

Best Media Innovation – TV – Consumer Durables

Asian Paints - Har Ghar Kucch Kehta Hai

Communication Goal

The communication goal was to create a sustainable & anchoring Television property which translated to **high consumer BONDING by celebrating the ‘Joy of Decorating’**.

Situation Analysis

Since Asian Paints is the category leader, awareness for the brand was high among consumers; however “heart shares” had to be increased.

Since TV as a medium allows story-telling to a massive audience, it makes for a powerful & attractive medium for advertisers to influence affinity. Be it the trendy youth or the illiterate masses, there is ‘content for everyone’ being served on television by over **750 channels**.

However, TV has its own set of challenges:

- Clutter - A sensory overload of advertisements & content being served
- Decreased Inventory - the government regulator has recently mandated a cap of 10 minutes / hour of commercials.

Decreased inventory and increased choice for viewers together is compelling advertisers to innovate and go beyond traditional advertising.

Since Asian Paints has an array of paint and related products with not all being able to afford Television Advertising, owning an all encompassing plank of "Beautiful Homes" was crucial for the mother-brand.

Media Solution



An ‘Advertiser Funded Program’ named Har Ghar Kucch Kehta Hai was this all encompassing plank shaped to celebrate nostalgic moments by recreating the homes and special corners of 10 diverse celebrities who had humble beginnings.

Since, Indians idolize and hero worship celebrities while savoring minute details of their lives & drawing parallels; the program focused on rags-to-riches stories of **“person-just-like-us”** where celebrities; triumph against all odds to make it big in life. In all strife that celebrities underwent, there stood rock solid a place they called home – a haven from which they drew strength & support over their memorable journeys.

Being a show that focused on the celebrity's journey with 'The **home that made them**' playing a pivotal role, we wanted to talk to the audiences in their personal spaces, their emotional abodes. Hence, TV was the key medium that helped us serve this emotional content.

Though an Advertiser-Funder-Program, content was given the front seat with branding elements being subtly woven-in.

The scale of execution

The show clocked an impressive **368 million minutes** of content consumption, reaching over **53 million audiences** across platforms.

Being an emotional theme that had a universal appeal, HGKKH was aired on **4 different** TV genres / channels:

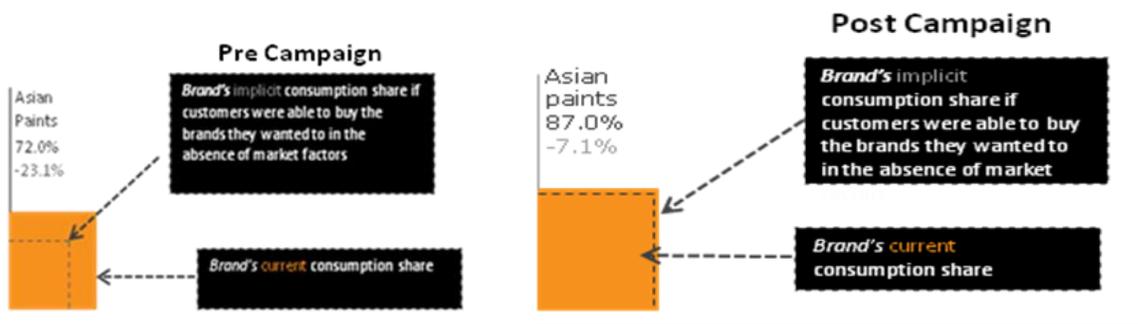
- Colors (GEC)
- the National Channel Doordarshan
- News Channel IBN 7
- Lifestyle channel History TV 18

The uncut videos & episodes published on DTH & Digital platforms helped us further maximize reach.

Engaging, relatable, emotional content drew large audiences into repeat viewing across platforms.

How did the innovation deliver the goal?

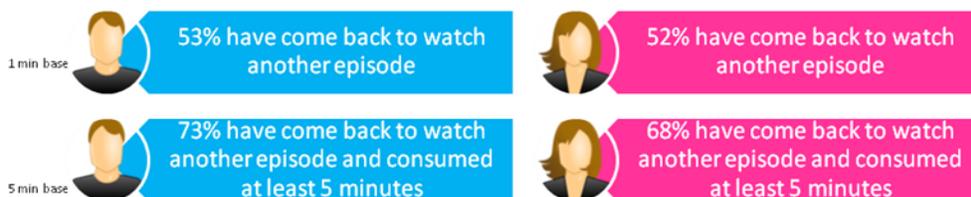
HEARTSHARE (Brand's Implicit Consumption Share derived from Satisfaction & Engagement shares) rose by a staggering **30%** from 50% (pre) to **80% (post)** (Source – TNS Brand Track)



MINDSHARE or the perception strength grew by **18%** from 59% (pre) to 77% (post) across key emotional & functional parameters. (Source – Nepa Dispstick)

AP IMAGERY	Pre Post		
	A	B	
Paint brands that make your home attractive and beautiful	53%	80%A	EMOTIONAL
The finish looks beautiful	52%	75%A	
This brand of paint is the leader in the category	66%	84%A	
The best quality paint provider	64%	83%A	
Is the most trusted brand of paint	71%	85%A	
Offers paints that lasts through all weather conditions	49%	70%A	FUNCTIONAL
Is the most affordable paint available in the market	53%	72%A	
Is available in different quantities / sizes / sku's that suit my needs	58%	77%A	
Has a wide variety / range of shades	64%	79%A	
Offers washable paints	54%	69%A	
This brand of paints gives the best warranty	61%	75%A	
Average Perception Strength	59%	77%	

HGKKH delivered significantly **high retention** among the audiences - **73% among males & 68% among females**, proving that the show had sticky content over other shows (clocking 60%) in the same time-band.



POSITIVE AFFINITY (RELEVANCE): With average 7 minutes of time spent on the program, it clocked an impressive **368 million minutes** of content consumption, reaching over **53 million audiences** across platforms.

Market Share Grew: A market leader with a 60% market share was able to **gain over 1.5% share** of the **18,000 crore** organized paint market, despite the testing times on account of various macro-economic deviations.

What makes the innovation differentiated and unique?

Relatable yet unique content, where the rags-to-riches stories of 10 celebrities having a humble start were beautifully portrayed by taking each of them back to their childhood homes; the place where it all began. Heartening stories showcasing the interactions with family members, neighbors and childhood friends revealed conversations and memories that shed new insight into the formative years of these celebrities and how they overcame adversities on their road to achieve fame and success.

Also, in the current scheme of things, brand endorsements have become very expensive. With this 10 episodic series where we took the celebrities back to the homes that made them, we not only struck an emotional chord with the celebrities, but also won the much desired advocacy of 10 celebrities translating to higher consumer affinity.