

Saffola: World Heart Day 2011

Source: WARC Prize for Asian Strategy, Entrant, 2012

Downloaded from WARC

In India, over 25% of all heart attacks occur in those below the age of 40. Heart care food brand Saffola wanted to encourage Indians to take care of their heart and use their online "Heart Age Finder" tool. It sought to make heart check-ups an annual occurrence through the creative idea "Say 'Happy Birthday' to Your Heart". The campaign was promoted in partnership with The Times of India newspaper, which was gift-wrapped as part of the campaign, as well as an interactive print ad which allowed users to blow out candles using their smartphone. This was supplemented by further promotion on TV, outdoor and online. The campaign led to a 59% increase in those using Saffola's "Heart Age Finder" and gained earned media worth Rs.40 million.

Dhiren Amin

Campaign details

Brand owner: Marico

Agency: McCann Worldgroup

Brand: Saffola

Country: India

Channels used: Internet - display ,Internet - microsites, widgets ,Mobile and apps ,Newspapers,Outdoor, out-of-home,Packaging and design ,Point-of-purchase, in-store media,Public relations,Radio,Television

Media budget: 500k - 1 million

Executive summary

India is known to be the world capital of heart-related diseases. But the alarming fact was that over 25% of all heart attacks happened to people below the age of 40. In 2010, Saffola took on the task of making Indians fall in love with their heart and take care of it. To do this, Saffola created a tool called the *Heart Age Finder* to get Indians who'd crossed over into their 30s to get their heart age checked. The campaign met with an overwhelming response, with many thousands getting their heart check-ups done.

The objective for Saffola in 2011 was much steeper – to make 'heart age' check-ups an annual phenomenon by creating a ritual around them. However, people do not wish to think about their age or their heart's age. The only ritual around age that people welcome is their birthday. The strategy was to use this as a gentle but effective reminder of one's ageing heart.

The idea: *Say 'Happy birthday' to your heart.*

The campaign was brought alive through a series of impactful marketing innovations which were the first in Asia.

The results: People's response increased by 233% and people who discovered their heart age increased by 59% over 2010, along with other *heart-warming* results.

Market background and business objectives

India is the world capital of heart-related diseases – 44.8% of India's population lives under the risk of heart ailment. Heart disease is the number-one killer of men and women in India – over 40% of premature deaths in India can be attributed to heart disease.

With the changing lifestyle and job-related stress today, heart disease is no longer prevalent only among the middle-aged – over 25% of all heart attacks now happen below the age of 40. In fact, as a nation, we run the risk of incapacitating our most productive part of the population due to chronic vascular heart disease.

The chief culprit is fear: fear of acknowledging that there could be anything wrong with the heart. And this fear has bred ignorance and inaction, as corroborated by the abysmal percentage of Indians getting heart check-ups done.

The approach: Get Indians to overcome their fear of the heart by getting them to fall in love with and take care of their heart.

This needed to begin with a specific action – getting a heart check-up done.

Saffola, a brand that is associated with heart health in India, took this task upon ourselves and created a tool called the *Heart Age Finder* to get Indians who'd crossed over into their 30s to get the age of their heart checked.

Saffola began this journey in 2010 with a campaign that asked people to check the real age of their heart. The campaign met with an overwhelming response, with many thousands getting their heart check-ups done.

The objective in 2011 was steeper – to make heart age check ups an annual phenomenon.

Insight and strategic thinking

Our task was to create a ritual around heart age that people would revisit, annually. And we were talking to Indians below the age of 35, who constitute more than 65% of India .

It was a tough ask given that people don't like to be reminded of their age, especially after they turn 30.

We knew that no amount of information or statistics about heart disease could awaken them to take some

action.

Therefore our intent was not to scare them into following a ritual around heart age but endearingly sensitize them about the fact that their heart was ageing.

The only ritual around age that a person actually welcomes is their birthday.

And therein lay our idea, to use their heart's birthday as a gentle but effective indicator of the fact that their heart was ageing.

The idea: Say 'Happy Birthday' to your heart.

Implementation

The deployment of the campaign was a series of firsts.

This was arguably only the world's second mobile-led fully integrated campaign. It was a campaign that tailored its messaging to the size and nature of the screen through which the content would be disseminated.

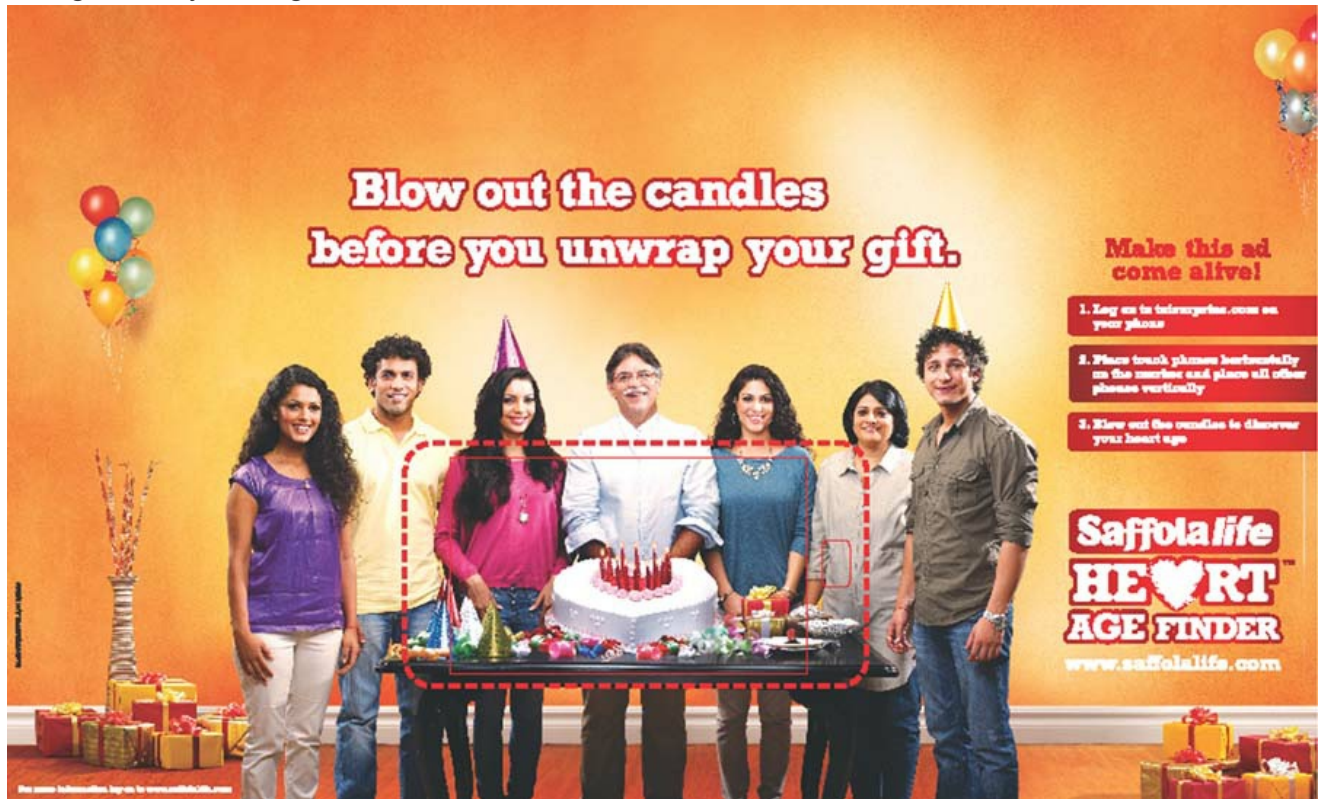
It began with our continuing effort to make World Heart Day an occasion – to celebrate the birthday of one's heart.

The medium used was gifting; that was brought alive through a series of surprises which were historical firsts in marketing in Asia:

1. Beginning with the morning newspaper, which came free, and gift-wrapped in a message from the publication house for every reader's heart.



2. An interactive print ad that allowed people to use their mobile to celebrate their heart's birthday virtually, through actually blowing out candles.



Use your phone to blow out the candles and find out your heart age.



3. A series of gifts for the heart in the form of heart health tips on every page of the edition.



4. A first-time-ever TV integration where three competing networks joined the cause – by coming together and lending their stars, and airtime – to drive home the message that in today's times we celebrate birthdays of TV stars but not that what's closest to us, our own heart.
5. Outdoor was used as an impact medium to drive home the *Happy birthday* message.



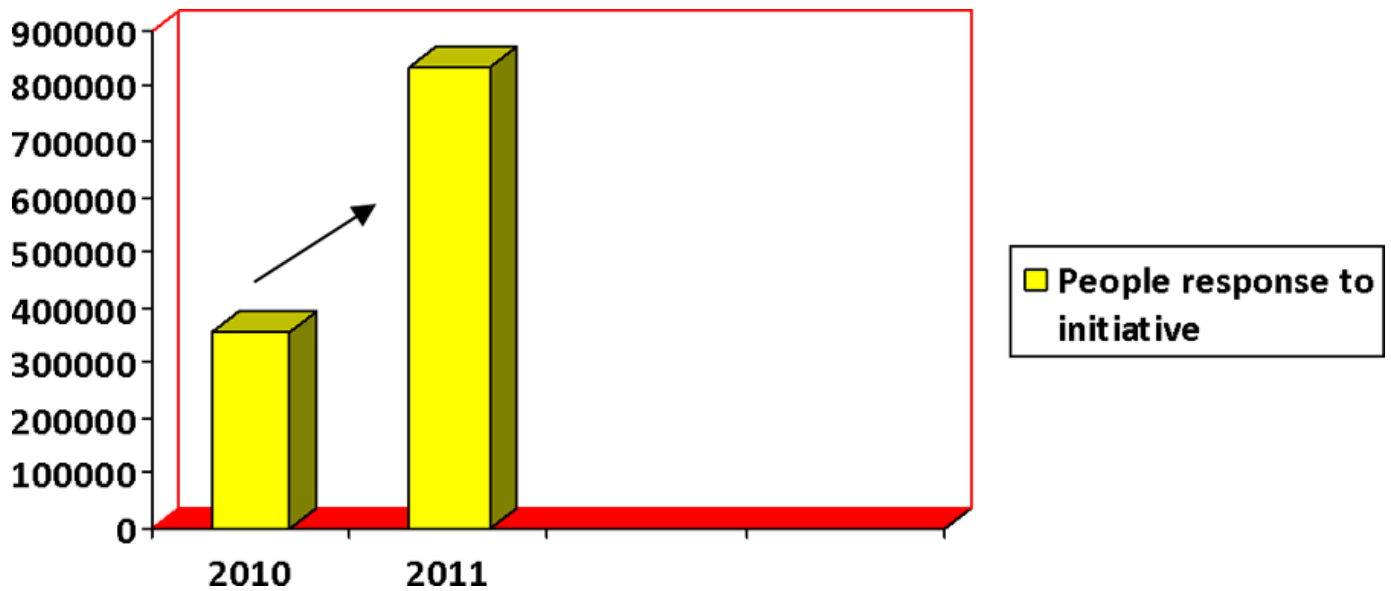
6. People could replicate the experience of celebrating their heart's birthday across screens – mobile, web and internet. And in every case; the experience was customized to the screen.

All communication led people to the website where people could check the real age of their heart.

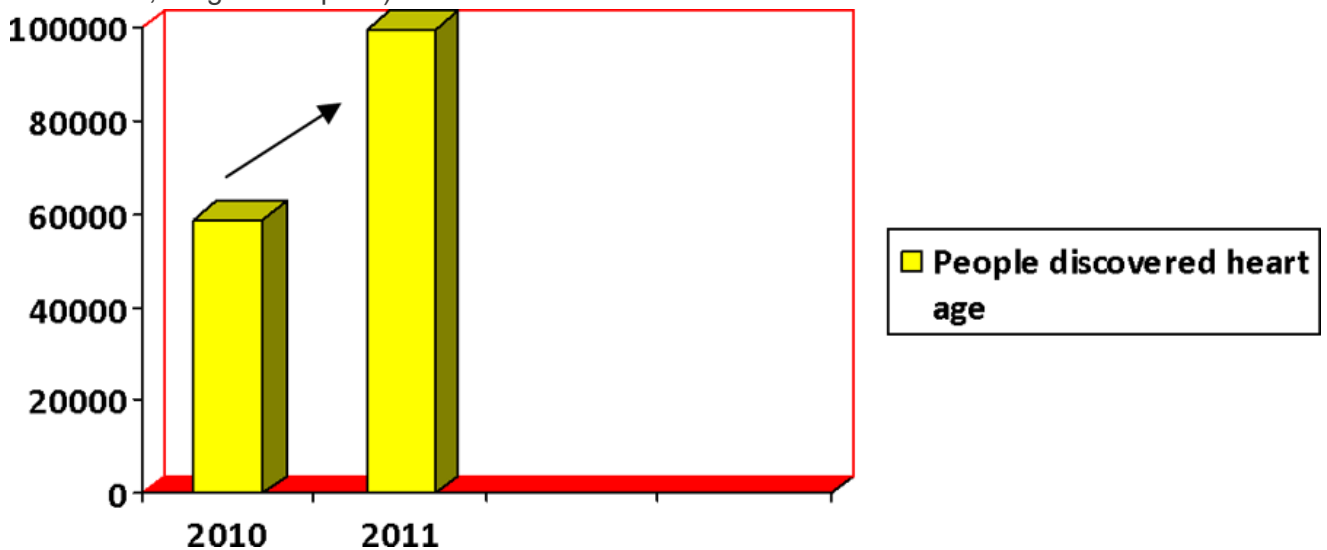


Performance against objectives

The results came pouring in, just like birthday presents do!



- 832,736 people responded to the initiative, *233% more than in 2010.* (Source: Google Analytics, Telibrahma, 2Ergo IVR reports)



- 99,598 people discovered their heart's age, *an increase of 59% over 2010.* (Source: Webchutney server data, Telibrahma, 2Ergo IVR reports)
- The 'good for heart' measure increased from 59% to 67%, *an eight-percentage-point increase over the previous quarter.*
- The 'brand for me' measure increased from 53% to 62%, *nine percentage points over the previous quarter.* (Source: MB Media Impact Analysis)

The other *heart*-warming results

1. The campaign garnered earned media worth Rs40 million. Source: Marico and Madison records.
2. It was voted amongst the top five campaigns of 2011 by *Business Standard*.
3. Saffola was the most trended on Twitter on World Heart Day.

4. The high number of partnerships: 16 not-for-profit partners across 156 touchpoints in 118 cities chose to join the cause.

In 2011, Saffola got consumers to fall in love with their hearts.

Lessons learned

What other marketers can learn from our campaign is:

- How even a seemingly scary and serious issue like heart health can be made endearing, engaging and inspiring enough for people to change their mindset and influence their behaviour. Through the Saffola World Heart Day campaign we succeeded in making even an ignorant population not only adopt but enjoy celebrating a ritual around something they feared the most – an ageing heart.
- It's a great example of how mobile as a digital medium can be used to lead a fully integrated campaign.
- It also works as an inspiration for utilizing a conventional medium like print and transforming it into an interactive medium, thus enhancing its engagement quotient and taking it to the next level.

© Copyright WARC 2012

WARC Ltd.

Americas: 2233 Wisconsin Ave NW, Suite 535, Washington, DC 20007, United States - Tel: +1 202 778 0680

APAC: 20A Teck Lim Road, 088391, Singapore - Tel: +65 3157 6200

EMEA: 85 Newman Street, London, United Kingdom, W1T 3EU - Tel: +44 (0)20 7467 8100

www.warc.com

All rights reserved including database rights. This electronic file is for the personal use of authorised users based at the subscribing company's office location. It may not be reproduced, posted on intranets, extranets or the internet, e-mailed, archived or shared electronically either within the purchaser's organisation or externally without express written permission from Warc.

WARC

