

GOAFEST 2009 - SILVER - Best Use of Internet and New Media for Tata Tea

- Communication Goal:

From a housewife targeted brand, Tata Tea wanted to build connect with the consumers of tomorrow – the youth. Hence it re-crafted its communication **from brand benefits to a cause driven impetus**; from a brand of tea that “Wakes you up”, to “Awaken” the youth to support a broader social movement.

- Innovative Media Strategy :

A bulk of the youth who were cooler, contemporary, with the times, were the **ones found to display indifference to voting**. They were more involved with themselves and cynical about changing the society. These youngsters were trendsetters who were on top of information and fads, but remained indifferent to their country at large. **The source of their information across interest areas remained the internet – their predominant hangout areas being chat, email, social networking and search. Hence internet was chosen the key driver** to shake the youth out of their inertia and coaxing them into exercising their right to vote.

Engaging Creative:

To address the difficult and cumbersome process of acquiring a voter id card, **the first task was to create an online voting resource destination (www.jaagore.com) which made the process hassle free**. To drive youngsters to register on this site the campaign then **started educating them** across sites they hangout - **in a fun, irreverent, provoking manner on issues related to voting, Indian Constitution, politician profiles** and challenged them to stop sleeping, awaken and take action.

Encompassing the Audience:

MADE YOUTH:

EXPERIENCE REALITY through a satirical micro site, where a virtual politician, responded to their every query with the same indifference.

NOTICE THE MOVEMENT when the virtual lead character came knocking on their screens - “Are you sleeping? If so...”

CREATE BUZZ through a screensaver viral, that fired up two guys knocking - trying to awaken the user through various antics.

START THEIR OWN COMMUNITY on social networking sites, through virtual comedian “Sleepy Head”.

- Effectiveness:

Close to **1 million youth visited** the voting registration site ‘Jaagore.com’ and approximately **40% of them registered to vote.**

The campaign generated a total of **80 million impressions.**

A popular advertising and marketing site rated the campaign as one of the **“most highly viewed campaigns”.**