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## **HUL encourages kids to be Kissan**



An initiative that got kids of Delhi and Mumbai playing with mud and planting seeds, Kissan exposed urban kids to the real deal of growing a tomato plant and going through the procedure that are followed by farmers. The brand named the initiative Kissanpur.

“Today kids are drifting away from real world experiences and are spending more time playing computer games, using PlayStations, watching TV etc. Children are not exposed to the real way

of living i.e. spending time with nature and playing outdoor games. We wanted to give our consumers an opportunity of going the real way of life.” Says a spokesperson from Hindustan Unilever the parent company of Kissan.

The objective of the brand to launch a mass scale BTL is to go beyond products and encourage every mother and child to experience the goodness of nature. The brand distributed 24 lakh seeds to consumers through print media so that they could register online, study the step by step process to plant seeds and go ahead with backyard farming, which made the children get the experience of engaging with mother nature.

Kissan has positioned itself as a product that is made from 100 per cent real fruit and vegetables. “We want our consumers to have Kissan products made from real fruits and tomatoes. The punch line for the Kissanpur initiative is where what you grow is what you eat,” the spokesperson says.



Anand Jaiswal, Professor Marketing, IIM Ahmedabad

Professor Anand Kumar Jaiswal, IIM Ahmedabad says, “The initiative is well planned and executed in a way which links it to the core ideology of the brand. Kissan is quality and nature oriented and the ‘real’ tomato highlights the guarantee of quality and the brands closeness to nature. It targets wide consumer engagement, including the mother and child. This creates an emotional connect with the brand. Even after considering the fact that it leads in the ketchup market, ketchup is a low involving category and it is building a direct relationship with its consumers.”

The product differentiation is the reason for such kind of campaign where value proposition is maximum to the brand. The loyalty of the customers itself puts the brand at the top since customers have already built an emotional connect by this initiative. “By involving the kids, the brand involves the mothers and in every household, the housewife or the mother is the key decision maker, so the brand’s payoff will be good as the communication between mother to mother is maximum which basically is media publicity,” he adds.

Jaiswal also hints that this is not only such campaign. Couple of years ago when Amul had introduced its cheese in the market, it had launched a similar campaign to involve the children to come up with a Amul boy in comparison with the Amul girl pictured on the butter packages. The initiative has been restricted to metros, therefore it is where its specific audience is. Someone

who has access to the internet, who can shoot pictures and videos and then upload them. This brings Kissan to a more premium category comparing it with the mass brand that it is.

The digital activations used for this initiative were social media websites like Facebook and Twitter as well as its website where the consumers who wished to participate in the campaign would have to register themselves.

“Mothers are our primary target and they believe that growing up is tough for today’s kids. They are constantly being pressured into doing things that they ‘must’ or ‘have to’ rather than doing things that make them ‘happy’. Kissan wants to help grow happy kids. Kissan’s personality is very childlike; curious, free-spirited, sunny, pure and simple. Our brand mascot ‘CHOTU’ who is a kid and appears on all packs of Kissan products. This is brought alive through its packaging,” the HUL spokesperson adds.

The brand wants to take the campaign to the national level. “Now that we have seen encouraging response from consumers, we can definitely take it to a national level. Those who need additional seeds can order them from the Kissanpur website,” HUL further appends.



Sarang Panchal, Chief Mentor, MRSS India

Sarang Panchal, Chief Mentor, MRSS India, adds, “HUL in India has been historically very big in ‘Consumer Activation’ exercises. This is another example of it engaging its brand with the target audience. This also is driving the fact that its ketchup is actually made from tomatoes and not substitutes, which is also a common fear that a lot of Indian consumers have when they think of the ketchup brand to be associated with. Also since the brand is doing something for the environment adds the dimension of social responsibility as well.”

The brand went in for this kind of promotion as the quantum of interaction from its consumers would be much higher than any other promotion as it is over a period of time and therefore the brand would be etched in the memory of the target audience. “Also since it is targeted at kids, the brand is ensuring that a whole new generation of consumers gets brand loyal. The promotion is innovative, cost effective and yields high returns for the brand,” he further adds.

HUL encouraged consumers to upload pictures on the website to encourage others to nurture and nourish their plants as well.