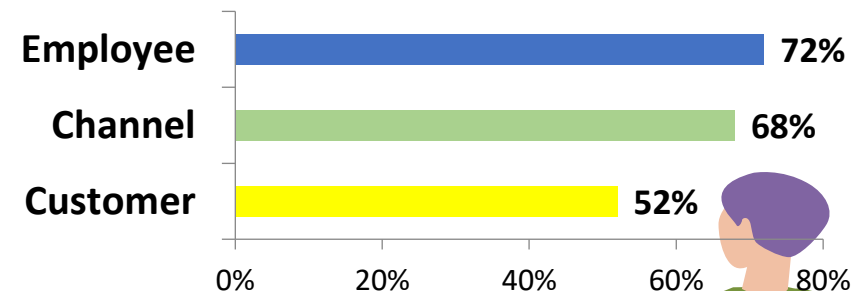


**1 How likely is someone able to recall HPCL branding?**

**2 HPCL Branding unique & identifiable**



## Brand Image

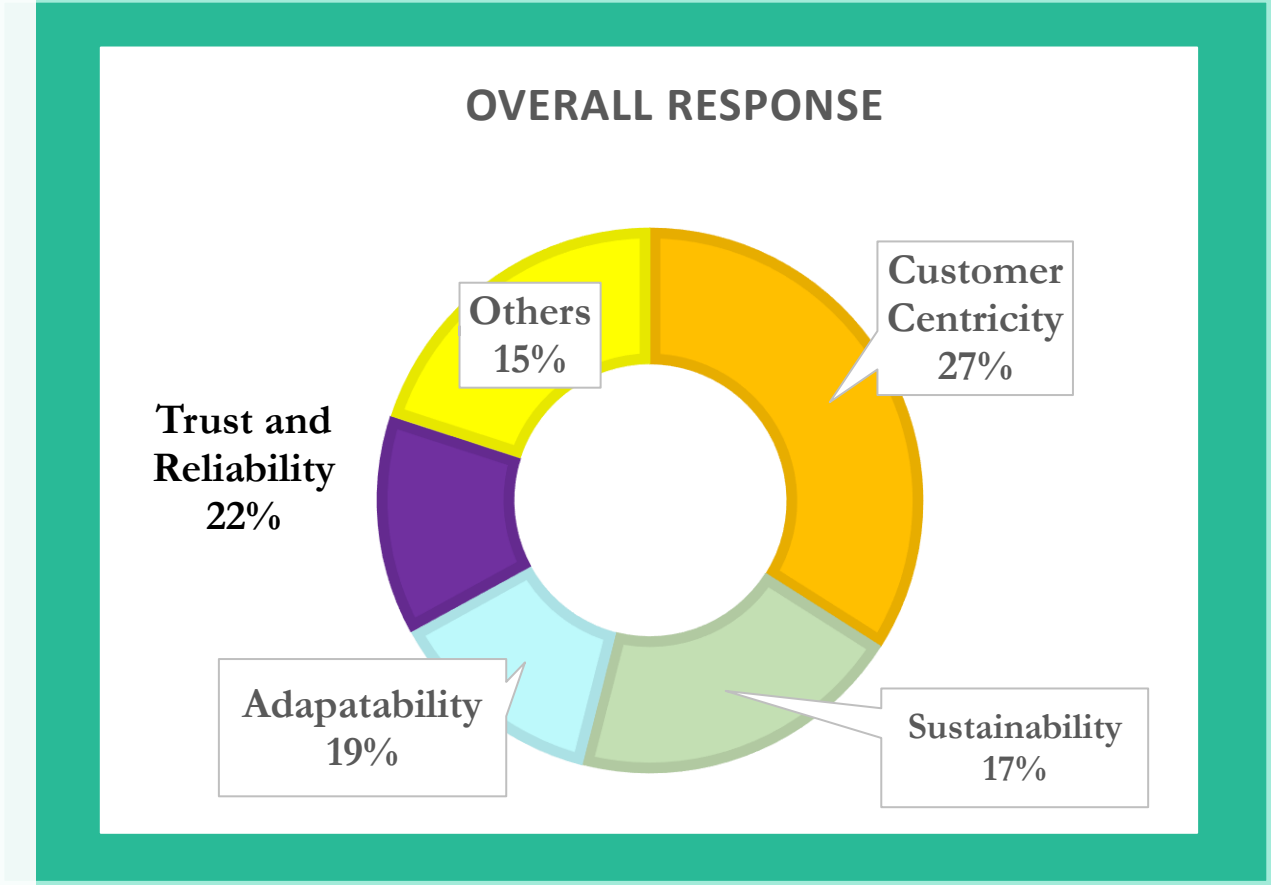


**1 Is there consistency in brand communication, brand offerings, customer service?**





**2 Area of Improvement – There is perceived inconsistency in brand Communication, service standards and offerings**

Identified attributes of Iconic Brand that HPCL needs improvement as per survey findings

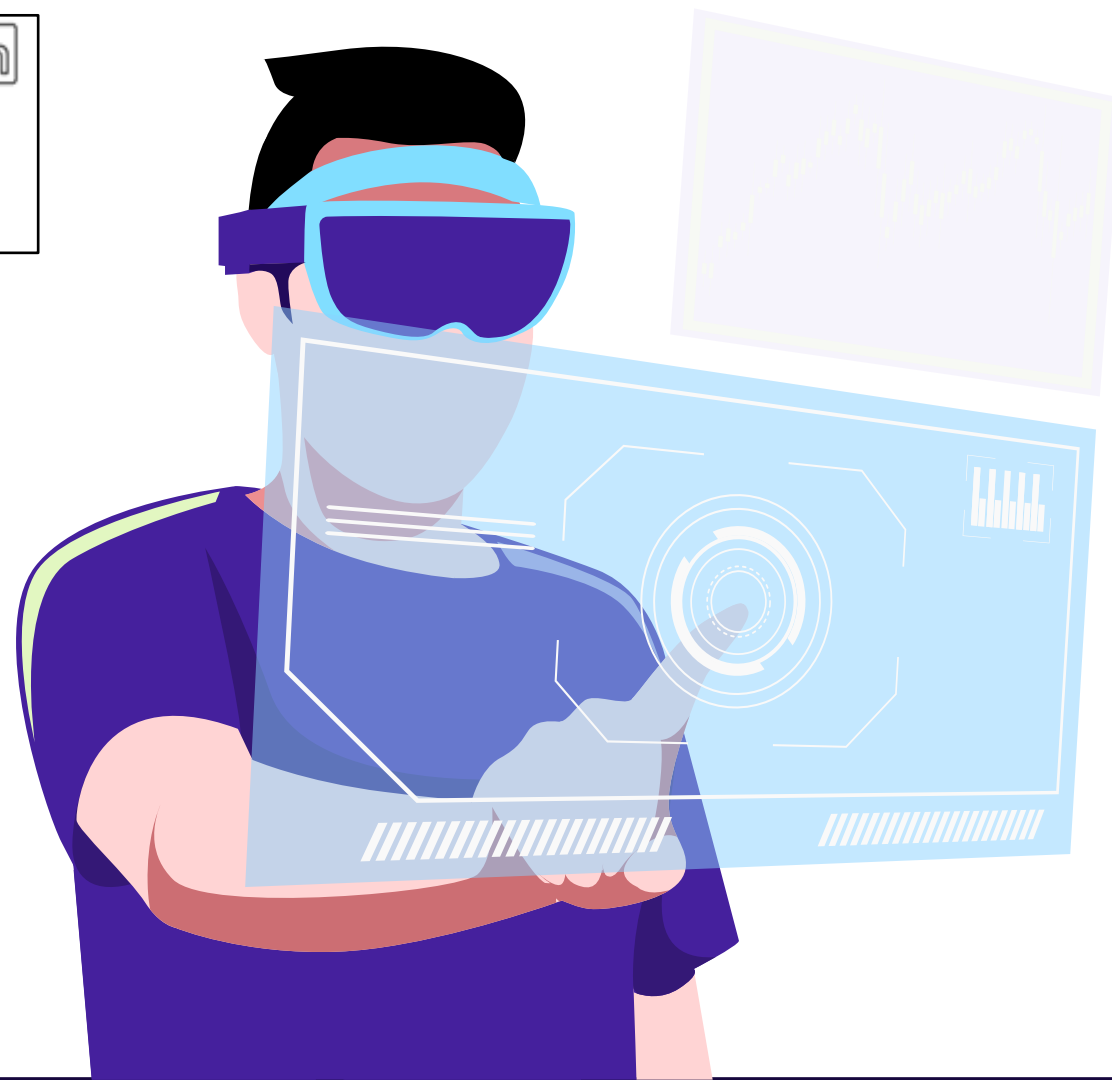
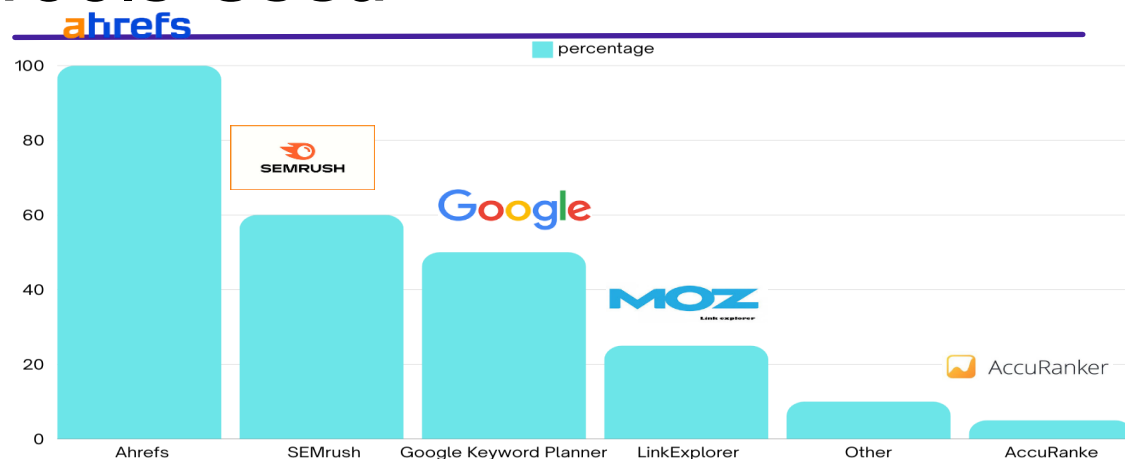
|                     |     |
|---------------------|-----|
| Customer Centricity | 27% |
| Trust & Reliability | 22% |
| Adaptability        | 19% |
| Sustainability      | 17% |



## Platforms Analyzed

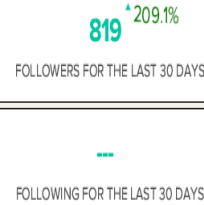
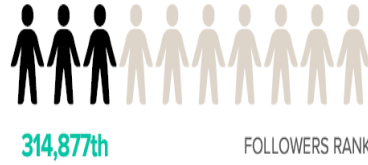
|  |   |   |  |
|--|---|---|--|
|  Twitter<br>217.3K FOLLOWERS |  Instagram<br>10,707 POSTS<br>200K FOLLOWERS |  Facebook<br>91K LIKES 115K FOLLOWERS |  LinkedIn<br>234K FOLLOWERS |
|--|---|---|--|

## Tools Used



## Instagram

10,707 POSTS [190K FOLLOWERS](#)



## X Twitter

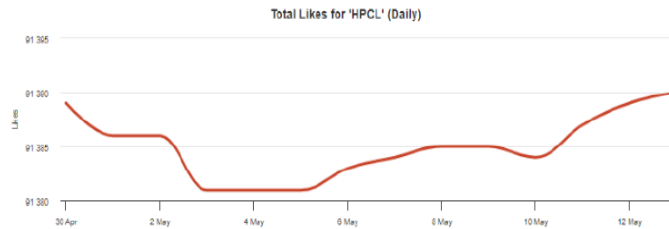
217.3K  
FOLLOWERS

LAST 30 DAYS



## Facebook

91 K LIKES 115 K  
FOLLOWERS



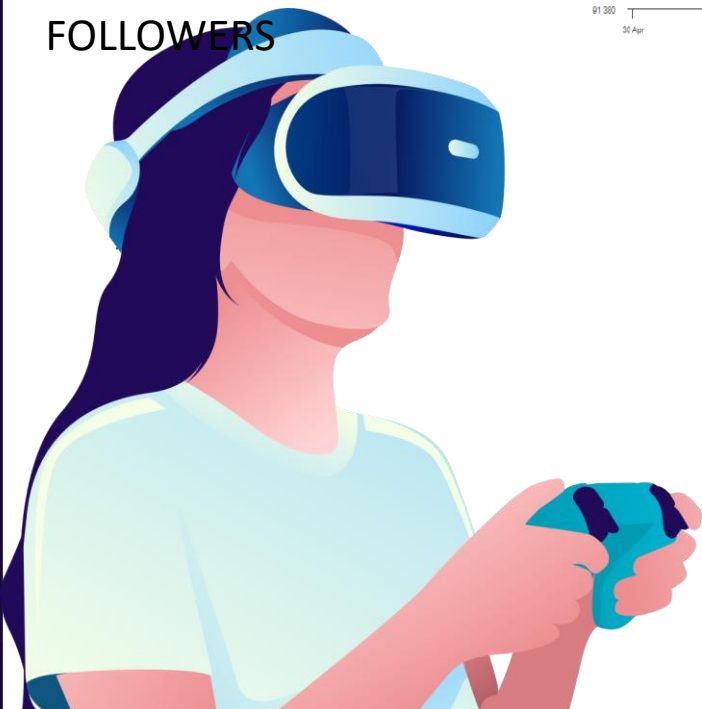
## LinkedIn

234K  
FOLLOWERS



## Observations

- Social media engagement satisfactory
- Follower growth positive
- Instagram, Facebook stagnant
- Interaction on X, LinkedIn with influencers needs boost





# Enhance HPCL Brand Perception

Delivering  
Happiness

## Iconic HPCL Brand

Customer  
Centricity



Trust &  
Reliability



Adaptability



Sustainability



Leveraging Digital and Online Platforms



# HPCL Brand Roadmap

Delivering  
Happiness





1

## Strengthen Brand Identity

- Umbrella Branding
- Same Uniform to all CSAs/Delivery persons
- Uniform for Employee
- Centralized Department for Branding & SOP
- Branding Expense irrespective of IRR



2

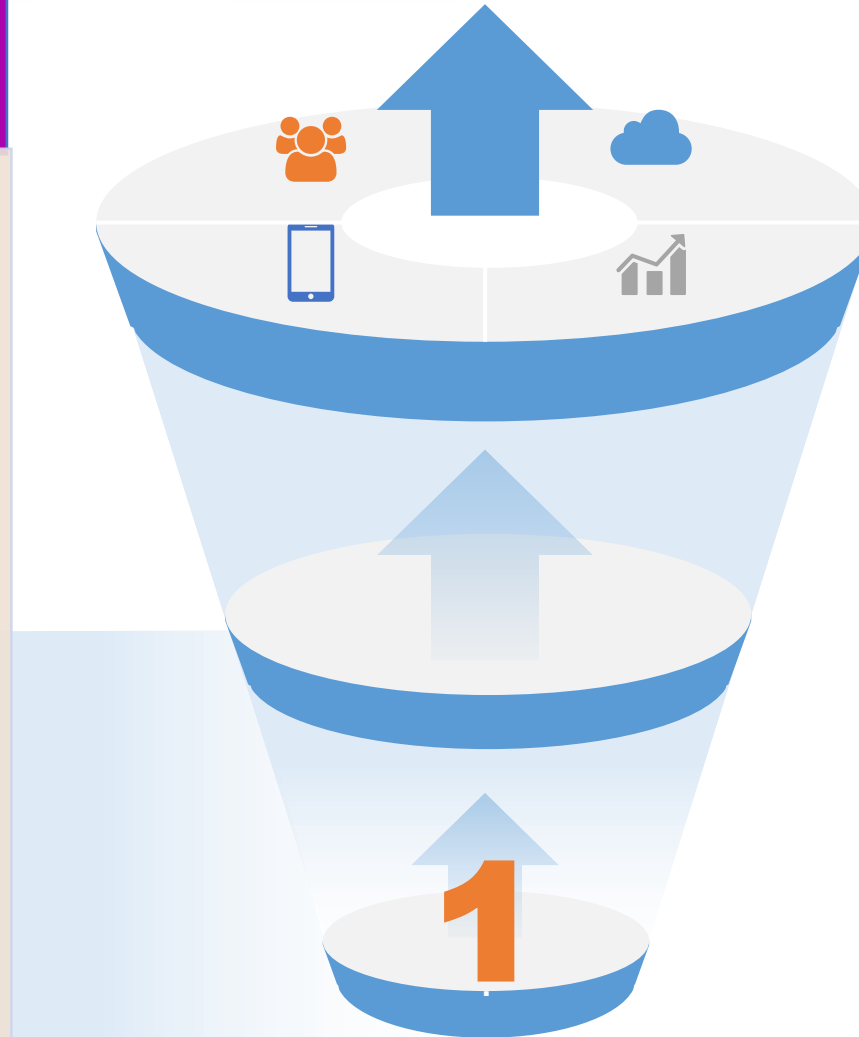
## Focus on Brand Story Telling

- **Promote Experience**  
sharing of End customers  
& Channel partners
- **Social Media Influencers**  
with responsible  
Messaging
- **Targeted Customer**  
Promotions



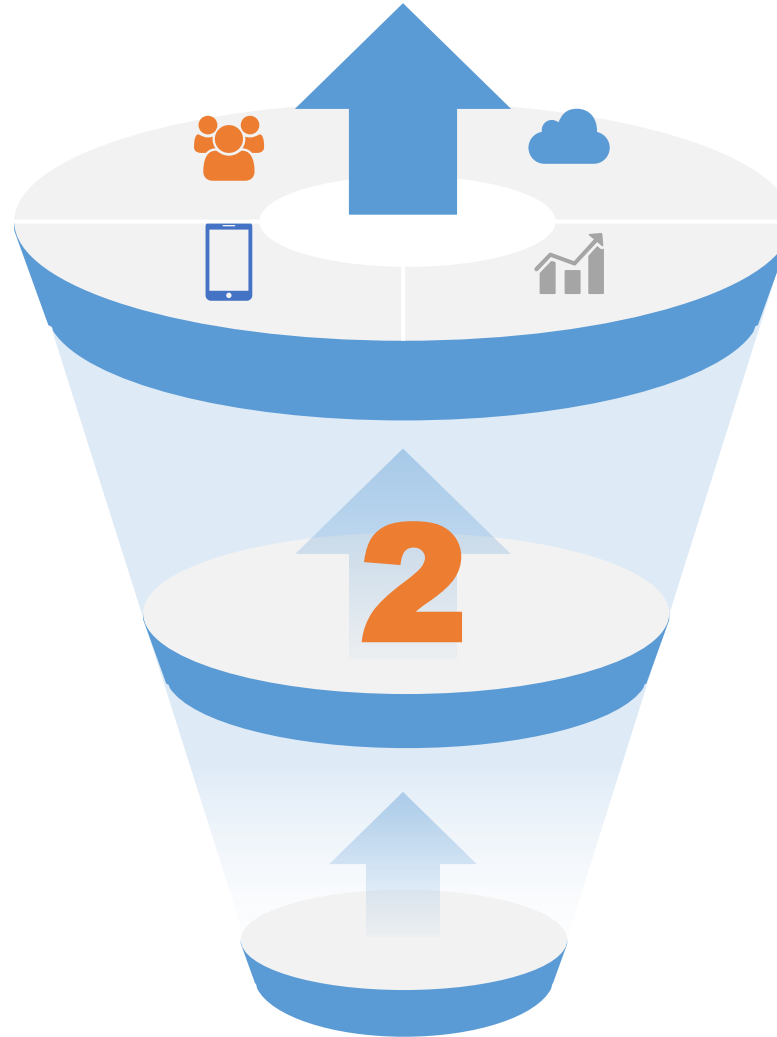
## Innovate Product and Service Offerings

- Design Based Thinking and Marketing
- Cross Functional Idea Management and Innovation Workshop
- Co-Branding and Cross Campaigns eg Fuel/ Lube with OEM Brands, Sports Brands, Ola, Uber- Leverage HP PAY
- Quick to market – Prototype Incubation and funding





# Enhance Brand Score



## Embrace Digital transformation

- Virtual Stores – AR/VR Augmentation
- Personalised messaging thru Data Analytics / AI
- Cloud Friendly APIs for B2B segment- Tieup with GeM for integration with our customer portal
- Google Map Photo Update

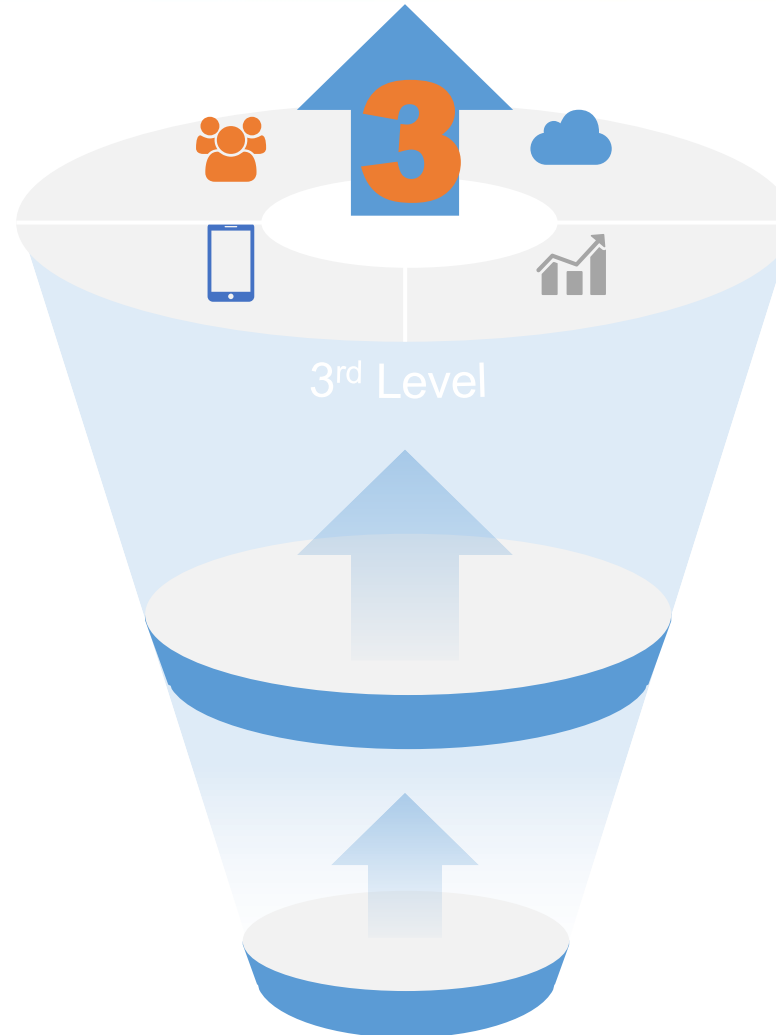


# Enhance Brand Score

Delivering  
Happiness

## Improve Customer Engagement

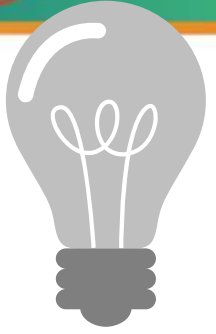
- Multi Channel Interaction
- Facility Visits
- SOP for stakeholder Onboarding
- Promote Loyalty programs thru Social Media and Influencer Platforms
- Exclusive offers – Happy Hours
- Trained Centralised Customer Support
- Community Engagement






# Master Brand Communication

Delivering  
Happiness



## Consistency & Uniformity

- Infra & Branding
- Delivering Happiness Theme
- Digital Hoardings 
- Centralized Branding SOP



Opportunities





# Master Brand Communication

Delivering  
Happiness

## Consistency & Uniformity

- Infra & Branding
- Delivering Happiness Theme
- Digital Hoardings
- Centralized Branding SOP

## Brand Ambassador

- Internal Brand Ambassadors – Employee/ Channel Partners/Dealers
- Customer Testimonials
- Long term strategic Brand Ambassador /Brand Mascot

This is a sample text.  
Insert your desired  
text here.



Opportunities



# Invest In Brand Marketing

Delivering  
Happiness





# Building Emotional Connect

Delivering  
Happiness

## Build Brand Narrative

- AVs with theme of “Delighting Customers thru distinguished products and services” across all Customer Touch points
- Multimedia channels – compelling Narratives highlight Brand Journey, Value, Impact
- Tieups with Schools, Hospitals

## Sustainability & CSR

- Renewable Energy Investment, Carbon Footprint Reduction
- Tiep up with NGOs , connect thru Philanthropy
- Recycling, Plastic, Ewaste Collection, Waste to Energy plants investment
- Providing space for local businesses at Outlets



## Enhance Long Term Customer Relationship

- ❖ Co-Innovation with customer to become strategic partner instead of product supplier
- ❖ Customized Offerings



## Reward Programs

- ❖ Buzz Creation
- ❖ Sponsorship Programs
- ❖ Inform Customer Again and Again As responsible Brand

# Target Initiatives

## Expert Brand Strategy Formulation

- **Process Owner:** Corporate Strategy Team
- **Short Term – 6 Months**

## Brand Connect – Digital Tool For Onboarding Stakeholders

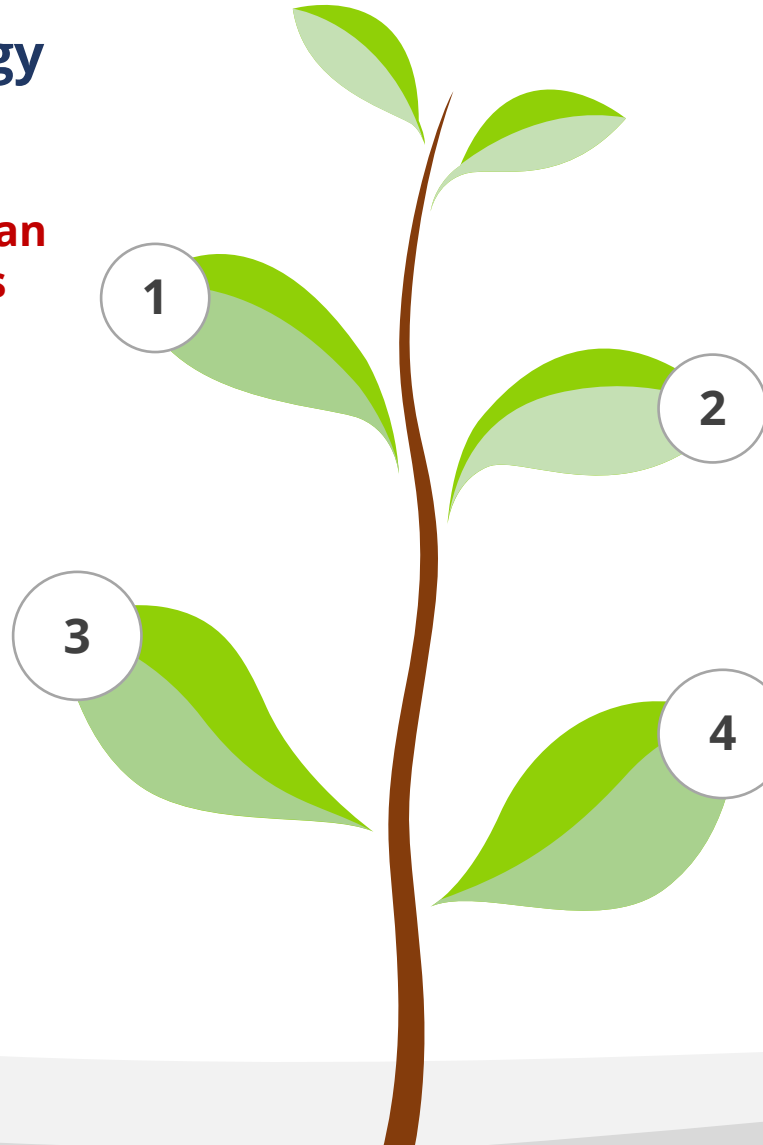
- **Process Owner:** IS/LPG/Lube
- **Medium Term – 15 Months**

## Refresh Visual Identity With Futuristic Theme

- **Process Owner:** Retail Team
- **Medium Term – 15 Months**

## Umbrella Branding- HPCL As an Anchor Brand

- **Process Owner:** Corporate Strategy Team
- **Long Term – 24 Months**





# THANK YOU

Delivering  
Happiness





## Brand Story Telling

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Delivering  
Happiness



## Enhance Long Term Customer Relationship

- **Co-Innovation with customer to become strategic partner instead of product supplier**
- **Customised offerings**

## Reward Programs

- **Buzz Creation**
- **Sponsorship Programs**

## Consistency & Uniformity

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- Digital Hoardings
- Centralized Branding SOP

## Brand Ambassador

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# Invest In Brand Marketing

## Expand Market Presence

- **Virgin Markets – MENA (Middle East, North Africa), Egypt Bhutan**
- **Strengthen Presence in NE, UP, Bihar, WB**

## New Product offerings

- **Strategic Partners/Tieups**
- **Green Initiatives**

# Enhance Brand Perception

## Strengthen Brand Identity

- Umbrella Branding
- Same Uniform to all CSAs/Delivery persons
- Uniform for Employee
- Centralized Department for Branding & SOP
- Branding Expense irrespective of IRR

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## Iconic HPCL Brand

**Customer  
Centricity**



**Trust & Reliability**



**Adaptability**







**Sustainability**



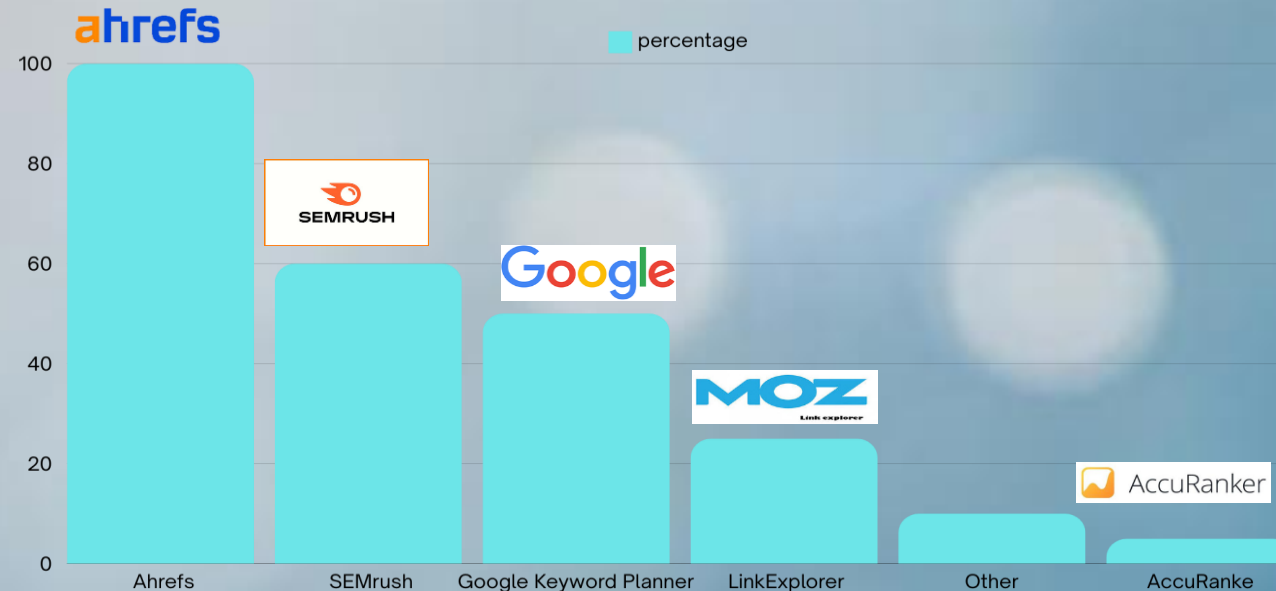
Leveraging Digital and Online Platforms



## Platforms Analyzed

|  |  |   |   |
|--|--|---|---|
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|--|--|---|---|

## Tools Used



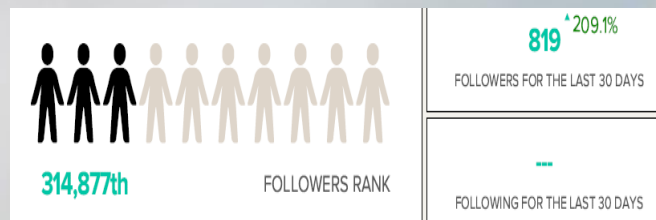


# Social Media Analysis



## Instagram

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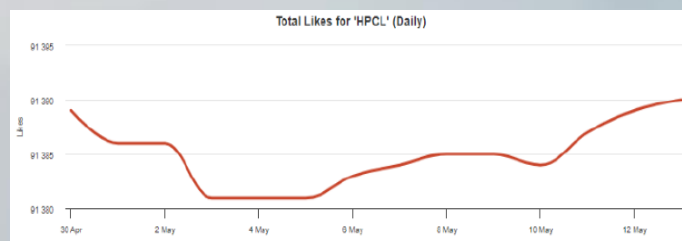
## X Twitter

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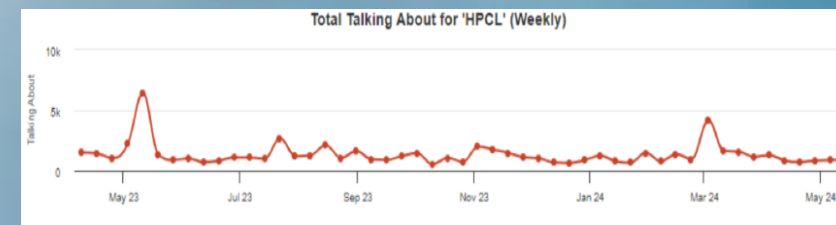
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## Observations

**Social media engagement satisfactory | Follower growth positive**

**Instagram, Facebook stagnant**

**Interaction on X, LinkedIn with influencers needs boost**

# HPCL Brand Diagnosis



# Flow of Presentation

**1. Understanding Brand**

**2. Decoding HPCL As a Brand**

**3. Brand HPCL Journey So Far**

**4. Attributes of Iconic Brand**

**5. HPCL Brand Diagnostics**

**6. HPCL Brand Road Map**

**7. Recommendations: Journey of HPCL to an **ICONIC** Brand**



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Shri Vijay Kumar Patel- GM-EZ- Retail



# Need to Become Iconic

**1. Brand Loyalty**

**2. Premium pricing**

**3. Resilience to Competition**

**4. Brand Extension**

**5. Cultural & Social Impact**

**6. Longevity and Legacy**

**7. Sustainable business model & repeat customers**

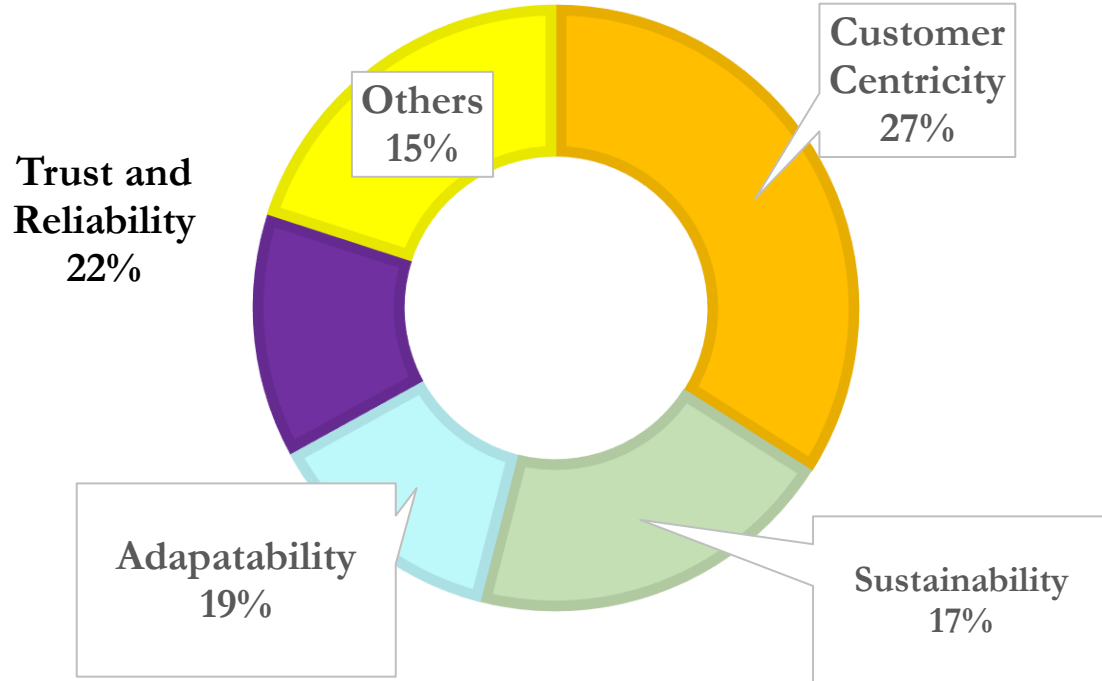


# *Journey to an Iconic **HPCL** Brand*

Clairvoyance 2024

27<sup>th</sup> May' 2024

## OVERALL RESPONSE

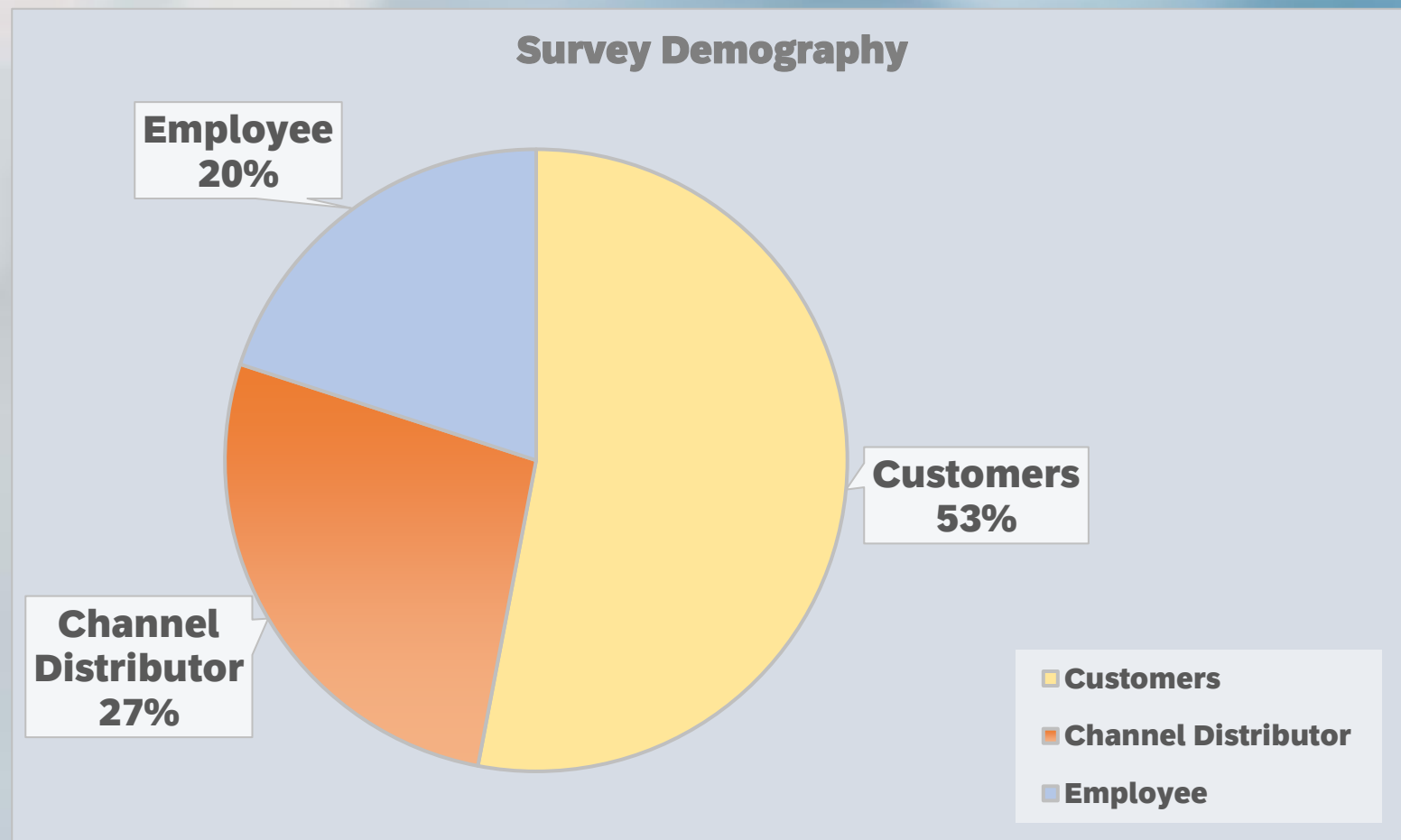


Identified attributes of Iconic Brand that HPCL needs improvement as per survey findings

|                     |     |
|---------------------|-----|
| Customer Centricity | 27% |
| Trust & Reliability | 22% |
| Adaptability        | 19% |
| Sustainability      | 17% |

## SURVEY DEMOGRAPHY

- **Customers -795**
- **Channel Distributor of HPCL-405**
- **Employee of HPCL-300**
- **TOTAL -1500**



### Disclaimer

It is important to acknowledge that the survey responses were on a small sub-set approx. 1500 Participants. As a result, the analysis may require consideration of additional viewpoints for a comprehensive understanding.



## Brand Visibility

**How easily HPCL brand is visible vs other brands?**

**Need to enhance visibility as per customers.**

## Brand Identity

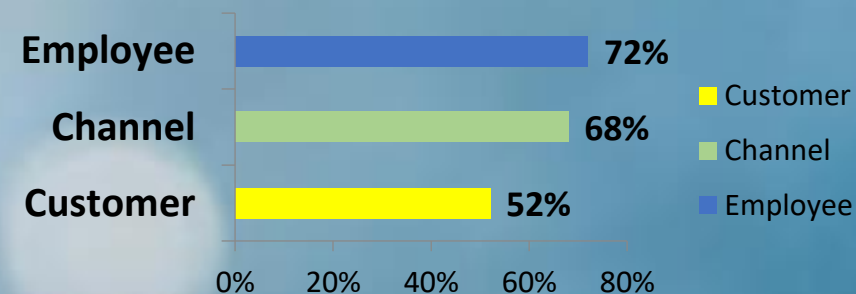
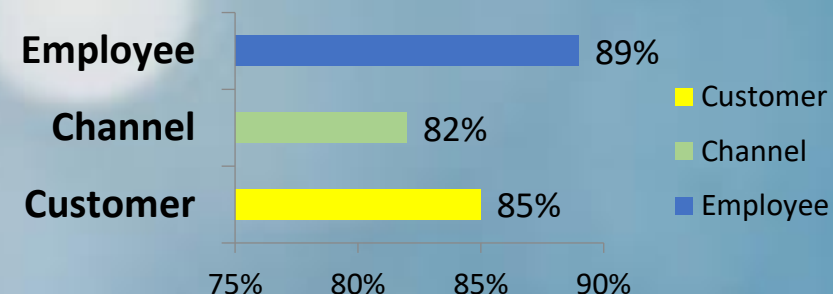
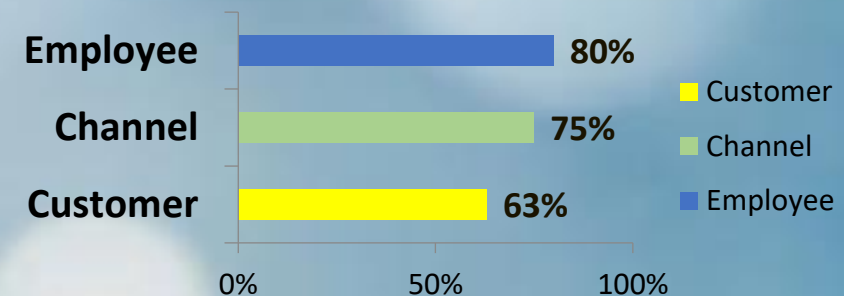
**How likely is someone able to recall HPCL branding?**

**HPCL Branding unique & identifiable**

## Brand Image

**Is there consistency in brand communication, brand offerings, customer service?**

**Area of Improvement – There is perceived inconsistency in brand Communication, service standards and offerings**





# Target initiatives

| S..NO | IIINITIATIVE   | PROCESS OWNER      | S/M/L  | TARGET DATE |
|-------|--|--------------------|--------|-------------|
| 1     | Expert Brand Audit & Strategy Formulation                | Corporate Strategy | Short  | 6 Month     |
| 2     | Refresh Visual Identity with futuristic Theme            | Retail             | Medium | 15 Months   |
| 3     | Brand Connect – Digital Tool for Onboarding Stakeholders | IS / LPG/<br>Lube  | Medium | 15 months   |
| 4     | Umbrella Branding concept with HPCL As Anchor Brand      | Corporate Strategy | Long   | 24 months   |