

Corporate PR: P&G – Sony's Education Initiative 'Shiksha - Secure Your Child's Future'

June 2005

Industry Overview

Over 60 million Indian children are deprived of education and millions more have to make do with substandard schooling. The overall literacy rate in India has increased to 65.4% from 52.2% in 1991. India has the largest number of children in the world, 2/3rds of which are girls. UP, Bihar, MP, Orissa and Rajasthan have a higher proportion of out-of-school children.

Market Scenario

P&G Sales were on a downward slide and sale of large size packs was low, resulting in declining sales. In an effort to drive sales and simultaneously continue to be a socially responsible citizen, P&G launched an education initiative 'Shiksha – Secure Your Child's Future' with select television channels across India, by linking it to sales of large packs of its brands. Apart from Sony, P&G also tied up with Jaya TV (Chennai), Asianet (Kochi) and Maa TV (Hyderabad).

Target Audience

Housewives in the age group 25-45, SEC A, B, C

Objective

- Generate awareness around 'Shiksha' & position it as a **Social / Educational** initiative.
- Appeal to the **emotions of a mother** towards her child's future and education & establish the fact that P&G keeping with its mission supports the cause of education through the sale of its products.

Challenges

- Position straightforward Promotion as Social / Educational Initiative.
- Tackle media fatigue towards P&G's constant high-profile responsibility initiatives.

Execution

Phase I: Launch Press Conferences in Mumbai, Delhi, Hyderabad

- Project Shiksha is being supported by renowned personalities from myriad fields, leading actors like Kajol, Mandira Bedi, Perizaad Zorabian, Pallavi Joshi, Revathy, Khushboo, Aditi Govitrikar, June Maliah, Sreelekha Mitra, Aishwarya Rajnikant, supercop Kiran Bedi, cricket commentator Harsha Bhogle, singer Sonu Nigam, and educationist Dr. Snehalata Deshmukh (Former Vice Chancellor - Mumbai University), via their strong endorsements for 'children's education'.
- a leading Educationist and Film Personalities like to build national awareness of the promotion. Her association and testimonials for Shiksha lent an educational / social aura to the entire campaign and led the media to write about it as P&G's educational / cause-related initiative.
- Disseminated National Press Release announcing the launch

Phase II: Announcement of citizens support education of 4,021 children via Shiksha.

- Announcement was made by an actress Katrina Kaif along with children from CRY projects at a unique painting event
- During the event P&G asked consumers to continue supporting Shiksha by purchasing a large pack of either Tide, Ariel, Pantene, Head & Shoulders, Rejoice, Vicks VapoRub or Pampers during May and June, and you can help support one day's education of one child per pack purchased during May 8 June. Irrespective of the sale of its brands from Shiksha, P&G has committed a minimum of Rs. 1 crore to CRY.

Results:

- * Generated credible Editorial support worth Rs. 10.48 Million (US\$ 213,935) on input cost of Rs. 6.5 lakhs (US\$ 13,265), i.e. 1:16 Return on Investment
- * 350 Exposures (highest on any P&G initiative) in consumer and business print and electronic media resulted in readership of 97 Million across metros and small towns, critical to P&G's business growth
- * Overwhelming response towards the promotion resulted in a double-digit business growth of 114 IYA
- * Today '*Shiksha*' is known and remembered as P&G's educational initiative in the media and by consumers, and not just as a consumer promo.