

Godrej Appliances

Launch of “Godrej Microsteam”

Give your food a steamy workout

Godrej



Revolutionary technology in cooking • **Godrej Microsteam**

December 2006 to February 2007

Objective

- Create awareness about the launch of Godrej Godrej Appliances' new Steam Microwave Oven Oven using revolutionary technology
- Create positive perception about steam microwave microwave cooking in minds of target audience by audience by talking about the benefits of steam steam cooking for a healthy lifestyle

Target Audience

- SEC A: Females of age group 25 - 45 years

Key Messages

- The New Godrej Steam Microwave Oven with with revolutionary technology gives your food a food a healthy workout!
- First time in India
- Prepares steamed dishes faster, while retaining the retaining the original flavour and nutrient value of value of the ingredients

PR Strategy

- Use ‘healthy cooking/eating’ as a platform to platform to influence people to buy a steam steam microwave for cooking healthy, tasty, healthy, tasty, steamed foods
- Educate audience about
 - Godrej’s revolutionary steam technology in microwave ovens
 - Easy and convenient way to cook cook tasty steamed food in the new oven; new oven;through a series of Press Conferences Conferences where product demonstration and endorsement by by influencers play a key role
- Press conferences in key markets of Mumbai, Chennai, Kochi, Chandigarh, Chandigarh, Kolkata followed by dissemination of press releases in other other strong target markets

Press Conferences

➤ Mumbai

- Launch by celebrity TV actor Mona Singh

- Mona Singh had recently lost a lot of weight through a healthy lifestyle and good food habits, in preparation for a hugely successful national TV dance competition - which she won

- At this time, she represented the ideal person to launch a microsteam oven to highlight the benefits of steamed foods

- The launch by Mona Singh was supported by a talk and live demonstration by well known food stylist Ivan Fernandes

➤ Chennai

- Launch by popular South Indian TV VJ Mamti Chari to talk about the convenience and health benefits of using such a microwave

- support through Dr. Gomathy Shivaji, Eminent nutritionist, to talk about the health benefits of eating steamed steamed foods

- Live demonstrations to explain steam

➤ **Kochi**

- Live demonstrations to explain steam
steam technology

➤ **Kolkata**

- Launch by West Bengal TV actor June
June Malia to talk about the convenience
convenience and health benefits with such a
such a microwave

- Live demonstrations to explain steam
steam technology

➤ **Chandigarh**

- Ms. Sonia Gandhi, Chief Dietician of a
of a prominent North India hospital talked about
hospital talked about the health benefits of eating
benefits of eating steamed foods

- Live demonstrations to explain steam
steam technology



Media Invitation (Mumbai)

“My hectic schedule
leaves me less time
for exercising.
Thank God my food
works out for me.”



Discover
Mona Singh's
New Mantra for
Healthy Eating

Sequence of events



- Godrej talks about its business in Microwave Microwave category and its new offering: revolutionary technology in microwave cooking cooking
- Shows interesting A/v that highlights how steam how steam foods can help in losing weight, and weight, and lead a healthy lifestyle...
- A/V also shows actual removal of fat from from chicken (an important benefit)
- Celebrity unveils product and talks about about importance of healthy lifestyle and how the how the Godrej Microsteam can help you lead a lead a healthy lifestyle
- *At the launch of the revolutionary Microsteam, Ms. Mona Singh, Popular TV Actor TV Actor said, “My hectic lifestyle has made me realize the importance of eating of eating healthy and working out. I have brought about a lot of changes in my diet, in my diet, of which steamed foods play an important role. Steamed foods not only foods not only help you lose and maintain weight, but also keep you feeling light and feeling light and energetic throughout the day. While I may not always get time to get time to keep all my workout schedules, I try to maintain myself through a well through a well planned diet. The Godrej Microsteam gives your food a complete, complete, healthy workout, and is the perfect kitchen appliance for people who are people who are looking to make a wholesome and tasty, yet light and nutritious nutritious steamed meal.”*

- Photo opportunity with celebrity+influencer
- Demonstrations; audience try out product, cook, see fat removal from chicken, sample the steamed dishes prepared there etc.
- Godrej Steam Cook Book given out

A water tank is attached externally to the Microwave Oven.

A cup of water is poured into the water tank, taking care that the water level is maintained between the minimum and maximum levels.

Place the dish to be cooked in the centre of the cavity and shut the oven door firmly. Switch on the oven.

The Microsteam Oven injects superheated steam into the cooking compartment.

Select the desired cooking options from the control panel.



Launch of 'Microsteam'



Popular TV actress Mona Singh at the launch of Godrej Microsteam with Mr. George Menezes, COO, Godrej Appliances, Mr. Kamal Nandi, VP, Sales & Marketing, Godrej Appliances & Food Stylist Ivan Fernandes



Mr. George Menezes, COO & Mr. Kamal Nandi, VP, Sales & Marketing, Godrej Appliances at the launch of Microsteam

Feedback from Stakeholders

- *"That was very insightful. Good idea, linking healthy food habits and lifestyle to a Microwave launch.. I'm glad I could make it"* – Sanjit Sen (Savvy Cookbook)
- *"It was a great event. I was glad to be a part of the Microsteam launch"* – Ivan Fernandes (India's Top Food Stylist)
- *"I'm happy to be associated with the Godrej name. The Microsteam is an innovation in it's self for fitness freaks and also for people who want delicious, yet a healthy meal. Steam food topped with little bit of chatni is my all time favourite and am sure the new Microsteam will tickle my taste buds along with giving me healthy food. I'm definitely going to recommend the Microsteam to my friends"* – Mona Singh (Popular TV actress and model)

Big Wins – Media Results

No. of Exposures

- TV = 32 (Tracked) Exposures, estimated 45
45
- Press = 214 Exposures
(Dailies/Magazines/Websites)

Qualitative Report

Key Message (KM) / Benefit Delivery

- 80% exposures mentioned Launch of the Microsteam, with unique technology for the first the first time in India
- 76% exposures mentioned that it prepares steam prepares steam foods faster while retaining retaining nutrients & flavour of foods
- 25% explained some features

Visuals / Photos

- 60% of exposures carried product or event pictures
event pictures

Efficiency of Microsteam Campaign

Reach = 7.41 crores across target areas
towns

PR Value = Rs. 1.15 crores

ROI = 1:23 (on 5 Lakhs)

Take Aways

- Creative use of branding at all events, highlighting theme message **“give your food a your food a steamy workout”** featured in all featured in all photographs, doubling up as up as caption
- Interaction with audience revealed that the that the demonstrations clearly explained the explained the revolutionary technology in in microwave cooking.
- Use of credible influencers enhanced the the attention of press audience and therefore, therefore, quality of messaging