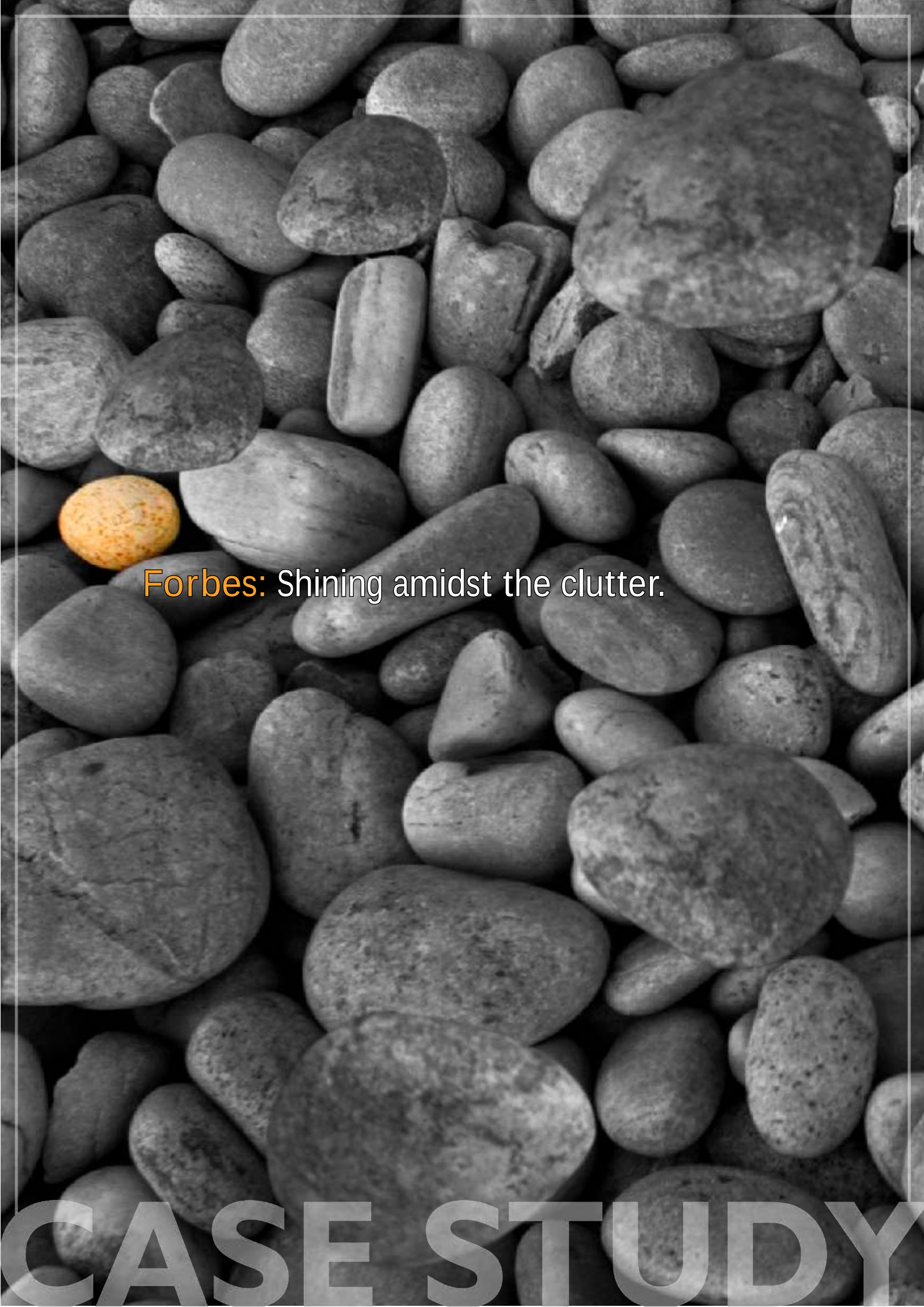




Forbes: Shining amidst the clutter.

CASE STUDY

Background

Forbes is the retail division of Eureka Forbes Limited, established in the year 1989 to market water purifiers and vacuum cleaners in the retail segment. With the blossoming of the retail market in India that began in 2005, Forbes consolidated its position across all parts of India.

Retail markets boom during festival seasons due to increased spending capacity, and Diwali and Dhanteras are considered as an auspicious time to purchase new things for home.

Marketing Objective

During the Diwali and Dhanteras season, 2006, Forbes wanted to cash in on festival buying, and achieve a sales growth of 40% over the previous year's sales growth.

Target Audience

SEC B & C / Male & Female / Age: 28 - 35 years / MHI > Rs. 15,000/-

Definition: The young, aspirant middle class, identified as the 'Climbers'.

Consumer Insight

Consumers are aware of the health problems caused by drinking contaminated water and exposure to a dust-laden environment. But they want to defer buying a water purifier and vacuum cleaner, as their preference for other white goods is high during the festival season. They also feel that 'Health problems will not happen to me'.

Key Issues on Hand

Research was conducted, and the result was as follows: In the target group's mind, water purifiers and vacuum cleaners are not in the top 10 list of priority purchases during this season.

Other issues

Forbes had a media budget of just Rs. 1 crore for its national Diwali and Dhanteras campaign.

The brand guidelines at that time didn't allow Forbes to use television, nor color print advertisements.

Forbes was not only fighting its own competition, but also competing for visibility with the largest white goods companies, with their gigantic advertising budgets for the season.

There were space constraints at retail outlets for PoS material, since the outlets were flooded with PoS materials of other white goods companies.

Communication Challenge

To increase buying preference among the TG.

To ensure maximum visibility despite the clutter of festival advertising.

Creative Brief

SMP: Forbes = Health = Happiness!

Media Strategy

It revolved around a pan-India print campaign, aimed at delivering high impact. Supporting this was PoS branding at retail outlets, Trade Meets and PR activities.

To be better noticed amidst the clutter, the strategy was two-pronged: A pre-festival campaign and a festival campaign, with dates of advertising based on analysis of consumer buying patterns.

Regional language, regional publications and edition wise dealer focus along with error free dealer panel and phone numbers was focused.

Campaign Period

Sep to Oct 2006

Creative for the Campaign

Campaign
Mnemonic



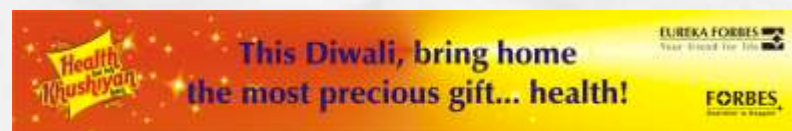
51 CC Ad



30 CC Ad



PoS Materials



Forbes after the Campaign

Communication hit the bull's-eye; Forbes achieved 100% sales growth. This translated to the ATH (All Time Highest) growth in the history of Forbes.

The same communication was extended to be used during other festivals for the rest of the year, and Forbes' annual growth touched 41 percent as against industry growth of 14 percent CAGR (Compound Annual Growth Rate).

Post-campaign Research Results:

Consumers understood and identified with the simple yet effective communication: *Health hai to Khushiyan hain!*

Client Accolades:

"I understand the customer has received your communication and has connected to it. The response has been outstanding. My congratulation and keep up the good work. Warm wishes to entire Triton team."

- Mr. Suresh L. Goklaney - Managing Director, Eureka Forbes Ltd.,

"Congrats on the fantastic effort of each member of the Triton family - part of our EFL family who made sure that the delivery of goods were on time and of a 'great quality'. Keep up the fantastic work. Best wishes"

- Mr. A.V. Suresh - Chief Operating Officer, Eureka Forbes Ltd.,

"Thanks for the Triton team for making all this possible. Well done and encore! "

- Mr. S.K. Palekar - Senior Vice President Marketing, Eureka Forbes Ltd.,

"This diwali growth would not have been possible without you all.... you truly are our business partners in growth. Many thanks"

- Mr. Aslam Karmali - Vice President Dealer Sales Division, Eureka Forbes Ltd.,



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