



Dus Ka Colgate

Background:

Colgate Palmolive launched a 20 grams pack of Colgate Dental Cream (CDC) for Rs 10/ to increase its penetration down the pop strata. The communication was straight and simple for consumers to comprehend.

Task:

To communicate the message 'Dus Ka Colgate' in a direct manner to the rural market smaller SKU 's were being made available in an affordable price.

Challenge:

To communicate this effectively in Bihar & Jharkhand markets which are (a) low on media reach and (b) which have low literacy levels.

Route:

Given the limited media options, we recommended that bright gates be installed in front of the biggest grocery store in each village. This would also serve as a POS (Point of Sale).

Campaign Implementation:

Villages with over 2000 population were identified. In Bihar - 1272 villages in 17 districts while in Jharkand - 315 villages in 8 districts, of which the Client's local sales and distribution preferred 90 villages in Bihar and 7 in Jharkhand.

We then identified the grocery stores in each of the 97 villages and gates were installed. The contact name and number was forwarded to the client for tracking from their end.

Time taken for installation was around 4-6 weeks as distances between villages was anywhere between 100-250 kms. With menial transport options.

Result:

We monitored the entire activity on the field which took us about 4 weeks. The claim made by the grocery store owners was that the CDC off-take had increased more than thrice.

