

BUSINESS CASE

Parle G, one of the largest selling Brands of Biscuits wanted to reach out to the rural India. The brand wanted to leverage the device that has bridged the people across the country – Mobile phone. Brand wanted to create a content that represents the brand thought and distribute the same to mobile phones of the consumers. But the real challenge was that Rural India formed an important segment, of the campaign. Rural India was not only challenged with the lack of smart phones but more so with the lack of internet penetration and distribution strategy. One of the major forces behind Brand was the distribution vehicles that travel to length and breadth of the country to distribute the product. We created a strategy by which these distribution vans of product to distribute the message.

SOLUTION

We created special technology on distribution vans that would deliver content to mobile phones that come in proximity of the same. Consumers could turn on Bluetooth to download games and videos. Promoters and signage with distribution van urged consumers to turn on Bluetooth. Videos, jingles, wallpapers, exclusive mobile games were built for and delivered to feature phones running on java, Symbian and similar OS. Consumers could download all the content for free without the need for data connectivity.

The communication as well as contents was customized specific to the language of the region. The message was distributed in languages including Gujarati, Hindi, Marathi, Oriya, Punjabi, Bengali, Kannada, Telugu, Tamil and Assamese. Exclusive Branded mobile games were based on cricket and car race to encompass the Brand's target audience. Additionally, the contents were made available at zero cost driving greater downloads and thus greater reach.



RESULTS

- Brand reached out to nearly 222 towns across 59 cities and several villages
- In over 3 months, 674K+ plus users were reached with 60 vans travelling across the country
- With 4 contents delivered to each users brand overachieved its targets of 2M downloads in 3 months by a mile