

Marketing Campaigns That Changed Public Opinion.

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Abstract:

Marketing campaigns have long been powerful tools for shaping public opinion, influencing societal norms, and driving social change. In India, a country characterized by its cultural diversity and complex socio-political landscape, several marketing campaigns have gone beyond product promotion to challenge stereotypes, break taboos, and inspire collective action. This paper explores key marketing campaigns that significantly altered public perception and contributed to social transformation in India.

Introduction:

In the current rapid-paced digital environment, marketing campaigns serve as the essential heartbeat for any company aiming to a presence and nurture significant connections. Whether it's introducing a new product or advertising a seasonal promotion, a carefully crafted marketing campaign can have a profound effect on your brand's visibility and overall success. So, what are the elements that contribute to an effective marketing campaign? In this article, we will examine the main features of successful marketing efforts, investigate different types, and share insights that will enable you to engage with your target audience more effectively than ever before. Marketing campaigns are organized efforts designed to promote a product, service, or brand. These initiatives often blend advertising, public relations, and social media strategies, all aimed at achieving objectives, such as boosting sales or enhancing brand recognition.

Successful Marketing Campaigns:

Amul - 'Amul doodh pita hai India':

Amul, recognized for its clever and relatable advertisements, embraced a health-focused perspective in the 90s with the catchy 'Doodh Doodh' jingle. This campaign illustrated that prioritizing health could also be trendy. Jump to the present, and the new 'Amul Doodh' jingle has similarly won our hearts, confirming that Amul's knack for advertising remains robust. Regardless of whether it's politics, entertainment, or social topics, this butter-loving character has established a distinctive place in Indian advertising, bringing joy and reflection with her witty remarks. From the memorable "Utterly Butterly Delicious" jingle to her humorous takes on everything from hit Bollywood films to cricket triumphs, the Amul girl remains a cherished figure in Indian culture. Amul's most successful and iconic marketing campaign is the Amul Girl campaign. This campaign features a cartoon girl, often commenting on current events and social issues with witty remarks, and has been running for over 30 years. It's also been recognized by the Guinness Book of World Records for being the longest-running advertising campaign.

Here's why it's considered so successful:

- Long-lasting impact:

The Amul Girl has become a recognizable and beloved figure in India, known for her ability to capture the essence of current events and trends.

- Real-time marketing:

The campaign is known for its quick and agile response to current events, making it a pioneer in moment marketing.

- Humor and positivity:

The witty and light-hearted tone of the Amul Girl's comments helps create an emotional connection with the audience.

- Brand association:

The Amul Girl has become synonymous with Amul, reinforcing the brand's image and making it a part of everyday conversations.

- Guinness World Record:

Being recognized for its longevity, the Amul Girl campaign further solidifies its position as a marketing success story.

Amul's other campaigns, like "Doodh Peeta Hai India" (India Drinks Amul Milk), also contribute to its success, but the Amul Girl remains the most iconic and long-lasting.

Cadbury's Dairy Milk Chocolate– 'Kiss me':

In the 90s, Cadbury Dairy Milk Chocolate broke the myth that chocolates were meant for children through its cricket-themed commercial starring Shimona Rashi. Years later, Cadbury still manages to wow by reversing gender roles and presenting celebrations at a women's cricket game, with the jingle still ringing loud. The "Kuch Meetha Ho Jaye" campaign has celebrated occasions big and small, from sibling bonding over a bar of chocolate to grand expressions of love and friendship. The Cadbury's silk advertisement's tune "kiss me" became a memorable jingle, becoming a part of our shared memory. Cadbury's "Kuch Meetha Ho Jaaye" (Let's have something sweet) campaign is generally thought to be one of their most effective. This campaign hit upon the Indian cultural practice of consuming sweets after meals and during festivals quite well and positioned Cadbury as a contemporary and flexible choice for these instances.

What made the campaign work:

Cultural Relevance:

The campaign appealed to the Indian tradition of having sweets after meals and on celebrations, making Cadbury a natural fit for such occasions.

Emotional Connection:

The campaign highlighted the happiness, celebration, and bonding that comes with sharing Cadbury chocolates, establishing a powerful emotional bond with consumers.

Brand Recall:

The tagline and the imagery associated with it became synonymous with Cadbury in India, making the brand instantly recognizable and memorable.

Versatility:

The campaign highlighted Cadbury chocolates as an adaptable choice for different occasions, ranging from family get-togethers to festive celebrations. This increased the brand's appeal.

Multi-channel Approach:

The campaign leveraged a variety of channels, including TV ads, online marketing, and promotions, to reach and engage widely.

Nirma- 'Washing Powder Nirma':

Since more than four decades, the 'Washing Powder Nirma' jingle has been an Indian cultural earworm. Whether you were a Hindi speaker, English speaker, or any other, this jingle entered everyone's mind via TV

and radio. A reflection of the strength of a simple but catchy jingle, Nirma's campaign still lingers in our memory. Nirma washing powder was successful because of a mix of reasons, such as its low price, quality, and successful marketing. Nirma was much cheaper than the competition, such as Surf, and was affordable to a large number of consumers, particularly in rural and lower-middle-class markets. The quality of the product was also an important reason, as it was phosphate-free and gave good cleaning without whitening or perfuming ingredients. In addition, Nirma's catchy slogan jingle, "Sabki pasand Nirma," contributed in building a brand image and extensive recognition.

Mentos- 'Dimag ki batti jala de':

Mentos' tongue-in-cheek, out-of-the-box campaigns, such as "Dimag Ki Battii Jala De!" ("Awaken Brain Cells!") revolutionized the Indian advertising landscape. They didn't merely sell mints; they sold a carefree attitude towards overcoming life's obstacles. So deep has the campaign's impact been that "Dimag Ki Battii Jala De!" has become interchangeable with the brand name.

Surf Excel- 'Dag achhe hain':

Surf Excel's 'Daag Acche Hain' campaign underwent a change in time, reflecting several themes ranging from religious harmony and loving our inner child to just being a humbling experience.

These endearing advertisements highlighted how the brand was not only about stain removal but about forming connections and spreading good vibes. The jingle accompanied by emotive stories resonated with people of all ages. Surf Excel's "Daag Acche Hai" campaign was effective as it changed the focus from merely stain removal to celebrating the values and experiences that lead to stains, deeply connecting with Indian parents and children. By presenting stains as a good thing about childhood, the campaign emotionally resonated with the audience and positioned Surf Excel as a brand that recognized and appreciated the messy moments of life.

Here's a more detailed analysis:

1. Emotional Connection:

The central theme of the campaign, "Daag Acche Hai" (Stains Are Good), spoke to the Indian cultural value of accepting the messiness of life and learning through experience.

Advertisements typically carried heartwarming tales of children getting dirty doing something good, such as assisting a friend or learning something new.

The campaign built an emotional bond with parents, assuring them that they didn't have to worry if their children became dirty while playing or exploring.

2. Focus Shift:

In contrast to others who mostly spoke about stain removal and product details, Surf Excel established itself as a brand concerned with the experiences behind stains.

The campaign spoke of the positive sides of childhood, such as learning from errors and building character.

3. Differentiated Proposition:

The "Daag Acche Hai" campaign provided a new take in the detergent market, where all brands centered around cleanliness.

By promoting stains, the brand was differentiated and made for a catchy and memorable campaign.

4. Effect on Brand Perception:

The campaign made Surf Excel the top laundry brand in India.

It considerably enhanced brand equity and boosted brand turnover.

The campaign also increased the differential advantage of Surf Excel over its peers.

5. Cultural Resonance:

The advertisements used typical situations and people that Indian families could relate to.

The core message of accepting life's messy moments of the campaign clicked well with Indian culture, which believes in accepting life's challenges with grace and strength.

Colgate:

The most successful and popular marketing campaign by Colgate is probably "Smile karo aur shuru ho jao" (Smile and Start Living). The campaign, introduced worldwide, revolved around the positive effects of smiling, stressing it as the means to begin the day and spread happiness. Another popular campaign is "Colgate Total's Eat Like You Should", which emphasizes the role of oral health in daily life and promotes positive oral care.

Let's see in detail the following as well as some of the biggest campaigns:

1. "Smile karo aur shuru ho jao" (Smile and Start Living):

Attention focus:

The campaign used the appeal of a smile to bond with customers at an emotional level.

Message:

The

campaign reflected on how a smile can initiate a change for good in your professional and personal life despite trouble.

Success:

This campaign was highly successful, securing a good hold for Colgate-Palmolive in the toothpaste market.

2. "Colgate Total's Eat Like You Should":

Focus:

This campaign talks about the effect of oral health on eating, and how oral disorders can make people settle for their food choices unconsciously.

Messaging:

The campaign spotlights proactive oral care and how Colgate Total is capable of providing total protection against oral health problems.

Strategy:

The campaign employs real-life situations and a witty tone to create the message entertaining and memorable.

3. Other Standout Campaigns:

"Colgate Smile O'Clock":

The campaign emphasizes incorporating brushing into kids' bedtimes and building good habits.

"Colgate's Smile Out Loud":

The campaign asks youth to own their individuality through their smile, defying traditional beauty ideals.

"Colgate's Daant Strong Toh Main Strong":

This campaign is based on the connection between healthy teeth and overall health, stressing good oral hygiene among children.

"Colgate Maha Kumbh Mela" Campaign:

This campaign engaged mobile and location-based technologies to target consumers at a large spiritual event in rural India, growing foot traffic at Colgate booths by more than 300%.

Colgate's marketing success is attributed to its capacity to emotionally connect with

consumers, enlighten them on the need for oral care, and provide innovative solutions to oral health problems.

Conclusion:

The marketing campaigns of Amul, Cadbury, Colgate, Mentos, Nirma, and Surf Excel analyzed here demonstrate the potential of strategic communication to change public opinion and consumer behavior in India. Each of these brands, with its distinct strategy, not only established powerful consumer relationships but also shaped societal attitudes and cultural norms over the years.

Amul's topical advertising is unique for its urbane, satirical insight into social and

political topics, gaining people's confidence and love along with staying active throughout generations. Cadbury's sentimental narrative, particularly in promotions like "Kuch Meetha Ho Jaaye," managed to redefine chocolate as an icon of everyday celebration and companionship. Colgate, with its steady focus on oral care, has been instrumental in teaching Indian homes about dental care, tending to merge scientific communication with local relevance. Mentos, through humor and witty slogans such as "Dimag Ki Batti Jala De," reached the youth segment by targeting spontaneity and intelligent thinking. Nirma and Surf Excel both drew on the emotional heart of Indian families — Nirma through aspirational communication of empowerment and value, and Surf Excel through its "Daag Acche Hain" campaign that redefined stains as a by-product of good deeds.

Together, these campaigns demonstrate the transformation of Indian brands from product promotion to narrative that speaks deeply to consumers. They demonstrate the value of cultural salience, emotional intelligence, and creative innovation in marketing. Above all, these campaigns have helped shift public opinion — whether it's redefining gender, encouraging hygiene, or motivating social responsibility — and that great marketing can indeed translate to significant social change.

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