



**PHASE 1**

**Driving Relevance: Establishing the concept of treasured clothes via Nielsen survey; debatable findings generate conversation in print to make consumers connect to the campaign idea**

**YOUR BEST BUY**  
 Leading consumer research company, A C Nielsen, in collaboration with Ariel recently conducted a survey amongst 100 participants across Delhi, Mumbai and Kolkata to get an understanding on what they feel about their loved clothes. Some of the key survey findings were as follows:  
 For 87 percent Delhi women, wearing "treasured" clothes makes them feel younger than applying anti-aging creams/treatments.  
 95 percent Kolkata people said that their treasured garments are precious to them not because of the comfort, but a fond memory attached.  
 78 percent of Mumbai residents value Western outfits more than traditional ones.



**Background:**

After various consumer studies we derived the fact that each one of us has one such special garment in our cupboards that is either our lucky garment, or the most complimented garment or may be a garment which holds a very special memory. However we hesitate to wear it more often in the fear of soiling or staining it.

We launched an initiative which was aimed at evoking people's emotional bond with their favorite garments that they treasure more than anything & go to a great extent to make sure it always keeps shining like new. This time around we wanted to develop a campaign which could emotionally strike a chord with consumers.

**Communication Objectives:**

To drive relevance and credibility for Ariel's role in protecting your favorite clothes by encouraging debates/conversation & encouraging consumer participation

**Communication Strategy:**

We devised a 360 degrees campaign executed in 3 phases.

**PHASE 2**

**Relive your memories: Manish Malhotra getting consumers & a celeb to share their treasured clothes stories and give them tips to wear their treasured clothes more often**



**Phase 1: Driving Relevance:** Establishing the concept of treasured clothes via Nielsen survey; debatable findings generate conversation in print to make consumers connect to the campaign idea which will be shared with media

**Phase 2: Manish Malhotra helping you relive your memories:** via getting consumers & a celeb to share their treasured clothes stories & Manish's tips to relive the moment & reminisce the fond memories attached in presence of media.

**Phase 3: Culmination:** via Celebrating the stories of treasured clothes with celebrities (sharing how the particular garment has been a key factor behind their success) & consumers who have participated in the campaign by sending in their stories (media coverage (TV channels, Print & Magazines) on influencer + consumer stories)

**PHASE 3**

**Leverage celebrity influencer stories which can generate WOM & further engage consumer across touch points**



**Results:**

- The campaign resulted in record brand awareness leading to above 2 lakh emotional stories from consumers talking about their treasured clothes & how Ariel helps them keep it shine like new
- Strengthened the "My Story My Ariel" movement, delivering the highest ever earned media worth for Ariel at 1Mn
- Ariel India Facebook Page has crossed 3,20,000 fans (growth by 440 index) 214 Mn Digital Impressions

