

Saffolalife: The present of a healthy heart

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Source: WARC Prize for Innovation, Entrant, 2012

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Saffola, the edible oil brand owned by Indian consumer goods group, Marico, had established itself as an oil that's good for the heart. However, it was entering newer categories and formats so, rather than just be seen as a therapeutic brand that individuals with heart conditions could use, Saffola needed to increase its relevance and expertise in the preventive space. On World Heart Day 2011, the brand gave away copies of The Times of India, featuring a front-page "birthday" present to readers' hearts, together with associated content inside and encouragement to take a test to calculate the "age" of the reader's heart. The number of visits to the heart age site and tests doubled over the previous year and Saffola's brand equity increased.

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Campaign details

Brand owner: Marico

Agency: Madison Communications

Brand: Saffolalife

Country: India

Channels used: Internet - microsites, widgets, Mobile and apps, Newspapers, Outdoor, out-of-home, Public relations, Television, Word of mouth and viral

Executive summary

Saffola, the edible oil brand owned by Marico, the leading Indian consumer goods group, had established itself as an oil that's good for the heart. However, it was entering newer categories and formats and needed to retain and strengthen its core equity of heart care. Rather than being seen as a therapeutic brand that individuals with heart conditions could use, Saffola needed to increase its relevance and expertise in the preventive space.

Campaign background

In the past, Saffola had driven the need to be aware of your risk of heart disease, and enabled people to come to know their risk levels. It has provided simple tools such as free cholesterol tests for diagnosing heart health through its service brand Saffolalife and used the World Heart Day platform to get people to take stock of their heart health status every year.

In 2010, Saffolalife developed a new, holistic and intuitive tool, the heart age calculator, to assess heart health as part of the World Heart Day campaign. The brand broke the news to Indian consumers that hearts have ages too and these could be different from a person's actual age.

This World Heart Day on 29 September 2011 was no different. The challenge was to get more Indians to participate in assessing their heart health through the heart age calculator in a way that was impactful, engaging and touching. In the process, we wanted to encourage Indians to further strengthen their scores on relevance and expertise in an increasingly competitive environment.

Insight and strategy

The heart age calculator is an intuitive digital tool which enables individuals to calculate their heart age by answering a few lifestyle-related questions and giving information regarding their blood sugar and lipid levels.

The heart age calculator is based on the risk factors and algorithms developed by the famous Framingham Heart Study in the US, meaning this unique tool has been developed using 40 years of heart health research conducted by leading scientists.

By cutting through the medical jargon, which alienates rather than motivates, our simple heart age calculator could be used to motivate people to take care of their hearts.

However, there were barriers in consumers' minds.

- 'It will never be me. I have no visible signs of cholesterol or diabetes and don't smoke, so I don't fit the heart disease profile.'
- 'I ignore changes in my constitution thinking of them as natural changes due to age.'
- 'I am in denial. I want to take the test but I am scared of what the results will throw up and hence will push it as long as I can.'
- 'If it's a free test, will it be of a good standard?'

We developed the following insights:

The audience insight. We don't like discussing our age as we grow older, but a person's birthday is the one time when he or she is open to a conversation about our age couched in a celebratory manner.

The communication insight. There is something warm and endearing about a celebration and it's not intimidating. We celebrate so many birthdays, but have we even once celebrated the birthday of our heart, our closest companion and confidante and our best friend?

The media insight. Everybody loves surprises on their birthdays and there is something childlike and exciting about opening gifts. We like it when we are given presents – a present is free but it does not have the negative

connotations of a 'free gift'.

This World Heart Day, Saffolalife wanted to celebrate the birthday of people's hearts by giving them the gift of a healthy heart.

Implementation

On World Heart Day, 29 September 2011, the following activity took place.

The morning newspaper arrived gift-wrapped and shiny-looking, just like a new present with the message: 'Happy birthday dear heart – With love from *The Times of India*.'

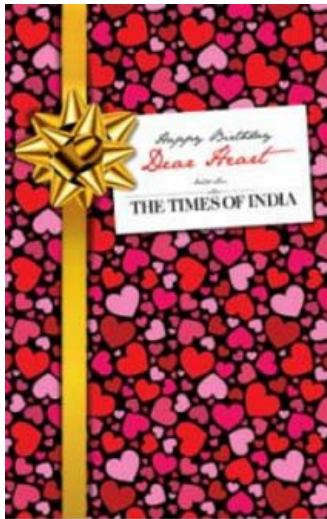
We partnered with *The Times of India* – the world's largest English daily – by giving the newspaper away free. It was our way of saying 'Happy birthday dear heart'. In the true spirit of partnership, *The Times of India* subsidised the cost to the brand by almost 200%.

Readers opened their 'present' to the front page and in the middle of the page there was a message to blow out the candles and sing 'Happy birthday' to your heart.

To bring the message alive in a passive medium such as a newspaper, we executed an innovative augmented reality (AR) implementation by using a normal hyperlink to recreate an AR experience. This was essential in a market where QR code/AR implementations on mass media normally result in very poor conversions.

By placing a mobile phone on top of the message, the reader was taken to TOIsurprise.com where the birthday jingle was played while people in the background blew out birthday candles and cut the cake. After this five-second roll-out, the reader was taken to the Saffolalife website where by following five simple steps they could take the heart age test.

But this was not all since the key word here was surprise. Inside the newspaper on almost every right-hand page, we positioned slugs that looked like surprise gifts. These gave tips on health and well-being and didn't just talk about the brand.



Morning newspaper – gift wrapped

Opens to the front page with a set of instructions to let you know that if you put your phone on the message, the newspaper would sing 'Happy birthday dear heart' in an AR rendition

Placing the phone on the ad takes you to



It then takes you to the heart age test on the Saffolalife website

Examples of the slugs as added gifts



Consumers were overwhelmed by the newspaper and then they switched on the television to another surprise.

For the first time in the history of Indian television, the top three competing networks joined together for a cause. Star, Zee and Viacom 18 – Colors, which account for a cumulative reach of more than 90%, united together in support of Saffolalife.com.

The networks lent their identities and the actors from their top-rated shows to a 30-second replica of the brand commercial which celebrated the birthday of your dear heart. The commercial signed off by saying the Star, Colors and Zee were united in support of Saffolalife.com. This was equivalent to asking NBC, ABC and CBC to jointly come together to run house ads on each other's networks.

Actors, who would have cost millions in advertising contracts, threw caution to the wind and took part in this innovation of creating a replica of the brand communication in sync with the brand message absolutely free of charge. In the end, this 30-second spot ran almost as a second commercial spot.

Images of the channel partners' commercial



In magazines, we unveiled the Saffolalife study. This was in-depth reach, carried out over several years on the heart health of Indians, with a focus on urban India. The leading magazine in the country, *India Today*, carried it as a cover story – free of charge. 10,000 copies of the magazine were sent to influencers such as doctors and health and fitness experts.

Online users interacted with celebrations which led them to the Saffolalife site hosting the heart age calculator.

On the ground in modern retail outlets, people hugged giant hearts to wish their heart a happy birthday.



And as if that was not enough, we sang happy birthday from every rooftop we could: mall frontages, hoardings, bus shelters and mobile vans.



The brand allocated 59% of its total budget to television – the media with the highest reach and time spent. This was followed by 27% on print, with the next highest reach and time spent. 7% was spent on digital – a more selective medium to our target group than the universe and 9% on out-of-home. This accounted for 30% of total brand ad revenue.

The earned media on the brand accounted for 35–40% of the total value of the campaign, whereas paid media accounted for 60%.

Performance against Objectives

The first objective was to make sure more people tried the heart age calculator. The number of visits and tests has doubled this year over the previous year.

Total visits	IVR	TOI Surprise.com	Wapsite	Website	Total
Total visits 20 September to mid- January 2011	15,171	14,021	90,668	228,588	348,448
Previous year				122,611	122,611
Multiple this year over previous year					2.8

Total tests	IVR	Wapsite	Website	Total
20 September to mid-January 2011	7,786	7,441	48,418	63,645
Previous year			26,171	26,171
Multiple this year over previous year				2.4

Data sources: Website: Google Analytics and Webchutney server data, Wapsite: Telibrahma, IVR: 2Ergo)

The second objective was to increase core brand imagery parameters. The campaign increased both the relevance of the Saffola brand as well as its expertise, ie it's good for the heart. Saffola also built equity as a brand which does good public welfare work.

	Brand measures	Pre-	Post	Total
		campaign/ baseline	campaign	campaign uplift- Direct impact
Communications awareness	Top-of-mind	17.15%	21%	2.30%
Core brand message	Is a brand for me?	53.58%	62%	4.00%
	Is it a brand I trust?	53.10%	63%	4.30%
	Is it good for the heart?	59.34%	67%	3.20%
	Is it good for health?	60.15%	66%	2.50%
	Is it suitable for the whole family?	52.89%	63%	4.00%
	Does the brand do good public welfare work?	53.20%	64%	4.10%

(Source: Millward Brown. *Absolute imagery statements used for the data. Pre-campaign period: 4 July 2011 to 18 September 2011. Post-campaign period: 26 September 2011 to 4 December 2011)

Thirdly, recognition for the campaign as an alternative to return on investment was as high as 72%. The television commercial received the highest recognition over the campaign period (60%) as compared to the other media channels and was followed by print (29%).

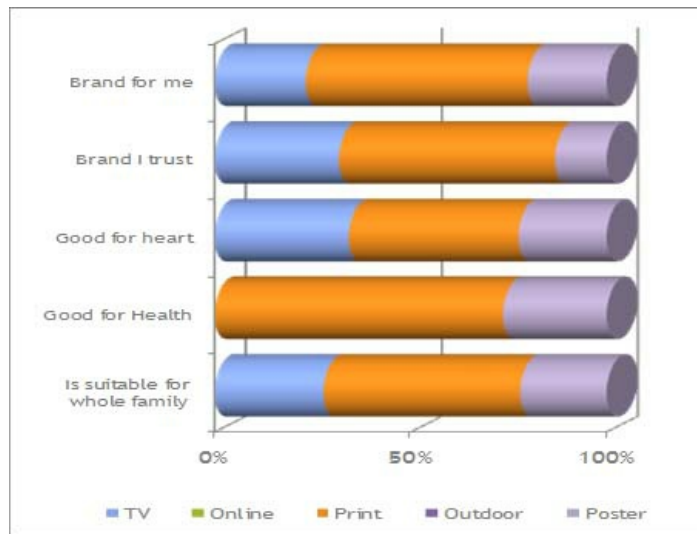
(4 weekly rolling average)	Total Campaign	TVC	Online	Print	Outdoor	Poster
Peak Recognition	72%	60%	15%	29%	8%	15%

(Source: Millward Brown. Media impact analysis used to analyse media peak recognition.

In addition to the innovation, the brand communication ran across more than 20 national channels, the lead national daily which reaches more than seven million people, via mobile and via other out-of-home media, ensuring that over 50 million people were exposed to the communication.

(Source: MSpectra multimedia reach evaluator an in-house Madison Tool)

The innovation also delivered against the goal to improve equity scores. Print was the most efficient channel contributing more than a 50% change in brand scores and closely followed by television.



(Source: Millward Brown)

All of this activity ultimately led to an increase in brand awareness and product trials. In a city such as Mumbai, top-of-mind awareness went up from 20% to 38% during the campaign period. Scores for current use went up from 18% to 25%.

(Source: Millward Brown Brand Track)

Innovation and lessons learned

An innovation is an improvement with the ability to transform the way the consumer leads his or her life. It might be in the form of a better product or a service or a shift in perception. Did what we do on the brand qualify as an innovation?

Four Indians die every minute from heart disease. Saffolalife's mission was to reduce this number. Saffola believes in responsible growth and the brand demonstrated this by devoting close to 30% of its total ad revenue towards pro bono work

The results prove that the innovation along with the brand campaign worked to move brand track scores. However, personally we believe it worked because it was a burning issue that was close to our hearts.

The innovation worked on the following counts.

Firstly, we had a powerful insight and we could translate it into a consumer insight: I love to celebrate + I love positive surprises = I love opening gifts. On the other hand, we could also implement the insight without diluting the brand message in any way.

The best gift a responsible brand or marketer can give to his or her consumers is tips for a healthy lifestyle. In this case, we were taking the initiative and giving them to people for free without any compulsion on them to buy the product. The innovation came as part of people's regular lives. It was the warmth and the endearing images that motivated people into action as was evident from the results. It wasn't about disturbance, which amounts to nuisance or fear. Fear, as they say, has a threshold. Once you move beyond the threshold, it is no longer effective.

Secondly, money won't buy you everything. Our media and channel partners proved that. Resources do not matter when the idea is powerful, intentions noble and there are partners who believe in the cause.

We had strong media partners whose vehicles were high reach and ones which our consumers were engaged in on a daily basis.

The media innovation was not a disruption for the sake of impact but it was cause-based and had a call to action. The cause was also close to consumers' hearts.

It was interactive and hence engaging. For example, the print innovation helped consumers to experience the birthday celebration and then take the heart age test.

Finally, not once in this innovation did we talk down to consumers, but we did tell them that we were their friend. The tone was: 'We know and we care.'

The Saffola team proved that with the right thinking, proper resource utilisation and individual motivation, a message can reach people and get them to take immediate action.

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