To make changes from the roots, we will campaign women's Horlicks in form of single use sachets and then ask them to try this for 3 days and feel the change, and if they notice the change then mouth publicity will spread awareness and also we will observe J-curve in sales.

We will run this campaign under ‘ ’, where we will campaign mainly the sachets of women's Horlicks and make it available highly in local groceries, which will eventually create a need/ a habit for women's Horlicks, because we are asking people to try sachets which will cost nominal which they can try it out and see the change in there work efficiency. Eventually they will buy money saver pack of 1kg . Also introducing this product in network marketing where we can take help from SHGs, and also from working women, gyms etc.

Amplification

We will run this campaign under “ ”, with the help of various women empowerment SHGs, lady gym trainers, and Women handled NGOs. Who will promote sachets(one time use pack) of women’s Horlicks to poor middle class women, purpose of selling sachets is to make women aware about product and let them feels the change by themselves, also due to reduced cost of pack they will find it easy to purchase and adapt. Once poor women starts adapting the product we will put pictures of that women on the pack on sharing their story to maximize the engagement.

Awareness and concerned for health

Awareness and concern is to be created in association with SHGs and NGOs for women’s health. they needs to be influenced that even with small supplements which doesn’t cost much they can care for themselves in much better ways. For which small pack of 7days use