

Quest to Build a Creaseless Era - The Marketing Challenge



Presented by: Team Triplets



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ABOVE THE LINE MARKETING

Target Channels for promotion:

- **836 Million** TV owning Individuals (98% are Single TV homes, 2% multiple TV homes)
- **Hindi Entertainment** Channels are most consumed
- **65%** of Indian Women watch TV daily, **55%** of men watch daily
- **Prime time** of Television content consumption amongst the target audience: **7 to 11 pm**
- The average MROI for TV advertising in India is around **10%**.

Radio as a medium for promotion:

- **56 Million** radio listeners
- **67%** of Audience in radio come from 25-54 age group
- The average MROI for Radio advertising in India in 2022 is estimated to be between **5 and 12** times the amount spent.

- The average MROI for print media advertising in India in 2022 was **11%**.
- A study by Nielsen found that the MROI for print magazine ads was an average of **\$7.81 for every \$1 spent**.

Leverage the outreach of television and create Advertisements

- Effortless ironing, inspired by sea waves—connect to freedom, flow, and expressiveness.
- Showcase the **360°** swivel cord in action, reaching and ironing hard-to-reach places effortlessly.
- **Seasonal and Localized Campaigns:** Develop targeted campaigns that align with specific seasons, festivals, or local events. This helps create a sense of relevance and connection with the target audience. Customize your messaging and promotions to reflect local culture, traditions, or preferences.

Television



Radio



Print Media



Marketing Strategies that can be implemented

- **Regional Radio** campaign for a fortnight during peak hours like **7am-11am** and **6pm-10pm** with a quiz or a funny story around an iron box in your house. The RJ can select 1 winner daily who will be getting the **product for free**.
- **Regional Radio campaign** will **cater to audience in regional language** helping in **penetrating the market much deeper**.

Marketing Strategies that can be implemented

- **Alternate week** pamphlet marathon
- Collaborate with **lifestyle and home improvement magazines** to feature IronWave in editorials, providing in-depth information about its unique selling points.
- **Call-to-Action (CTA):** Include a strong and clear CTA in the print ads, such as visiting a website, calling a phone number, or redeeming a special offer. Make it easy for readers to take action.
- Example putting a big QR scanner on front page to visit to website

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Billboard strategy:

Feature a visually striking image of the iron box, emphasizing its advanced features or sleek design, along with a catchy tagline that highlights how it brings a new level of efficiency and convenience to ironing. Utilize billboards, bus shelters, and other outdoor advertising mediums in key cities to create brand visibility.

"Press Your Way to Perfection" - Show an image of a perfectly ironed shirt with crisp lines and present the iron box as the tool for achieving flawless results. Other examples: "Wrinkle-Free Zone", "Ironing Revolutionized", "Unleash the Power of Precision" etc. According to a study by True Impact Media, the average MROI for billboard advertising in India is about **497%**. This means that for every **\$1** invested in billboard advertising, businesses can expect to see a return of **\$4.97**.



Mobile billboards strategy:

Forge collaborative **partnerships with state metro railway** authorities to leverage advertising opportunities on metro pillars, metro trains, and within metro train compartments.

Establish strategic **partnerships with auto rickshaw associations** in densely populated cities to implement impactful branding initiatives on their vehicles, targeting the primary audience comprising frequent commuters in these areas.

Mobile billboard advertising can generate an MROI of up to **\$6.97** for every dollar spent.



Improvising External Facade

Partnering with Strategic retail outlets to transform retail outlets into showroom look. This creates mass visibility in the market about the brand. **Placing an embossed image of a newly launched iron box** on the outlook of the transformed façade of retail outlet will create awareness in the market about newly arrived product line from GM. This could be done in **partnership** with those **outlets** who are our **highly billed counters** in every **7-12 km** area or any other condition can also be considered.

- Retailers who invest in their store exteriors can see an increase in foot traffic of up to **25%**. This can lead to a significant increase in sales, as well as a boost in brand awareness.
- Stores with a modern facade were **1.5 times** more likely to be remembered by consumers than stores with a traditional facade.

Below The Line Marketing



Retail operations Strategy:

- Product placement plays an important role in consumer purchase process.
- We recommend **separate sample / Shelf displays** to increase visibility of the product in an outlet
- Enabling **Incentives and promotions** to the outlets to ensure competitive space in the counter



Engaging Social Media Campaigns:

- Create engaging social media campaigns highlighting the cloth iron's unique features, benefits, and ease of use.
- Run interactive contests, **influencer collabs and share valuable ironing tips and hacks**, In 2022, the influencer market in India was valued at **₹1275 crore** and is expected to grow at a **CAGR of 25% for the next five years**. Special hashtags can be used to highlight GM as a brand in this space
- For example we can run campaign on Instagram stories and other platforms to share their **unique or funny ironing experiences** and the top 3 will get some discounts or coupons.



Trade Shows and Exhibitions:

- Participate in trade shows and exhibitions, showcasing an attractive booth with live demos, interactive activities, and product displays to engage visitors, **distributing brochures and samples** to create a lasting impression and drive sales



Pop-up Ironing Stations:

- Set up pop-up ironing stations in high-traffic public areas, like **shopping malls, mid and large society** offering free ironing services to **demonstrate** GM Modular iron box's efficiency and convenience, using eye-catching branding to create a buzz and attract attention.

Innovative Unboxing Experience:

- Design an unforgettable unboxing for GM Modular's cloth iron that includes **surprise elements, personalized notes, and small accessories**. Collaborate with **popular YouTubers** to show the unboxing experience.
- Encourage customers to share their memorable unboxing moments on social media using specific hashtags or by tagging GM Modular's official accounts.

Advertisement on delivery boxes:

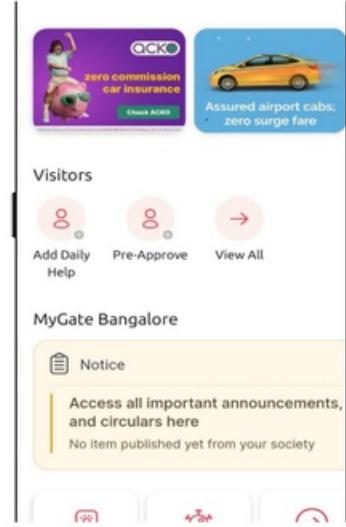
- Partnering with leading ecommerce companies to advertise GM's ironbox on their packaging box. **Packaging boxes as billboards**.
- A study by the Harvard Business Review, found that **70%** of consumers remember the packaging of a product they have purchased. This can be a very effective way to create brand awareness and drive sales.
- The pricing for ads on shipping boxes varies based on size, location, and target audience.

Below The Line Marketing



Spotify X GM Modular Campaign Slogan: "Press Play, Press Perfect"

Combining the power of crisp ironing with the joy of music, we aim to make ironing a more enjoyable and immersive activity. **Ironing Playlists:** GM will sponsor a series of ironing playlists on Spotify, designed to energize and motivate our audience while ironing. Buying unskippable audio ads, video ads, podcast ads, ad banners etc are some other ways of advertisement. **55% out of 55 million users of Spotify in India are in the age range of 18 - 35 years. (29% - 24-35 years)**



Advertising in societies:

Promoting products in residential societies. Every mid and large society consisting of **400-2000** plus apartments have an app like my gate or nobroker. The product can be promoted in the app, clicking will route to the website for purchase or it can have a call to action like the number of the nearest retailer with **special discounts** like X % off on first 100 purchases.



Sponsored Display ads:

Advertising on an ecommerce platform can be a highly effective way to reach the target audience and promote the products or services.

MROI for ecommerce advertising is typically in the **range of 25-50%**.

Display ads, Native ads, Search ads, Remarketing ads, Video ads are some mediums available on emcommerce platform to advertise GM's iron box.



Loyalty Programs:

Add this product **to** the current loyalty program **GM Dhan utsav** where we can give X number of points on a purchase of more than, let's say, ₹5000 and by this we can push them to visit our store or website again & redeem points while buying products.

Advertisement in cinema & OTT:

- Cinema halls: The MROI for advertising in cinema halls in India is estimated to be around **10-15%** i.e. for every **₹100** spent, advertisers can expect to generate **₹10-15** in revenue.
- OTT platforms: The MROI for advertising on OTT platforms in India is estimated to be around **20-30%** i.e. for every **₹100** spent, advertisers can expect to generate **₹20-30** in revenue.

Oberservation: Cinema hall advertisement is generating lower & lower revenue year on year, while OTT is performing better than the previous year every year so our suggestion would be to invest more in OTT ads.

Brand partnership with clothing company:

Collaborate to give coupons on purchase of clothes for XYZ amount. McKinsey found that the average MROI of brand partnership is 25-50%.