

Project Shiksha – A Soulful Marketing Exercise

Shiksha was among the biggest media initiatives of its kind, with the objective of increasing the sales of P&G brands in the lean months when media support to most brands is the least; the exercise was conducted between April and June 2003.

Campaign message: *Securing your child's future through education*

The exercise intended to give the message, “P&G gives you an opportunity to educate your child free of cost,” to P&G’s consumers.

- We partnered with four channels in key P&G markets
- The channels produced and aired copy
 - On the value of education (35 seconds and 25 seconds)
 - Mechanics copy (35 seconds)
 - Winner announcement (30 seconds)
 - Testimonial (30 seconds)

Media vehicles like radio, Internet, and PR were also used extensively.

Execution

To participate, a consumer had to:

- Buy a large pack of any P&G brand
- Get the scratch coupon available with it
- View a specific PT program on the channel partner
- Watch if one’s lucky number is flashed
- Win the following prizes on a daily basis:
 - First: Rs. 2,00,000 towards graduation expenses for a child
 - Second (four prize winners): Rs. 5,000 towards tuition expenses for a child