

## Assignment 4



**Maggi :-** Maggi brought instant noodles to India in the early 1980s, which was a new idea back then. People in India liked it because it was easy to make, quick to prepare, and didn't cost much. It became a popular choice for a simple and tasty snack.

1. Me Aur Meri Khushiyan Ka Khajana Wali Maggi (10 October 2009)



Link :- <https://youtu.be/gjFCBZx1-cg>

- The purpose of this advertisement is to demonstrate how quickly Maggi can be prepared and how anyone of any age may use it. For instance, in the opening scene, if a kid is hungry, the Maggi can be cooked right away. Maggi is simple to prepare on any trip or picnic. Maggi is a suitable option for kid's lunches. A soldier in a chilly environment, for example, can consume Maggi to satisfy their appetite and keep warm in any trying circumstances. **The advertisement also emphasises how nutritious Maggi is, in addition to its deliciousness.** Both calcium and proteins are present.

2. Maggi "Do Minute Me Khushiyan" (27 June 2012)



Link :- [https://youtu.be/jtKy\\_uiKQTA](https://youtu.be/jtKy_uiKQTA)

- Maggie recently introduced their exciting new concept called "2 minute noodles" for the very first time. The heart of their campaign revolves around the simple idea of happiness, kinship, and building connections. They showcase a range of relatable situations where Maggie noodles play a significant role: a loving daughter preparing a warm bowl of Maggie noodles for her mother, friends and colleagues coming together over a delicious Maggie noodle meal at the office, and even reaching out to help someone who is both hungry and lonely by offering them a comforting bowl of Maggie noodles.

- What sets Maggie apart is their focus on inclusivity and universality. Instead of narrowing down to one particular fashion trend, they emphasize how these instant noodles transcend cultural boundaries and bring people from all walks of life closer together. The catchy and uplifting background music perfectly complements the cheerful and enjoyable experience of savoring Maggie noodles, reinforcing the message of togetherness and creating lasting memories with loved ones.

### 3. New Maggi Rajkumari Ad | | Khushiyaon ki recipe ( 6 February 2015)



Link :- <https://youtu.be/Oqu0B2bA2sk>

- The Rajkumari ad tells the story of a girl named Rajkumari, which means princess. On her first day of school, the other girls tease her about her name, making her upset and angry. When she arrives home, she refuses to eat the food her mother offers her. However, when her mother starts cooking Maggi noodles, Rajkumari is drawn out of her room, eagerly waiting for the noodles to be ready. Her mother prepares two bowls of Maggi, one normal and one special. Rajkumari asks for the special one, explaining that special things are important. Her mother asks why she wants the special one, and Rajkumari replies that a princess deserves something special. Her mother then shares a heartfelt message, explaining that a princess needs a special name and that only moms know the secret recipe for true happiness.
- The ad takes place in a home setting, aiming to emphasize the significance of family in the message. The characters' appearance, way of speaking, and attire in the ad are intentionally relatable, designed to create a sense of familiarity and connection with the target audience.
- The primary message conveyed by the advertisement is to promote the idea that mothers have a deep understanding of what is best for their children and have the ability to bring happiness through their love and care. Additionally, the ad highlights the convenience and quick preparation of Maggi noodles, positioning them as an easy meal option that can be enjoyed by both children and adults.
- The choice of the name Rajkumari for the main character is likely purposeful, symbolizing that all children are special and deserving of love and care, just like a princess.

4. MAGGI MASALA-AE-MAGIC ( 16 sept 2016)



Link :- <https://youtu.be/QtrhvdB5QWw>

- In this advertisement, Maggi introduces its new product called MAGGI 'MASALA-AE-MAGIC'. The ad shows a person who used to dislike vegetables like cauliflower, ladyfinger, and ridge guard when they were younger. However, as an adult, they now enjoy eating these vegetables with great enthusiasm. The reason behind this newfound love for vegetables is the addition of Maggi's masala, which enhances the taste and flavour of the vegetables.
- To put it simply, the advertisement promotes the idea that using Maggi's MASALA-AE-MAGIC can make vegetables more delicious and enjoyable, even for those who used to dislike them.

5. Make Your Debut In The Kitchen with Maggi (18 June 2019)



Link :- <https://youtu.be/Kz1zQfzECfs>

- Maggi **makes teenagers feel safe in the kitchen,** as shown in the "My First Cook" ad. In this cute ad, a teen gets cooking help from his mom on the phone. Cooking is important, but so is feeling free and independent.
- By featuring a boy, the ad shows that cooking is for everyone, not just girls. It teaches us that anyone can enjoy cooking and get good at it. The ad tells us it's important to feel confident and independent in the kitchen while also having fun and breaking stereotypes.

6. MAGGI Noodles | Mother's Day | ( 4 may 2022)



Link :- [https://youtu.be/5\\_EHmXnt3jU](https://youtu.be/5_EHmXnt3jU)

- The theme of this advertisement is to depict the beautiful relationship between a mother and her child. The ad revolves around a child who is studying late at night for an exam. The mother, concerned about the child's exam, comes to check on them. Despite declining the mother's offer of food initially, the child later cooks Maggi for themselves. When the mother returns, the child offers the Maggi to her as a gesture of appreciation, recognizing the immense stress mothers often bear and their tendency to overlook self-care.
- The advertisement is set in a home, specifically in the child's room and kitchen. The characters are everyday people—a mother and her child—dressed casually. The dialogue and actions of the characters are relatable and familiar, creating a personal and emotional connection.
- The key message conveyed in the advertisement is to showcase the love and affection a child has for their mother and to highlight the important role mothers play in caring for their children. Additionally, **the ad emphasizes the convenience and quick preparation of Maggi, making it a convenient** choice for a late-night meal.

### Transition of Maggi Advertisements over the past 10 years:

- ❖ Maggi ads always have a message to share, and they do it by showing different relationships that people can relate to.
- ❖ Maggi's clever marketing strategy during its ban was to release advertisements under the hashtag #WeMissYouToo. This helped keep Maggi in people's minds even when it couldn't be sold.
- ❖ Maggi has always made an effort to introduce healthier options to its consumers, such as atta noodles and oats noodles. They prioritize the health of their customers.
- ❖ Maggi had a special advertisement when it was re-launched. They featured different mothers who expressed their trust in Maggi, aiming to regain the trust of their consumers.
- ❖ Maggi introduced a new product called Maggi Masala, which had a clear message: "Chalo ordinary ko extraordinary banaye".
- ❖ Maggi is currently placing a strong emphasis on environmental care and actively taking initiatives to ensure its implementation.

