

MATES

Garnier in Chup Chup Ke

Brand: Garnier

Broad TG: Youth

Film: Chup Chup Ke

Director: Priyadarshan

Cast: Kareena Kapoor, Shahid Kapoor, Neha Dhupia, Paresh Rawal, Suniel Shetty, Om Puri, Rajpal Yadav

OBJECTIVES:

- To enhance and refresh the current Garnier Nutrisse campaign featuring Kareena Kapoor, and incorporate beautiful and fresh scenes from the film (with Kareena Kapoor in them) in a creative manner.
- To position Garnier as Kareena's beauty secret and communicate this message through a new co-created (brand & film) TVC
- To associate Garnier with a youthful and funny entertainer like Chup Chup Ke
- To maximize the media on the new TVC, since entertainment rates are applicable on such TVC's

The Media Solution & Execution:

Keeping in mind the objectives of Garnier for this association, MATES planned and executed the following integrated marketing plan:

- **Joint Promotion TVC for Garnier and Chup Chup Ke:** The joint TVC was created by MATES, which was an amalgamation of Garnier Nutrisse's existing TV campaign featuring Kareena Kapoor and some beauty and hair shots of Kareena from this film. This was further enhanced by using other actors from the film (Shahid Kapoor, Paresh Rawal & Rajpal Yadav) in the TVC in an effective way.
- **Generated a cost-effective plan:** A cost effective media plan was created for the new TVC formed (with amalgamated film and brand creative), since entertainment rates are applicable in this case. There rates are less expensive than market rates by a sizable percentage.

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ANALYSIS, RESEARCH AND RESULTS:

- Agency conducted a dipstick amongst 150 Women, 18 – 25, SEC AB, in Mumbai on efficiency of the Sponsored TVC in terms of recall, and the study revealed that 46 % of the audience recalled the new TVC.
- Cost – Benefits indicates that the AMOUNT PAID for the activity generated multiple yield, they were :
 1. A new TVC with Kareena
 2. Media Plan including mass entertainment channels to derive the objective GRP's, at a lower cost than Garnier's regular cost of such plan
 3. Opportunity to be associated with a youthful fun filled film.
- The excitement around the brand Garnier Nutrisse since the association was with a fun and youthful film.