

Communication campaign on fevicol



**ASSIGN
BUSTER**

Background & History Since its inception in 1959, Pidilite has been a pioneer and market leader in Craftsmen Products, DIY (Do-it-Yourself) Products and Industrial Specialty Chemicals in India. Pidilite is amongst the leading companies of India and its brand “Fevicol, Steel grip, Acron, Dr. Fixit, Fevitite and M-seal” are amongst the most trusted brands of India. Product range of Pidilite includes Adhesives and Sealants, Construction and Paint Chemicals, Art Materials, Industrial and Textile resins and Organic Pigments and Preparations.

Pidilite products conform to global quality standards and are exported to developing and developed countries all over the world. India’s Most Trusted Brand of ‘Adhesive Industry’ FEVICOL has been ranked no. 24 overall in the latest survey, “India’s Most Trusted Brand” in the country conducted by Brand Equity (Economic Times). Their ranking has improved by 7 positions compared to last year. This report has been covered in the Brand Equity section of The Economic Times dated 30th May’07) In fact, when surveyed across different consumer segments, FEVICOL’s domestic indispensability is evident, given that it is voted (17) by chief wage earners and (18) by housewives. And more achievements... 1. Amongst the different income group: Fevicol stands at an even handsome position of 14 in the income group Rs. 10001-15000 2. Across different town classes: Fevicol stands at No. 20 in Class 2 towns i. e. towns with population upto 5 lacs and in Calcutta city, Fevicol is ranked 17th. . Infact in the Eastern Zone – Fevicol is ranked as the 10th most trusted brand Bonding with the Customer: Predictably wacky. Yet so unpredictable in its wackiness. That’s the essence of Fevicol’s advertising. The communication looks quite over-the-top, making perfect

sense to the viewer. None of Fevicol's communication has been over-the-top or bizarre, In fact, Fevicol's communication proves that involving communication based on understanding the consumer as a person – and not just as a professional, a housewife etc – always strikes a chord.

Fevicol advertising has “ evolved over a period of time, each communication building on the preceding one”. In the early years of Fevicol advertising, the effort was to demonstrate physical bonding. Gradually the communication moved to establishing Fevicol as a bonding simile – “ Fevicol jaise chipak gaya”. And what we see today is a reinforcement of the bonding message at a lateral plane. All this certainly didn't happen overnight. A perfect example of how Fevicol has become synonymous with bonding is highlighted by a radio spot that broke around the same time as the TVC.

The spot, which goes on in a typical radio announcer's voice, does not mention the brand at all, yet manages to communicate about the brand. Thus we can say though tongue in cheek, the ad has managed to make the communication brilliantly iconic Targeting Consumers The target consumer of Fevicol is the carpenter ‘ who has basic education and speaks only his mother tongue’. However, the spokesperson is quick to point out that Fevicol's communication has a more broad-based appeal, which has helped increase salience in a low-involvement category.

Customer feedbacks indicate that Fevicol advertising brings a smile to the face of the individual; be the individual a carpenter, or the end-user. Even the non-target viewer has come to associate Fevicol with bonding. The good thing is O&M has consciously eschewed talking to the carpenter as a

professional. For that would have alienated the non-target. And could have proved restricting in the long-term. Key Strategies ? Focus on the product characteristics. ? Focus on creating brand equity. No segmentation of consumer market. ? Top of mind approach. ? Focus on consumer Insights. ? No Lazy Marketing. ? Innovative & Comical Ads. ? High repetitive value – No fatigue factor. Various phases of Advertising Campaign Initial Phase: ? Product is at Launching Stage ? Send researchers to villages to get real situation ? Tries to convey its use and effectiveness ? Brand Awareness ? Product Linked with Power & Strength Second Phase: ? Humor Element. ? Incredible Strength ? Multiple application Third Phase: ? Sustaining market share Expand market share. ? Increasing product usage. Competitors: The main competitors of ‘Fevicol’ are only from the unorganized local markets. Though being a market leader product its challengers should be many but they have not been able to touch the benchmarks being placed by Fevicol in the ‘Adhesive Industry’. Though time to time it gets some competition from companies like Vamicol, Araldite and others, but it did not ever loosened its grip from the market and thus they are always ahead of others.

Fevicol established itself in the Generic Products in its Segment and it’s really tough to turn it down. Further Scope For the Rs 192-crore brand (figures for 1998-99), becoming the market leader in the branded synthetic adhesives market didn’t happen overnight either. And despite the best efforts, Fevicol still has a long way to go before it can come anywhere close to market domination. Only because saresh – a traditional, unbranded adhesive made from animal fat – is still the most widely used adhesive in India, constituting a whopping 70 per cent of the market