

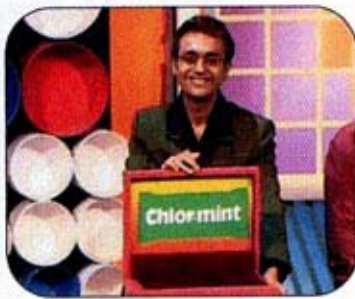
FRESH BREATH



How to mint Money

Brand: Chlor-mint
Media: Non-traditional
Media Specialist: Basabodutta Chowdhuri, COO, Madison
Innovation: Using a popular game show as a platform to target the youth and create brand stand-out.

Chlor-mint dangles from the Money Tree on the Sony game show *Deal Ya No Deal*.



Innovation is the only redemption for brands in times of ruthless media fragmentation. Therefore, we are constantly thinking of ways to make the brand stand out. And more often than not, ideas strike when least expected. Like it happened one evening at home, after a hectic day I was unwinding in front of the TV trying to catch the first episode of *Deal Ya No Deal* on Sony. While watching the show, I realised that the 'Money Tree' is not just an integral part but absolutely central to the concept. That's when the Chlor-mint idea was born.

But before I talk about the media innovation, let me tell a little about the game show to put the idea in perspective. In *Deal Ya No Deal*, the participant can win

up to Rs.1 crore. The prize money appears in the form of a Money Tree that's divided into 22 branches with various denominations. The same denominations are there in 22 boxes as well. The participant needs to select a particular box and depending on the denomination in that box, the amount gets eliminated from the money tree. Each time the participant opens a box, a certain denomination from the money tree gets eliminated. Hence, to win a big sum the participant would always want the smaller sums to get eliminated from the Money Tree.

So every time a box is opened, the participant as well as the audience are praying and cheering for the lower amount.

In a way, a lower value becomes a source of joy and happiness for the participants and the audience. And this insight was the germ of the idea of creating brand preference for Chlor-mint. Let me explain. Mints are a low-involvement category and are purely driven by impulse. More often than not shopkeepers have the tendency to give mints or candies in place of loose change.

The Money Tree provided a great platform to highlight the price point and drive brand preference for loose change. This also ensured content integration (any advertiser's dream!) and high brand recall. And above all, it fitted in perfectly with the Chlor-mint target group since game shows typically have higher skew towards male and youth.

Integration was done at three levels- First: Chlor-mint was introduced in the Money Tree and the price point established through anchor and audience mentions. Then, the Money Tree and the box were customised with brand colours for greater recall. Lastly, Chlor-mint being one of the least denominations on the tree, opening of a box containing it constituted a joyous moment. Participants voiced their desire with repeated brand mentions to open the box with Chlor-mint.

The idea worked in terms of recall, in creating brand differentiation considering not many spare a thought while buying a mint. The game show was the right platform to target the youth. Our consumers are young adults.

● As told to Sumita Vaid Dixit