



Young for

In a pursuit to woo the Youth, brands are sporty colours, new positioning and

By **Dhaleta Surender Kumar**

While deciding the ten marketing trends of 2010, the common thread that ran across the nine other trends was the youth. Efforts be it product innovation, communication innovation, retail, luxury, rural marketing, social media marketing, more for less, instant nirvana, brand makeovers, or co-creations – all are 'youth'ful ideas.

While majority of these efforts are targeted at the young Indian – in the age of 18-25, it wouldn't be a hyperbole if we said that there ain't any old in India. The brands want to look young, and even the consumers, defying their age want to look young – be it the 25-year-old (or is it young?) Kotak Mahindra Bank shouting from the roof top that "It's great to be 25"; or be it the housewife in the Cadbury's commercial trying a pair of jeans for the first time. BlackBerry is no more only for senior executives in the fifties. It's for the young brigade, including college students, as well.

The personal care segment was always up with products to bring cosmetic changes to an individual's 'aging skin', and make one look ever-young. The credit to make 'life' youthful should go to the financial sector, particularly insurance, which wants to make believe that life starts after 60 (after

retirement from work) with catch phrases like – *Sar Utha Ke Jiyo*.

While we'll see the trend in spurts across the next 20-odd pages, here, let's focus on the youth itself. Reports suggest that the current proportion of the total Indian population under 25 years of age is 51 per cent and the proportion under 35 is about 66 per cent. According to Nandan Nilekani, Chairman, Unique Identification Authority of India (UIDAI), "India will add 1.2 crore young people to its working population every year for the next ten years. By 2020, India will have the youngest income earners in the world."

This segment is mobile, aspirational, tech-savvy and impatient for services. A case in point is Airtel, which has reinvented itself time and again since its inception 15 years ago. According to Manoj Kohli, CEO & Joint MD, International Operations, Bharti Airtel, there are four major drivers of change and that reflects in Airtel's evolution with time. "Consumer is becoming younger. His expectations and aspirations are sky-high. Technology like Social Media is changing the landscape; and lastly, globalisation is making competition more fierce," he says. Let's look at some brands that are taking the route.

**Indian population
under 25 years
of age is 51 per cent
and the proportion
under 35 is about
66 per cent**

-surender@pitchonnet.com

ever

donning a chic look with
customised services

25 years old?



Kotak Mahindra completed 25 years in 2010. That's quite a long journey for

a brand and can qualify to be in the old bracket. Yet, it chose to prove everyone wrong with it's communication – It's great to be 25. A smart way to tell that the bank has served well all along and yet it's young.

Dumping the executives



BlackBerry shunned the imagery of being a favourite of only the senior executives, with a multimedia campaign: Not just for the

office guys. "We are the BlackBerry Boys" went the ad featuring few suit-clad men, soon to be joined in by a bunch of youngsters. BlackBerry tied up with Vodafone for pre-paid services (it only had post-paid services earlier) to cater to the youth.

Just can't wait



Sonata, the mass watch brand from Titan Industries went in for a revamp, late 2010. The changes have been done to appeal

to the youth. The new tagline, 'Wait Mat Kar', stems from the fact that the youth is an impatient lot and can't wait for opportunities to arrive. Sonata also unveiled new variants from Sonata Super Fibre, a range of waterproof, trendy and sporty watches.

A good beginning



While the entire Cadbury's ShubhAarambh campaign is to position the chocolate as an alternative for Indian sweets,

the ads show the changing India. A boy luring the girl in a smart way, parents getting youthful and allowing their girl to elope, and the best of them all – a nervous housewife trying a pair of jeans for the first time. All this depicts the India that's becoming younger and smarter by the day.



More of

**Indian brands are taking to Face-
with promotions, feedback and**

By **Dhaleta Surender Kumar**

In 2009, marketers were testing the social media. However, the year 2010 showed that the space is here to stay. Today, digital forms about between 10–30 per cent of marketing budgets.

According to Webchutney Digital Consumer Durables Report 2010, eight out of 10 consumers online, prefer the internet to search for durable goods, beating the traditionally popular 'friends and family' as the most preferred information source.

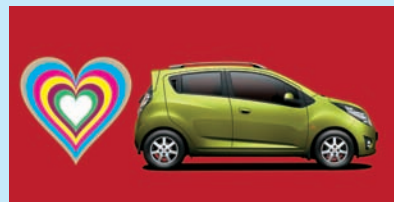
Marketers are using the social media to not only promote their products but also seek feedback and consumer redressal. But are Indian marketers doing enough? A dip-stick study through Facebook's 'Inside Facebook' showed that any Indian brand that has the largest fan following is MTV India with over 12,70,015 (in December end). However, there are more than 690 global brands ahead of it. Some other Indian brands that have a big fan following include Zoozoos with a fan following of 11,87,997 and Fastrack (9,73,018). For India's Top 15 brands on Facebook, refer to the Digital Quotient section ahead in this issue of Pitch. Interestingly, Indian personalities like Aamir Khan have a much larger fan following than these brands.

So what lies ahead? According to Gaurav Mishra, Director, Digital and Social Media, MSLGroup Asia, a leading strategic communications firm, "Visionary brands will realise that social is not only about the new medium, but also about new and more meaningful messages. So, instead of trying to spread inside-out brand-first positioning messages, they will search for an outside-in community-first 'social heartbeat' that connects the brand values with the passions shared by the community members."

Meanwhile, let's see some of the great social media marketing initiatives done by Indian brands in 2010.

-surender@pitchonnet.com

Beat-ing competition



The digital plan for Chevrolet Beat from general Motors consisted of two legs – pre-launch (launched in January 2010) and post launch, and was executed by Quasar Media. The pre-launch involved Drive Your Beat contest on driveyourbeat.com that allowed users to express their 'beat' for a thing, emotion, place, country, person or the like. The post-launch leg involved consumers requesting online for test-drives of Beat. In a two-weeks time, there were 28,000 requests for a test-drive.

'Like' this

book and Twitter and engaging the consumer
complaint redressal

Shake for a shoe



For Easytone, a new shoes product, targeted at females, Reebok launched an app on Facebook to allow female users send secret messages to each other. As the shoe helped women shape their butt, another initiative allowed women to post their videos of their butt-shaking (a dance or a jig) on Facebook. Participants got an assured pair of Easytone

Live life virtual



A name often synonymous with soaps, locks and safes, Godrej went all the way to strengthen its brand with gen-next. It launched a 3D integrated online activation platform that engages users with the brand and its portfolio, while simultaneously offering social networking and gaming. The website also enables users to create their own virtual character and get connected with others.

Ping for refill



Hippo, a snack from Parle Agro experimented with Twitter, asking consumers to send a tweet if they couldn't find

Hippo in stores and promised to replenish stocks within hours. The idea was to track stocks and reinforce Hippo's distribution network. This helped identify potential markets where Hippo sold out fast. Hippo received tweets for snacks from consumers from over 25 cities.

Safe sex on net



JK Ansell, the maker of Kamasutra condoms, launched kamalounge.in to engage youngsters with the brand. The platform is aimed at informing users about products in the specific category which, otherwise, remain veiled. The site offers adult games such as Sex-o-meter, Wet T-Shirt and Kama Rub among others that offer two levels of interaction with the users.