

# **Grameeno Ke Beech** **A Village Fair**

Background:

<b>Company</b>	Syndicated activity across industry
<b>Brand name</b>	HLL- Nihhaar, Fair & Lovely, Lux shampoo, Vaseline HLL (Beverage) - Taaza Tea Parle- Parle-G, Krackjack, Marie etc. Maruti- Maruti 800 Colgate- Tooth powder
<b>Industry Sector</b>	FMCG, Automotive, Durables, Agri, Etc.
<b>Campaign coverage</b>	Uttar Pradesh, Punjab & Haryana

## **What was Grameeno ke Beech**

An in-house initiative to bring all brands closer to the rural consumer under one roof. It was a family, entertaining, commercial fair by itself.

## **Marketing Challenge**

- Talking of entertainment ,rural extravaganza is held at the district level on annual basis & the life of an average villager is still dull & dreary revolving around his mundane routine day-to-day chores. But the rural folks like their urban counterparts would appreciate innovative idea, new styles, never before experiences & at the same time understand high quality show.
- Till now the marketing efforts were restricted to the extent of running Video- vans that lacked the element of interaction.
- Hence, the need of the hour, as explored by RC&M was to reach out with just the right entertainment package which defined the foundation for the concept basis for RC&M new initiative- "Grameeno ke Beech" which worked on what is enjoyed is what is remembered .
- Grameeno ke Beech was conceived to be a village fair that aims at involving the entire family, for the full day in an atmosphere created to enjoy, interact, understand & breathe the products displayed by the Corporates for higher trials & brand recall. Hence, syndicated activity in alliance with non-competing participants.
- Marketers from across industry have been planning different ways to tap their TG. The trend had always been stand alone initiatives. All the attempts are finally to draw customer's attention to their product.

## **Objectives**

1. A simple most cost effective idea which would yield maximum participation and interaction with the brand and the villager cherishes the memory of his association with the brand in that time frame .
2. An idea which would bring customers for all categories under one roof (initiator influencer, buyer & user, all interact with the brand together) .

## **Target audience**

From school going children to a mature farmer was our TG. The rural women were difficult to approach; hence strategically they were attracted to the event. Target groups from different age groups and category were invited so as to reinforce the feeling of oneness and an image of family

## **Strategy for Collaterals**

Based upon the study, the strategic approach adopted for the project was:

- Create an ambience for the TA that is relatable yet unique & afresh
- Make the TA feel important
- Persuade them graciously
- Use latest technology for a long lasting impact

## **Other communication programs**

A multilevel activity comprising of the following media-

- Massive mobile miking and merchandising through vans publicizing the event for the next day in the event village and satellite villages.

## **EVENT SHOTS**





### **Evidence of results**

Summarize, the results defied the perception of low indulgence in purchase observed amongst the rural TA & in fact further cemented upon the belief that the rural TA is like you & me who would love to be pampered & wish to explore new ideas, new styles & further adopt them in his day-to-day life to upgrade his life standard. He too needs change in his life as an urban customer would do though the frequency would defer.

## **Results**

### **Major Highlights of the Campaign :**

- 7000 villages covered the Mela across 3 states.
- 35K retail outlets covered by merchandising & stock placement .
- 60 lacs rural audience interacted with varied brands
- Product trial by every 3<sup>rd</sup> participant in the Mela
- Multi brand commercials on larger than life screen giving eyeball hits of 40 lacs .

### **Coverage :**

<b>States</b>	<b>GKB event villages</b>	<b>Satellite villages</b>
Punjab	400	1200
Haryana	400	1200
Uttar Pradesh	900	2700
<b>Total</b>	<b>1700</b>	<b>5100</b>