

# HORLICK'S

An Evaluation of Campaigns

Natural gains after whooping cough and "flu" brought them back to health

CHILDHOOD diseases which leave their marks . . . measles, whooping cough, "flu" . . .

Everywhere mothers whose children have suffered these illnesses tell us of a way to quickly bring them back to health.

Plenty of sleep . . . Regular habits . . . And a carefully supervised diet—supplemented by Horlick's Malted Milk—to regain those precious pounds!

"Horlick's," because it contains so many elements essential to child health. Because, in either the natural or chocolate flavor, it is a delicious food-drink which children love.

Just as "Horlick's" is good for children who have been ill, so it is an ideal food for children who are in normal health. It builds up resistance against illness. It gives them a reserve of health.

## Why it builds up quickly

By the exclusive Horlick method of manufacture, all the precious elements of fresh, full-cream cow's milk are combined



with malted barley and wheat.

In "Horlick's" the essential minerals and other valuable elements of the whole grain are retained. Also the vitamins which promote growth. Rich in high-energy, easily digested malt sugars (dexin and maltose), it is quickly turned into rich blood and firm, strong tissue.

Its use by physicians for almost half a century is an endorsement of its superior quality, purity and unvarying reliability.

If you have children who are underweight, try giving them "Horlick's" regularly—at meal

times or as an after-school lunch.

If your children are of normal weight, give them "Horlick's" to fortify them against the energy demands of work and play.

Your children will love its delicious, malty flavor. Buy a package today. Avoid substitutes. Insist upon "Horlick's"—the original and genuine. Prepared in a minute at home. Sold everywhere in hermetically sealed glass jars.

A nourishing, delicious table drink for adults. Induces sound sleep if taken before retiring. An ideal food beverage for invalids, convalescents, nursing mothers, the aged and infirm.

Pranav Reddy	73
Bhavik Jain	78
Jui Kulkarni	83
Nikita Kulkarni	84
Vineet Parab	97
Anshuman Singh	112

AFTER the "flu" last spring, Ruth was thin and tired. We were afraid that she would have to give up her dancing lessons for a time, until some one suggested a regular diet of Horlick's Malted Milk. It worked wonders! In a month Ruth gained 5 pounds. Doesn't she look healthy now?

Mrs. Margaret F. Cowan  
2034 Cregier Avenue, Chicago, Ill.



CHESTER, Jr., 4, caught whooping cough; then measles. Six weeks later he looked pale and thin. To build him up, I used Horlick's Malted Milk. In just a month he was back to normal and now weighs three pounds more than before he was ill.

Mrs. C. H. Hofner  
425 Washington St., Redwood City, Calif.



THE "flu" left Byron thinner than ever, and a neighbor suggested Horlick's Malted Milk. That was just a few months ago, but he's gained three pounds on "Horlick's" and you never saw a healthier boy!

Mrs. George Bertram  
822 4th Avenue, San Francisco, Calif.

## FREE SAMPLE

HORLICK'S MALT MILK CORP.

Dept. E-15, Racine, Wis.

This coupon is good for one sample of either Horlick's Malted Milk (natural) or Horlick's Chocolate Malted Milk. The Speedy Mixer for quickly mixing a delicious Malted Milk in a glass will also be mailed to you if you enclose 4 cents in postage to cover postage.

Check sample wanted  Natural  Chocolate

Name \_\_\_\_\_

Address \_\_\_\_\_  
(If you live in Canada, address  
2155 Plus IX Ave., Montreal)



Horlick's, the original Malted Milk, is sold in both natural and chocolate flavors, in powder or tablet form.

## Flashback

In 2003 Jack Straw, then British Foreign Secretary used the error-beleaguered document as “a complete Horlicks” that indirectly meant “a total mess”. it had been wont to describe history regarding the weapons of mass destruction in Iraq. The expression has currently born out of use however not the liquid.

In 1873, 2 English brothers James and William Horlick concocted Horlicks. it had been introduced as a children’s drink, instead, it became a lot of popular adults. it had been extremely utilized by adults in European country as a sleep aid.. Horlicks was associate degree appreciated drink for the pole and therefore the pole expeditions. Horlicks is now the most consumed liquid in Asian country.

Horlicks has gained competitors perceived to be more expensive. to competitors, Horlicks is the consumer gets value for the money

Horlicks give an assurance of 5 +Taller, Stronger and Sharper: Better Concentration, Healthier

A study showed that, several actual nutritional information in contained fat, protein, and niacin because malted beverages did not came to labeling until 2017.

Horlicks nourished the brand by Debarpita Banerjee, Director, the Internet can be a good way to were added on the website titled “Exams ka bhoot bhagao”.



*Jack Straw when president of the National Union of Students, in 1971.*

such as Complan which are But, it is said that “Compared best money proposition and the spent”.

signs of growth that help kids grow More Bone Area, More Muscles, Blood, Healthy Weight gain.

beverages over or understated the their labels. For example, Horlicks below the declared value. All this have standards, especially when it

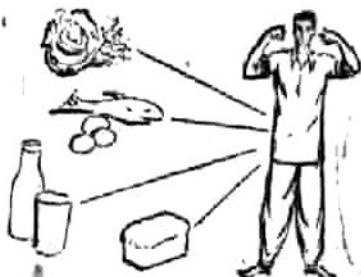
choosing the brand ambassadors. JWT Client Service believes that connect with kids. So, exam tips

Horlicks isn’t as popular as it once was in the United Kingdom. It is, however, the most widely consumed beverage in India after bottled water and accounts for 85% of GlaxoSmithKine’s revenue in that country. Indian soldiers first brought it back from the First World War and has slowly grown more popular over the years.



# your food should give you **BALANCED** nourishment

Everybody knows that health and strength come from nourishment contained in the food we eat



The ideal diet contains body-building and energy-giving nourishment in correct and balanced proportions.



**BUT**

For most of us, the food we get does not supply sufficient nourishment in a correctly balanced form. Remember, it is not how much you eat, but what you eat that matters.

## DOCTORS RECOMMEND—

"HORLICKS IS A MILK FOOD WHICH SUPPLIES ESSENTIAL BODY-BUILDING AND ENERGY-GIVING NOURISHMENT IN A BALANCED FORM. IT IS A SPLENDID ADDITION TO THE DIET WHEN EXTRA NOURISHMENT IS NEEDED"



## THAT IS BECAUSE

Horlicks is a complete milk food containing all the goodness of pure full-cream cow's milk plus the nutritive extracts of wheat and malted barley. Horlicks supplies body-building and energy-giving foods in proportions necessary for normal nutrition.



CORRECT RETAIL PRICE

**RS. 3/6**

# HORLICKS

**IS 100% NOURISHMENT**

Supplies of Horlicks are short at present. Keep in touch with your dealer and he will give you what he can from his rationed stocks

## **Horlicks makes you Taller, Stronger and Sharper**

Horlicks was introduced as substitute to milk. It positioned itself as a nutritional supplement for the kids. Nutritional supplement was a very broad positioning, Horlicks wanted to be known for three things- Tall, Strong, Sharp. These are the three characteristics general Humans look for in their kids, or rather, improve in their kids. Horlicks decided to be known as a brand which will bring about the Height, Strength and Sharpness in the Consumers.

The main objective of this campaign was to engage kids, to establish itself as the only proven health food drink that makes kids taller, stronger and sharper. They wanted to influence the way children go about their life.

In 2009, Horlicks India came up with a Television Commercial where you can see children rejecting a stool to stand on for watching a game to help them see clearly, Time to rest in a football game, and help from the host in a quiz competition but all they wanted was a cup of Horlicks as Horlicks made them taller, stronger and sharper. The commercial has child actors and this is appealed to the kids as they can visualize themselves in that situation.



I never understood why this campaign made so much sense to begin with. The Campaign promises height, strength and intelligence (sharpness); the first being a genetic thing, second dealing with overall diet and exercise; until I met a few of my friends who talked about their grandmothers checking their height and making a big deal. It was more of a culture thing. Indians are naturally short and somehow, we were not okay with being short. Bollywood action movies got us hooked on to wanting to be perceived as strong, Straight out of Salman Khan's macho movies to Shaktiman's immense strength. Indians are perceived as intelligent beings on Earth, this is something we had to maintain and we would consume any sort of supplement to make us remain intelligent. Horlicks banked on these reasons and started a campaign which boasted about their product giving the three big benefits. It was a big success in terms of sales and it was talked about a lot. However, I never really liked Horlicks and I preferred something more local like Maltova. The taste of Horlicks was a bit off and not really natural.

The campaign did face some criticism. The claim of Horlicks to help grow children tall, get strong and become sharp was baseless according to their critics and were sued in the United Kingdom to air such an advertisement. Also, they lost a suit (which they filed against Abbott) against Abbott for using the slogan “Taller, Stronger, Sharper”. Now, even Abbott could use a similar slogan for their drinks. To sum it up, the campaign did really well considering the growth in sales and the perception it created about itself- It positioned well.

# "My Child Crying!"



**- and I was helpless!"**



OUT of doors in the sunshine — romping about from morning till night. You love to see your children's little faces get brown as berries . . . But beware ! Don't be deceived by appearances. Wise mothers know that sunshine is not their *only* need.

In summer especially, children are never still, and if their food isn't *balanced*, little bodies steal the nourishment needed for growth and burn it up for all the energy they are using. Soon they become peevish, "difficult" over their food, listless and even *underweight*.

By giving your child Horlick's regularly — for supper, breakfast and for "elevenses," you can be sure he is getting, in an easily digested form, all the vital elements he needs for growth, and *extra* energy as well. Certain that he is making the most of summer — inside and out.

*Wise Mothers know SUN-TAN is  
not the same as ROSY CHEEKS*

## HORLICK'S

**builds solid foundations to children's health**



The milk is in Horlick's — you need add water only. Four sizes, from 2/- . Also the Horlick's Mixers, 6d. and 1/-. Horlick's Malted Milk Co. Ltd., Slough, Bucks.



## Horlicks #CleanPujo Gang

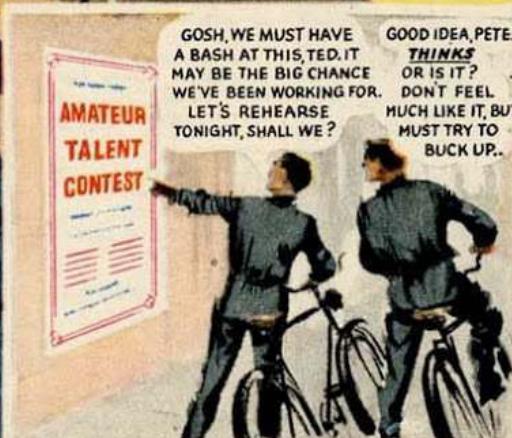
This campaign was not typical “Horlicks advertising its product”. This was more than an advertisement; it was spreading awareness about the untidy pandals post the immersion of the Goddess Durga Idol. The Durga Pujo Pandals were not maintained well by the administration and this had to be changed. This fell in tune with the launch of Swachh Bharat Mission by Prime Minister Narendra Modi. He inspired people to take a broom and clean! The Campaign by Horlicks promoted cleanliness and that reflected upon the company’s value of purity and hygiene. Many brands got on the band wagon of Swachh Bharat Mission but Horlicks focused on children. The children being the future of the nation had to be educated about cleanliness and had to instill in them a sense of hygiene.

The objective of the campaign was to make get the youth to clean the garbage made by them and not wait for someone else to do it and definitely not leave it there lying. However, the main aim of the campaign was to tell Indians that they believe in “Swachh Bharat Mission” and thus making the Indians perceive the company as a responsible company which follows the policies. This directly affected their sales in a good way as people wanted to be associated with a brand which spoke about cleanliness. This way increasing the revenue for the company. However, this campaign was segmented geographically and demographically. They targeted Bengali speaking teens and positioned themselves as a socially responsible brand.

The Television commercial was launched in 2019, just before Dura Pujo. In Bengal, Durga Pujo is a big thing and unites everyone. By advertising at during that festival, Horlicks garnered quite a following as potential customers. This campaign was started on Facebook, which has a huge number of teens online. Facebook also allows target marketing to specifically target a group on users at a particular time.

This campaign shows us that Horlicks does not only rely on National Segmentation but also works closely on State level segmentation too thus, effectively communicating with the consumers and potential consumers in a slightly tailored manner.

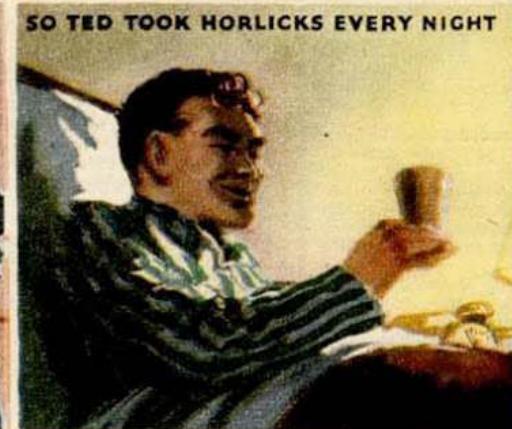
# OPPORTUNITY KNOCKS



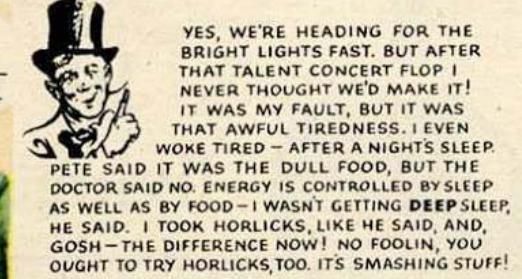
## THE TALENT SHOW



## AT THE DOCTOR'S



## THE WORKS CONCERT



# HORLICKS

## Horlicks Fearless Songs

Horlicks collaborated with music maestro A. R. Rahman to introduce new techniques of learning. Kids often take pressure and fail to perform well in exams. The music video of A. R. Rahman with kids focused on providing alternate learning techniques which will help kids to memorize in better way. This Horlicks initiative helped kids to prepare in a better way for exams and be fearless.

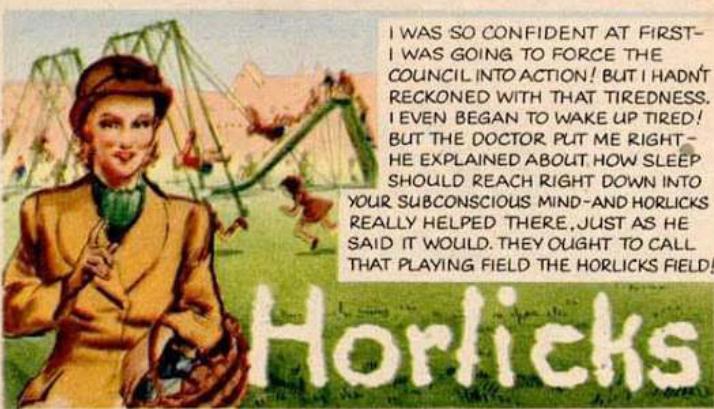
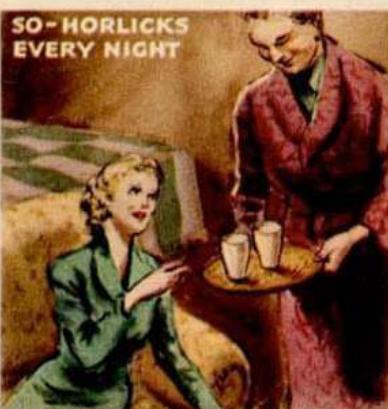
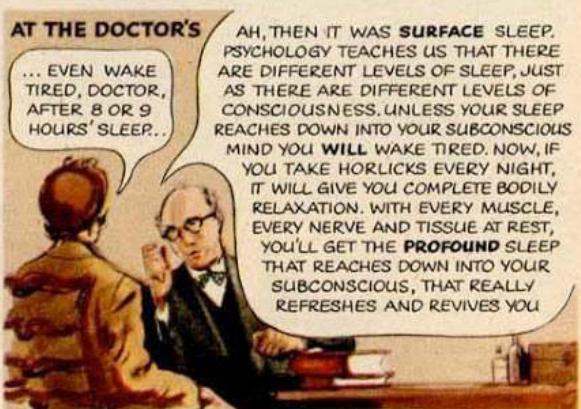
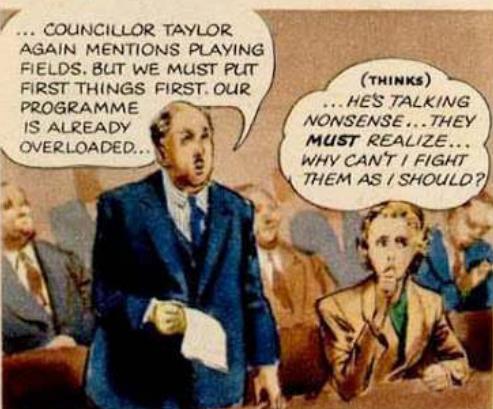
Understanding topics can be easier with music. This campaign endeavors to provide an engaging way of helping kids prepare for their exams and overcome the effect of rote learning. This fearless songs' journey began in 2018 in West Bengal, collaborated with famous singer Rupam Aslam to make learning easier for students. With remarkable success and response for the first song, Horlicks introduced the campaign nationally in 2019. The song is about similar attempts of tenses to make it easy to understand for students. The maestro explains the present perfect tense through his composition with HPP hack.

Horlicks continues to advocate the confidence to tackle with exams with better preparations. The idea stems from the fact that music plays key role in learning and memorization. The most annoying topic can be turned into enjoyable songs with the help of music. The fearless songs were written keeping curriculum of children in mind, helping them understand and retain them better.



# No Place to Play, Mister Mayor!

HOUSEWIFE JEAN TAYLOR, ELECTED TO THE TOWN COUNCIL ON THE PROMISE TO FIGHT FOR PLAYING FIELDS, WAS DETERMINED TO GET ACTION. BUT IT'S ONE THING TO PLAN — QUITE ANOTHER TO DO...



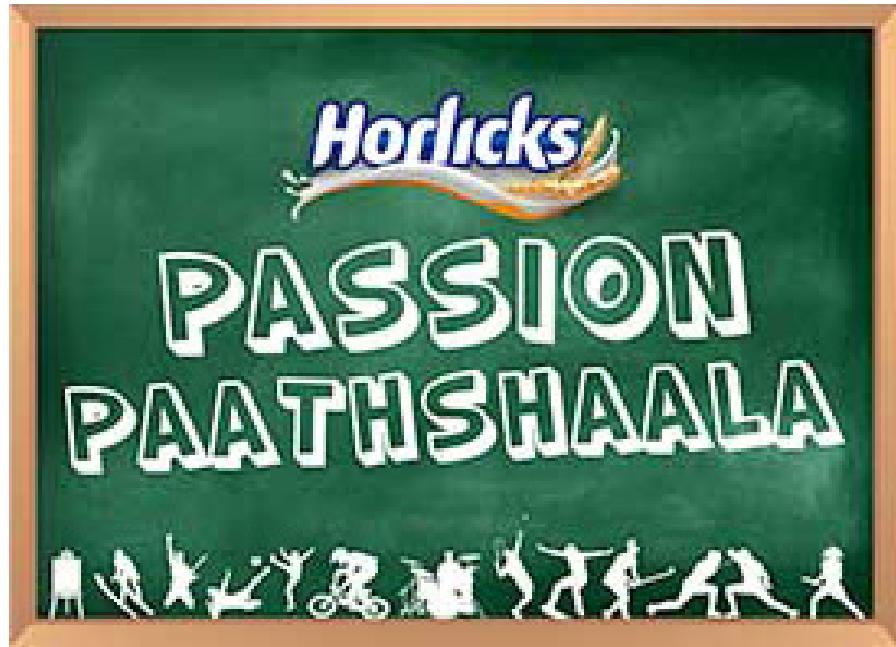
# Horlicks

## **Horlicks Passion Paathshaala**

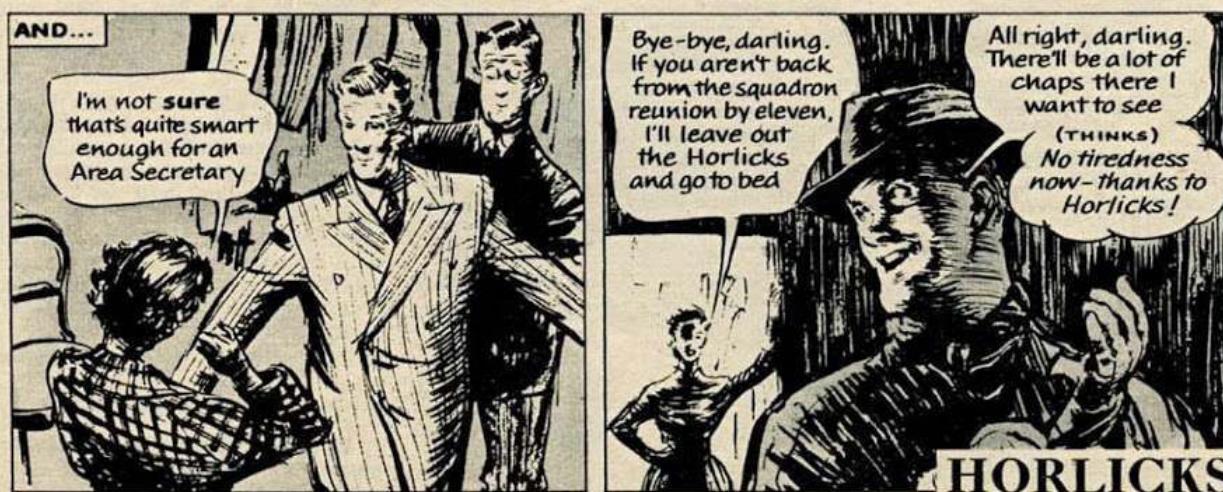
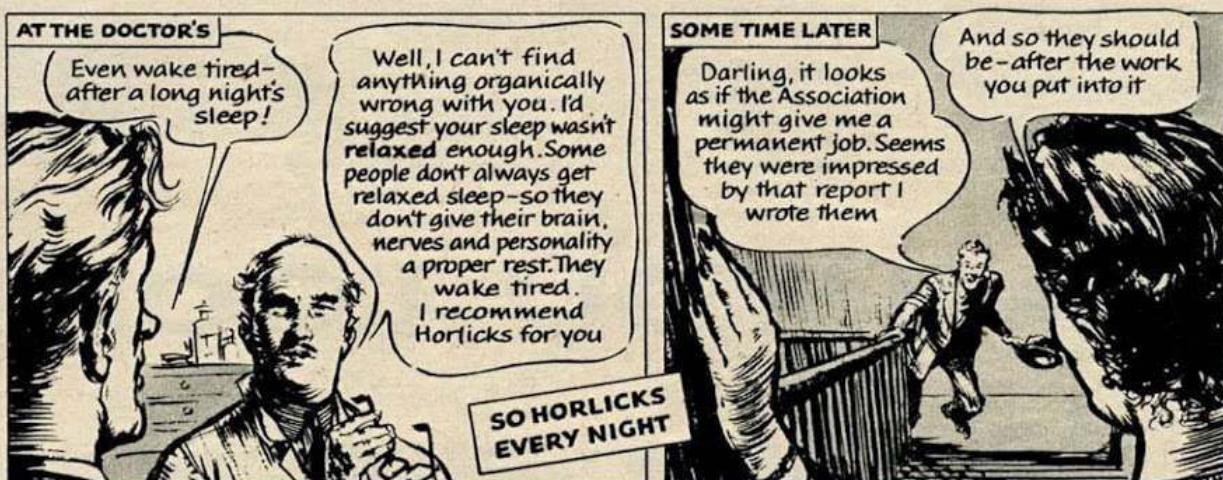
Today's kids don't do just one thing. They want to do it all. Their potential and passions are limitless. Horlicks Passion Paathshala aims to help children to build on their passion and quest to do what they love. The video is about a kid who not only loves singing but painting too. There are instances where children are ambitious to do more.

Horlicks, as a brand always aimed at providing children with necessary nutrition to achieve more. Through this campaign, they were aiming at nourishing and fueling the hidden hunger in children and help them exceling in any field of their choice.

The brand has created a micro site under the initiative for kids to take the passion test and realize their potential. Post the release of main campaign, Horlicks has been released videos of real stories. The brand was also trying to reach out to regional audience with copies in Hindi. The campaign went live on social media and they have received an overwhelming response with over 29 million views on YouTube till date. The campaign was huge success and it provided several kids a platform to showcase their talent. It received humongous response from parents and kids alike. Well-known parenting blogs like Momjunction, Artsy Craftsy Mom and Firstmomsclub also appreciated Passion Paathshala for all the support and encouragement it gave to lids around the country. Popular celebs like Ayushmann Khurana, Riteish Deshmukh and Lakshmi Manchu also lauded this heartfelt intitiative by Horlicks.



# He was ashamed to meet his friends!



**HORLICKS**

## Horlicks - Sottu Sotta Pongum Pongal

Horlicks has always been known for a brand which has engaged with kids directly through various advertising campaigns and assured them with the promise of growth, wellness and nutrition, celebrating Pongal is a perfect example of bringing alive this promise.



This campaign is about how Horlicks kids helped the farmer by creating a DIY drip irrigation system for farmers out of reused bottles. Horlicks had on-ground activation in the south around Pongal. Advertisers have long accepted the importance of regional markets in India. Festivals in India are driven by the value of celebrating life and a perfect opportunity to connect and celebrate with consumers. Regional festivals offer one of the most effective engagement opportunities for brand. Short films around local festivals is seen growing year on year. It is examined that 88% of Indian users might respond more to a digital ad in their language rather than English.



Pongal stands for prosperity and abundance and with this initiative, we seek to make a #JarFullOfDifference to the people of Tamil Nadu by spreading abundance and not just celebrating it. The brand's celebration of Pongal is a perfect example of bringing alive this promise.

## Horlicks – Hunger to Grow #NutrientAbsorption

Horlicks launched Hunger to Grow in 2017. The concept by Advertising agency FCB Ulka, features children pursuing their passions of playing tennis, football, dance and academics with a hunger of growth. The campaign further aims to explain kids and parents about the value of nutrition absorption by the body.

Today's kids want to participate and give their best in every activity. Horlicks is encouraging kids to follow



their passion and have strong desire for success in the continuation through this Hunger to Grow campaign is focusing to strengthen the relation with children and spread knowledge with the parents on the importance of nutrient absorption for proper growth.

Through this Horlicks is recognizing the hunger in children to achieve something in life and to support them with quality nutrition. Badhne ki Bhook Rag Rag Mein their all new campaign resonates with this hunger and encourages children to chase their dreams, A dream is fulfilled through sweat, determination and hard work. Horlicks has Bio-Available Nutrients which actually get absorbed in the body and makes kids More Taller, More Stronger and More Sharper.





Out in the Far East things began to go wrong. Only little things but they didn't escape the captain's eye. Then, as the voyage neared its end, came the cry - FIRE . . .



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**Y**OU need not search the high seas for examples of "Night-Starvation." Every day, in every kind of work, tired people are unable to do their job properly. Energy has been used up during sleep, keeping heart and lungs at work. They don't know how to create new energy to take its place.

A hot cup of Horlick's regularly at

bedtime creates the new energy needed. It will help you to wake up thoroughly refreshed and ready to do an efficient day's work, and guard you against "Night - Starvation." Plain or Chocolate Flavoured. Prices from 2/-; also Horlick's Mixer, 6d. and 1/-.



# HORLICK'S

## Horlicks: Chhota Bheem Integration TVC

Horlicks a well-recognized product coming from the family of GlaxoSmithKline Consumer Healthcare. Horlicks started Chocolate Horlicks with the basic intention of targeting children and all increasing competition by using a tagline of "Horlicks Chocolicks ke liye kuch bhi karega" The campaign was 360-degree outreach with not just television but also digital technology.



Horlicks Choco became the successful brands in product line of Horlicks also of the company. The key factor contributing was the target which was small children using Chhota Bheem and also the animated TVC which made it more attractive. Adding to this the company also involved its audience by asking them to upload their dance video on their Facebook page also hosting Chocolicks Carnival in their city. The integration was not just aiming for fun time in the Choco carnival and also delicious taste of the Chocolicks. And to make the kids excited about the carnival there were Chhota Bheem cartoon figures and kids were eager to meet their favourite cartoon character.



## Horlicks Kesar Badaam 'Doodh ka Glass always khallas'

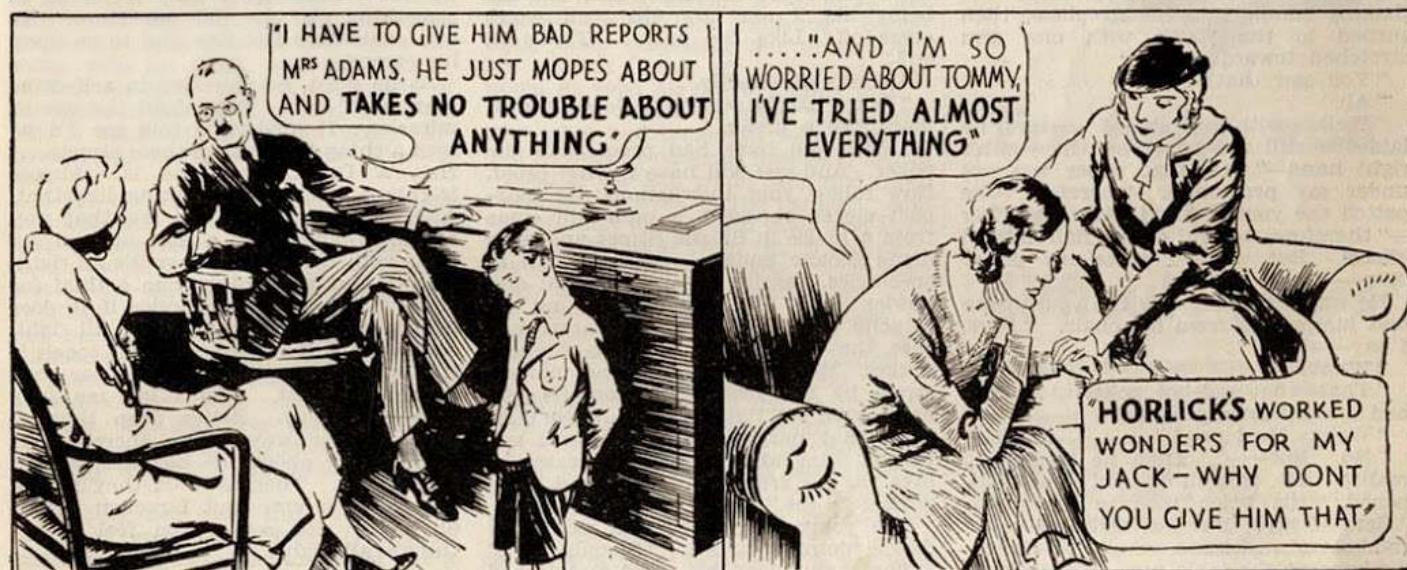
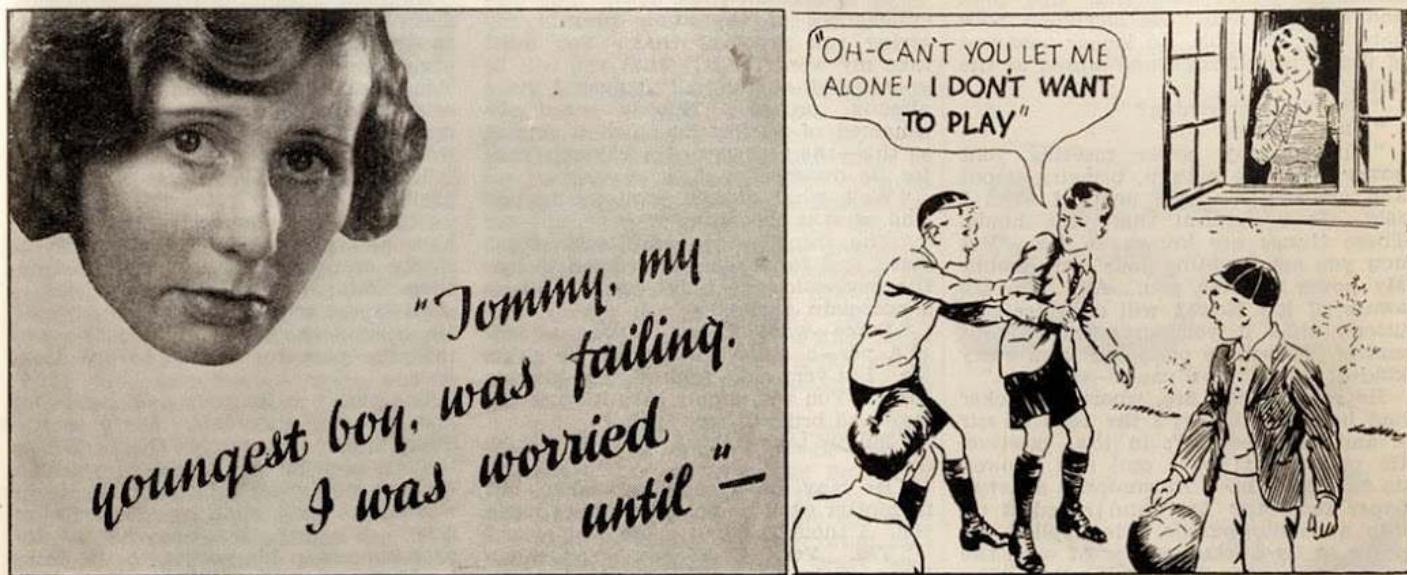
The new Horlicks came with different concept their end user were the same but the target audience were the Indian mother who are worried about their growing kids nutrition and health with all problems like pollution so Horlicks came up with a TVC showing that your kid is empty the milk glass only one condition when you add Horlicks Kesar Badaam.



It was a plain solution which was followed by Indian royals back in the time they just re-established the taste with creativity and it was one of the most profitable Horlicks flavour.

Due to this Horlicks also entered the basic milk flavour instead of making your own mix for milk which include kesar and badaam Horlicks gave an readymade mix which is a quality product and pure and good taste.

# True Stories of Happy Boys... No 1



## Over 1,000,000 ill-nourished children in England

Every child, every day, expends, for his size, more energy than any grown-up — and he has to grow as well. He must have balanced growth and energy foods — or become listless and underweight. Over 1,000,000 children in England alone (according to an eminent dietician) are suffering in this way because one or more of the vital elements their little bodies need is missing. Horlick's is 100% scientifically-balanced nourishment, and provides these essential elements in an easily digestible form. Let your child benefit from Horlick's too.



Horlick's is on sale at chemists, grocers and stores. Plain or Chocolate Flavoured. The milk is in it — you need add water only. Four sizes of sealed glass bottles from 2/- . Also the Horlick's Mixer 6d. and 1/-.

# HORLICK'S

GIVES SOLID FOUNDATIONS TO CHILDREN'S HEALTH

## Chocolate Horlicks – Premier League

GlaxoSmithKline (GSK) 's nutrition business in India which includes its famous product – Horlicks. It emerged as the biggest selling malt-based drink in India. Chocolicks was launched in 2019 to attract the younger generation. It was introduced as an additive as well as a substitute for the kids.



'Chhota Bheem Kung Fu Dhamaka' released on 10th May. Chocolicks (Chocolate Horlicks), partnered with the toon character Chhota Bheem to connect with their younger audience. The association is supported by a complete creative campaign idea which is a 360-degree outreach campaign. It focuses on the integrated promotional marketing approach. A consistent message is sent across different marketing mix elements. The simple reason to do this was to stand out in the crowd. Campaign idea for the same was "*Horlicks Chocolicks ke liye Kuch Bhi Karega*". The animated TVC for the campaign shows how Chhota Bheem and his best friend Kaalia will go to any extent to earn their glass of Chocolicks.

The campaign is also supported by a digital engagement program called "*Chocolicks Premier League*". Under this challenge, kids from various cities were asked to do city-specific dance moves and upload their videos on Horlicks India Facebook page. This was done to bring the Chocolicks Carnival to their city. The carnival, an on-ground activation for the campaign, will have Chhota Bheem as the star attraction. Here, the kids get to meet and engage with their favorite toon character.

Considering Demographic Segmentation, Chocolate and other flavored Horlicks are preferred by teenagers. In 2003, Horlicks positioned itself as a "pleasurable nourishment" by launching it in vanilla, honey and chocolate flavors. GSK looks forward to creating brands, campaigns to connect with the audience. To conclude, the campaign positioned itself well considering the growth in sales and the perception it created about itself.

## Fearless Kota

The advertisement starts with student testimonies more like things they go through while they are in kota studying for their entrance exam some of the statements they made includes

1. I cried a lot at night
2. I feel very lonely
3. My hands and legs trembles
4. I don't like eating food at mess it's awful

Now what is Horlicks trying to do here? To get answer to this question we have to go in past a little bit. Horlicks main target audience are kids. #Fearless kota was a digital campaign which was designed by FCB ULKA advertising agency. The video was divided in 2 parts- 1st part gave all the specifics like we saw in the previous paragraph all the children shared their struggle while preparing for one of the toughest competitive exams in India they had also mentioned about how kids are pushed in to depression and they end up committing suicides, the second part tells us about how these are lacking emotional support which leads them to suicide.

The main point of this advertisement is that Horlicks Is trying to take their brand value much further by making the world realize that "Emotional Nutrition" is just as important as physical nutrition they had also started a campaign along with this, one can say it's a subset of this campaign. It's called #BottleOfLove so here they have tried to leverage one very small detail in most of Indian house hold they have observed that even after the Horlicks powder is finished from the bottle people still use the bottle to store all kind of stuff like achar, Dal, Salt, Sugar etc. (I still have jar of Horlicks in my house which is nearly 13 years old with the wrapper and everything my mom uses it to store mango pickle)

Here what they have did is that they have asked all the mothers of these students to pack one thing that their kids like the most and pack it in Horlicks jar later they invited these mothers to meet their kids and give them the jar. The students are overjoyed seeing their mothers and some of them even break down in tears. We see moms cook their children's favourite dish for them, giving them a head oil massage and a glass of milk with Horlicks.



Rohit Ohri, Group Chairman & CEO, FCB India, said, "VOWSS is a global film event to showcase and celebrate the best new work by female creative directors. Swati Bhattacharya, India's only female CCO, is finding a strong voice on the global stage. Her work on Horlicks is truly insightful and enormously relevant. This is great not just for FCB but also for India."

**THE NUTRITION  
EVERY KID NEEDS  
BEFORE AN EXAM.**

**WATCH TO KNOW MORE.**

