

# WHISPER - TOUCH THE PICKLE CAMPAIGN



## THE SITUATION

It was an alarming situation to see even in a progressive country like India women still continue subjected to the dominance of age old period taboos. Even today women are restricted to their homes and are made to follow ridiculous practices such as not touching pickle, not washing their hair till the 4th day of their menses etc. These factors hamper the personal and professional lives of several women from achieving their complete growth potential.

## THE CHALLENGE

In India periods are considered to be an embarrassing topic and women continue to be bound by period taboos. Here the challenge was first to change the existing mindset with regards to periods and how whisper can encourage women to break free from these taboos and be unstoppable

## THE TACTIC

We positioned Whisper as an enabler for women to break-free from these Period taboos by engaging credible influencers who have made a mark for themselves to bust the myths of period taboos across key touch points. A nationwide survey conducted by whisper in association with ipsos revealed that period taboos are one of the key factors which prevent women from achieving their full potential. Therefore, we picked up one of the most prevalent yet ridiculous taboo 'Don't Touch the Pickle' to start conversation with consumers across touch points. Panel discussions were conducted leveraging key experts on the category to add credibility to the brand message. Drove influencer stories on how with good quality pads like Whisper every girl can be unstoppable and achieve her dreams.



## THE RESULT

- 73% Unaided Recall for campaign with 55% association to Whisper
- 2.9MM women pledged/ participated in the Movement
- Press events in Top 4 markets, features & authored columns generated Earned Media worth \$6.1MM (vs. Target of \$ 3.5 MM) and 1200MM earned impressions (vs. Target of 500MM). Covered across Tier 1 Indian Media with strong global interest from BBC, FT, REUTERS, Wall Street Journal etc.
- More than 1.9 MM true views on the You Tube Touch The Pickle video
- Facebook page Engagement rate at 959 (vs. Avg. 225 for Asia Personal care category)



## Shraddha Kapoor supports Whisper's 'Touch the pickle campaign'



New Delhi, July 18 (ANI) Bollywood beauty Shraddha Kapoor came all the way to New Delhi in support of Whisper's #Touch the pickle campaign where she got candid with us. Speaking on the occasion Shraddha expressed her concern on the issue and spoke about the importance of awareness and health education among Indian Women.

## FEEL FREE TO TOUCH THE PICKLE



## We're Superstitious! Period. A recent study reveals that urban Indian women still put much stock in menstrual myths

**W**e're making a sizeable dent in the glass ceiling, managing home and work with the dexterity of accomplished jugglers and have access to breaking news in health and technology. Yet, when it comes to menstruation, women in 21st-century urban and semi-urban India, still prefer to err on the side of superstition, going by a nationwide survey conducted by whisper and IPSOS.

The highlights of the study included revelations that during their menstrual cycle, 86% of women wait until the fourth day to wash their hair, 56% of women in metros don't touch the pickle, 54% of women believe in not watering plants, as many as 68% of women perceived their "monthly period" as coming in the way of achieving their full potential and more than half of urban India follow these and other menstrual taboos. While we joke openly with other women (and men) about PMS, clearly our ideas about menstruation and its implications are a bit silly. "All these are, just myths," insists anthropologist Dr. Suneeta Garg, a representative of Feminine and Infant Hygiene Association of India (FIHAI). "Menstruation is nothing but a simple physiological process that takes place every month. Can you imagine the economic implications of losing five productive working days every month unnecessarily? We now have thinner napkins, you can prepare yourself for the pain by keeping anti-spasmodic medication on hand, and counselling is also available; there's no need to let menstruation hamper your plans."

Aditi Gupta, Founder, Menstruapedia.com, is working to create greater awareness about menstruation and menstrual hygiene, not only amongst girls but boys too, through a comic book that releases next month (amongst other platforms). She tells us how despite coming from a highly educated family, she followed menstrual taboos when she was younger. So is there any rationale behind our beliefs?

Aditi points out that, "At one point in time, the river was a communal bathing space, the source of drinking water and the location for washing clothes and vessels. This may have prompted women to stay away from the river when they were menstruating to avoid contaminating the communal water body".

Dr. Suneeta draws to our attention how things worked backwards for women, because they couldn't bathe, they weren't permitted to worship (as most worship requires that you bathe beforehand); thus women came to be regarded as impure whilst they were menstruating, the notion of impurity stuck and developed corollaries — women weren't allowed to enter the kitchen, to water plants, to touch the pickle.

"How does the pickle know I'm having my periods?" jokes Parineeti Chopra, whose monthly cycle won't stop her from dancing. If her role requires it. Given the contradictory inputs, it's probably wise to do what makes you happy. That said, Dashi and Nungshi Malik didn't let their menstrual cycles come in the way of becoming the first twins to summit Mt Everest. Captain Preeti Singh an award-winning pilot has clocked more than 4,900 flying hours and rising, period notwithstanding. Ishita Malaviya, reportedly the first professional female Indian surfer, won't let her periods keep her out of the water. Thousands of women around India go about their work taking this physiological phenomena in their stride. Do you?