

Case Study – Gorgeous Hamesha

Presented by:

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Case Study :

Client : Marico

Brand : Parachute Advansed

Campaign : 'Gorgeous Hamesha'

Activity : Mobile Marketing

Gorgeous Hamesha :

- **Marico** created a jingle '**Gorgeous Hamesha**' to promote one of their hair care products : **Parachute Advansed**
- The **jingle** had soft mush lyrics which had no mention of the brand.

EXERCISE :

Promote the jingle and associate it with the brand along with the ATL activities. Most importantly make the '**Gorgeous Hamesha**' jingle resonate.

On the Tata Network :

CRBT

Parachute Advansed jingle uploaded as a free jingle for all Tata users in Mumbai and Delhi

Offered as an optional RBT with a downloadable short code. Made available on the Voice Portal services.

Dial a Song

Parachute Advansed jingle to be provided as Dial A Song option in all the circles.

The prompts are made available in English and Hindi languages.

Other Properties

Non Stop Voice Station 12933

Parachute jingle provided as a song in the non stop voice station. will be the first jingle/ top jingle for at least 5 days

T Music

Parachute jingle ring tone provided to users as an optional downloadable ring tone through data/ SMS services.

Video

Videos of the promotion Gorgeous Hamesha made available to the Tata Indicom users

Full Song Download

Full sing download (40/60s) offered to Tata Indicom customers

On the Reliance Network :

Dial a Song



Parachute Advanced jingle to be provided as DAS option in all the circles

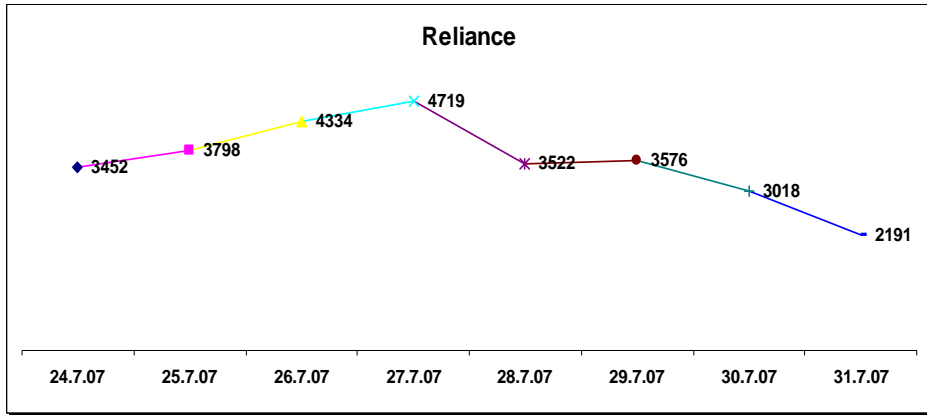
The prompts were in different languages

Parachute Advanced flash/gif/ jpeg image was put up as banner in the Ring Tone section.

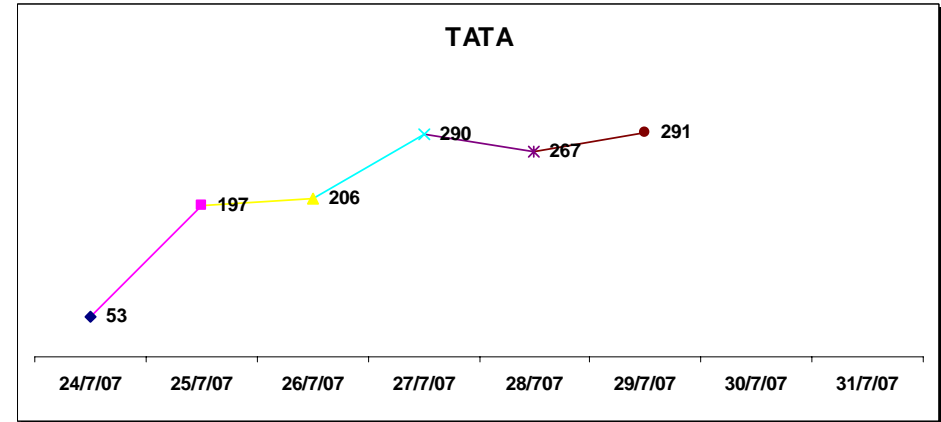
Reliance promoted the Dial A Song service, by way of Push SMS and Dial out push

Performance :

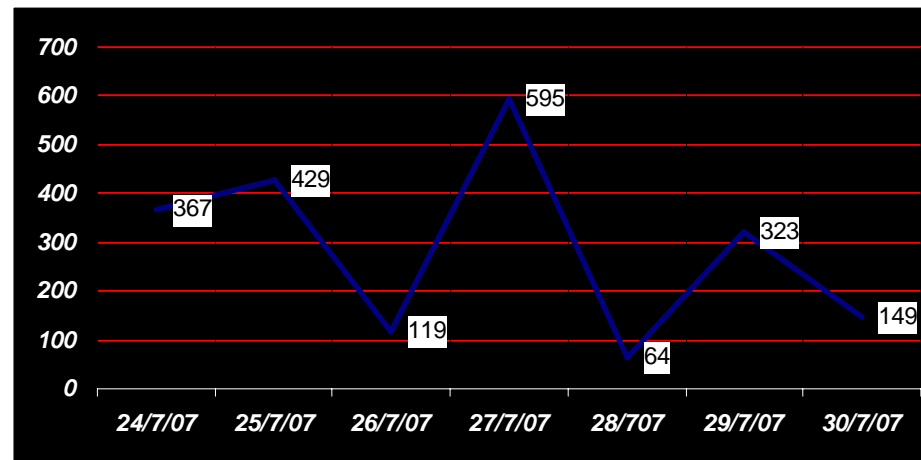
DAS on Reliance: Unique hits per day



DAS on TATA: Unique hits per day



CRBT on the TATA Network: downloads of 'GH'



Learnings :

Learning on the Parachute Advanced mobile marketing campaign :



Prizes or any form of gratification is essential to attract more attention.

**Excellent song, very niche bracket of subscribers targeted, synergy of ATL and BTL activities
Resulted in better visibility and association with the brand.**

Gifting the song to a loved one was a great idea, first of its kind on any network.

Operator went all out push for the brand and gave an excellent deal to Madison Xurpas