

# Tvc campaign for amul milk: study to determine tvc recall

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The sample size was 47. These were divided in three categories viz. kids, youth and housewives. In all 12 kids, 21 youth and 14 housewives were interviewed with the help of structured interview. 3.

Findings 1. 89.9 % of people have seen one or the other advertisement namely Amul Doodh Peeta Hai India or Jara Si Hansi Dular Jara Sa or Hey Dude Where's The Doodh. a. 40 % people do remember Amul Doodh Peeta Hai India.

b. 15 % people remember Jara Si Hansi Dular Jara Sa TVC. c. 53 % people remember Hey Dude Where's The Doodh TVC. 2.

Of the respondents who were not able to recall (47 %) the ' Hey Dude' TVC, 23.4 % respondents were able to recall the TVC when they were prompted. 3. When asked on what they remember in ' Hey Dude' TVC, 57 % of the responses were in favour of the youth coming out from swimming pool and asking for milk. 30% of responses say that they remember the kid wearing glasses asks for milk from his father at breakfast.

43% in favour of responses in favour of the girl asks for milk after gym. 40% do remember the kid sardar saying where is the doodh. 38% of the responses say that they remember the bride asking to the groom at golden night. 4. 94 % were able to tell that the TVC is of Amul Milk.

6 % wrongly recalled the TVC for one or the other brand. . Only 34 % of respondents were able to recall of the two variants of Amul Milk shown in the TVC. 6. On Perception of advertisement, 6 % say that milk is a refreshing drink, 23 % perceive that TVC tells that milk gives energy, 14 % feel that TVC

says that milk is better than a carbonated drink/ sharbat, 14 % feel that the advertisement tells them that milk is better than fruit juices, 11 % feel that the TVC tells them that milk is a breakfast companion and 22 % feel that the TVC tells them that milk is essential for children as well as youth. 7.

On brand perception, 18. % feel that Amul is a modern brand, 20 % feel that Amul is a youthful brand, 13. 6 % say that their interest increased in Amul milk and 10 % respondents started using Amul milk after seeing the TVC. 4. Group-Wise Analysis 4.

1. Housewives 1. Among housewives, 57 % responses do remember ' Amul Doodh Peeta Hai India', 29 % people responses ' Jara Si Hansi Dular Jara Sa' TVC and 53 % responses remember ' Hey Dude Where's The Doodh' TVC. 2. Of the respondents who were not able to recall the ' Hey Dude' TVC, 29 % of housewives respondents were able to recall the TVC when they were prompted.

. When asked on what they remember in ' Hey Dude' TVC, 57 % of the responses were in favour of the youth coming out from swimming pool and asking for milk. 43% of responses say that they remember the kid wearing glasses asks for milk from his father at breakfast. 50 % in favour of responses in favour of the girl asks for milk after gym. 21 % do remember the kid sardar saying where is the doodh. 50 % of the responses say that they remember the bride asking to the groom at golden night.

4. 71. 4 % were able to tell that the TVC is of Amul Milk. 5. Only 43 % of respondents were able to recall of the two variants of Amul Milk shown in the TVC.

6. On Perception of advertisement, none of the responses say that milk is a refreshing drink, 43 % perceive that TVC tells that milk gives energy, 36 % feel that TVC says that milk is better than a carbonated drink/ sharbat, 29 % feel that the advertisement tells them that milk is better than fruit juices, 7 % feel that the TVC tells them that milk is a breakfast companion and 57 % feel that the TVC tells them that milk is essential for children as well as youth. 7. On brand perception, 29 % feel that Amul is a modern brand, 14 % feel that Amul is a youthful brand, 36 % say that their interest increased in Amul milk and 29 % respondents started using Amul milk after seeing the TVC. 4.

2. Youths 1. Among youths, 29 % responses do remember ' Amul Doodh Peeta Hai India', 14 % responses remember ' Jara Si Hansi Dular Jara Sa' TVC and 62 % responses remember ' Hey Dude Where's The Doodh' TVC. 2. Of the respondents who were not able to recall the ' Hey Dude' TVC, 9.

5 % of youths were able to recall the TVC when they were prompted. . When asked on what they remember in ' Hey Dude' TVC, 57 % of the responses were in favour of the youth coming out from swimming pool and asking for milk. 29% of responses say that they remember the kid wearing glasses asks for milk from his father at breakfast. 43 % in favour of responses in favour of the girl asks for milk after gym.

38 % do remember the kid sardar saying where is the doodh. 29 % of the responses say that they remember the bride asking to the groom at golden night. 4. 67 % were able to tell that the TVC is of Amul Milk. 5.

Only 24 % of respondents were able to recall of the two variants of Amul Milk shown in the TVC. 6. On Perception of advertisement, 19 % of the responses say that milk is a refreshing drink, 38 % perceive that TVC tells that milk gives energy, 24 % feel that TVC says that milk is better than a carbonated drink/ sharbat, 29 % feel that the advertisement tells them that milk is better than fruit juices, 14 % feel that the TVC tells them that milk is a breakfast companion and 29 % feel that the TVC tells them that milk is essential for children as well as youth. . On brand perception, 33 % feel that Amul is a modern brand, 38 % feel that Amul is a youthful brand, 19 % say that their interest increased in Amul milk and 9. 5 % respondents started using Amul milk after seeing the TVC.

4. 3. Kids 1. Among kids, 42 % responses do remember ' Amul Doodh Peeta Hai India', none responses remember ' Jara Si Hansi Dular Jara Sa' TVC and 50 % responses remember ' Hey Dude Where's The Doodh' TVC. 2. Of the respondents who were not able to recall the ' Hey Dude' TVC, 42 % of kids were able to recall the TVC when they were prompted.

. When asked on what they remember in ' Hey Dude' TVC, 58 % of the responses were in favour of the youth coming out from swimming pool and asking for milk. 17% of responses say that they remember the kid wearing glasses asks for milk from his father at breakfast. 33 % in favour of

responses in favour of the girl asks for milk after gym. 67 % do remember the kid sardar saying where is the doodh.

42 % of the responses say that they remember the bride asking to the groom at golden night. 4. 83 % were able to tell that the TVC is of Amul Milk. 5. Only 42 % of respondents were able to recall of the two variants of Amul Milk shown in the TVC.

6. On Perception of advertisement, 8 % of the responses say that milk is a refreshing drink, 42 % perceive that TVC tells that milk gives energy, 8 % feel that TVC says that milk is better than a carbonated drink/ sharbat, 33 % feel that the advertisement tells them that milk is better than fruit juices, 42 % feel that the TVC tells them that milk is a breakfast companion and 33 % feel that the TVC tells them that milk is essential for children as well as youth. . On brand perception, 33 % feel that Amul is a modern brand, 50 % feel that Amul is a youthful brand, 10% say that their interest increased in Amul milk and 7 % respondents started using Amul milk after seeing the TVC. 5.

Conclusion 1. Aided recall rate is good for this advertisement, 23 % people (almost 50 %) were able to recall this TVC when prompted. 2. 76 % people were able to associate this TVC with Amul Milk. 3.

Only 34 % of people were able to recall the two variants of Amul milk shown in this TVC 4. The new TVC is more popular among youth, among the people who remember this add, 52 % are youth, followed by 24 % of kids and 24 % of housewives. On the other hand among people who remember ' Amul

doodh peeta hai India' TVC, 57 % are housewives and 32 % are youth and 26 % are kids. 5. While studying recall of this TVC, there were responses of wrong recall also for responses of Mother Dairy andNestle.