

A dash of Whimsy – Disruption of traditional approach of calming leadership



Overview

Festivals make for a perfect time for businesses to reclaim, re-establish or assert themselves in the market. It is a given that during (most) festivals, a lot of buying will be happening, but also that a barrage of advertisements will have to be endured. But how do you convince a business that out of all platforms that are available, it would be best to advertise with you?

During a time like Onam, Kerala's biggest festival. "They (advertisers and media planners) are bombarded with exaggerated claims of market coverage. In Kerala 60 % of the annual sales takes places during onam, consumer durables alone spend 50-60 per cent on advertising during this season. National brands too become active

The campaign TG were B2B clients, which included media planners in India

Objectives

- ❖ To disrupt the traditional approach of showcasing a brand's and extend the experience of integration to help our clients achieve their festive goals in Kerala
- ❖ Understand the Onam shopping habits of Malayalis and then added the filter of "What if Malayalis bought anything that was advertised in a Mathrubhumi vertical?"
- ❖ To increase our market share during the festival period
- ❖ To increase our revenues during the festive period, compared to last year

What did we do ?

A series of print ads appeared on trade publications, but these weren't ordinary ads. The ads are in phonetic Malayalam. Readers were prompted to know what the gibberish looking questions meant via QR codes or to key in a link. Each QR code or link throws up a unique tongue-in-cheek film of Malayalees and their Onam purchase decisions and ends with a call to action to explore Mathrubhumi Groups custom integrated offerings.

A simple interactive contest followed giving an opportunity for participants to win an all-expenses paid trip to Kerala and truly experience God's Own Country.

Youtube link : <https://www.youtube.com/playlist?list=PLV4GjPIBgAgxo2fgocjFE9I2-AuvpJyo>

The Campaign – Trade Media Ads

RNI Reg. No. - DELENG/2004/13757

**FREAKKENS
PURCHASE
THEERUMAANAM
ENGINE
EDUKKUM?**

If you want to know what this means, and
win a holiday in Kerala in the bargain, just scan the QR code
or visit bit.ly/Mbclubfm
(Don't ask a Malayali friend)

Mathrubhumi Integrated Media Solutions

RNI Reg. No. - DELENG/2004/13757

**NALLA
MALAYALI
ACHANMAAR
ENTHU CHEYYUM?**

If you want to know what this means, and
win a holiday in Kerala in the bargain, just scan the QR code
or visit bit.ly/Mbkappatv
(Don't ask a Malayali friend)

Mathrubhumi Integrated Media Solutions

RNI Reg. No. - DELENG/2004/13757

**VEETIL NINNUM
MALAYALIYE
ENGANE
PURATHIRAKKAAM?**

If you want to know what this means, and
win a holiday in Kerala in the bargain, just scan the QR code
or visit bit.ly/Mbredmic
(Don't ask a Malayali friend)

Mathrubhumi Integrated Media Solutions

If you want to know what this means, and
 win a holiday in Kerala in the bargain, just scan the QR code
 or visit bit.ly/Mbnewstv
 (Don't ask a Malayali friend)



[IMPACT] Nov. 31 July 2017
doi:10.2196/impact.2017.4742

Materials

If you want to know what this means, and
win a holiday in Kerala in the bargain, just scan the QR code
or visit bit.ly/Mbdaily
(Don't ask a Malayali friend)



[MCT] Nov. 30 July 2017
digital.impactnet.org/c/21014762

References

If you want to know what this means, and
win a holiday in Kerala in the bargain, just scan the QR code
or visit bit.ly/Mbyathra
(Don't ask a Malayali friend)



[MAG] Nov. 31 July 2017
digital.usacert.com/c/2/010093

Market.com

The Campaign – Emailers



**WIN A FREE TRIP TO
Kerala**



IT'S AS EASY AS 1234

You are invited to visit God's Own Country for free. All you have to do is participate in a simple contest and stand a chance to win a 2 Days & 2 Nights couples retreat in the beautiful backwaters of Kerala. It only gets better; your Flight, Accommodation, Food, Local Travel, and Sightseeing is on us! What are you waiting for? Just follow these four steps, and win >

STEP: 1
WATCH OUR VIDEO

STEP: 2
LAUGH

STEP: 3
ANSWER A QUESTION

STEP: 4
WIN A FREE TRIP TO KERALA

**CLICK HERE
TO PARTICIPATE**

*T&C Apply



**Kerala Calling
WIN A FREE TRIP!**



IT'S AS EASY AS 1234

Don't miss out on winning a free trip to Kerala! All you have to do is participate in a simple contest and stand a chance to win a 2 Days & 2 Nights couples retreat in the beautiful backwaters of Kerala. It only gets better; your Flight, Accommodation, Food, Local Travel, and Sightseeing is on us! What are you waiting for? Just follow these four steps, and win:

01 Watch our Video

02 Laugh

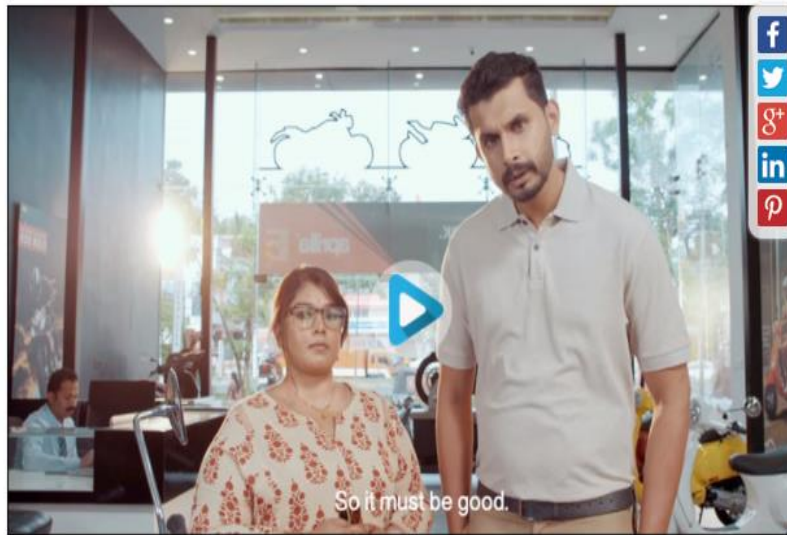
03 Answer a Question

04 Win a free trip to Kerala

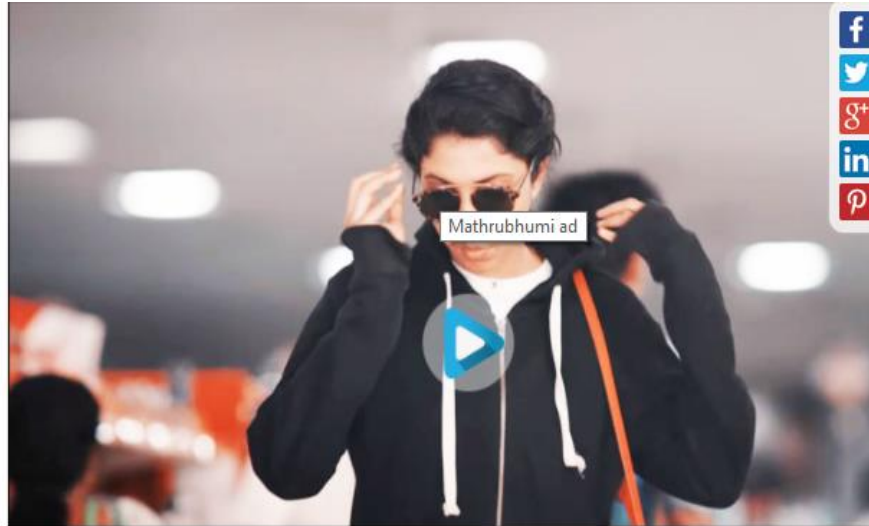
**CLICK HERE
TO PARTICIPATE**

*T&C Apply

The Campaign – Video Ads



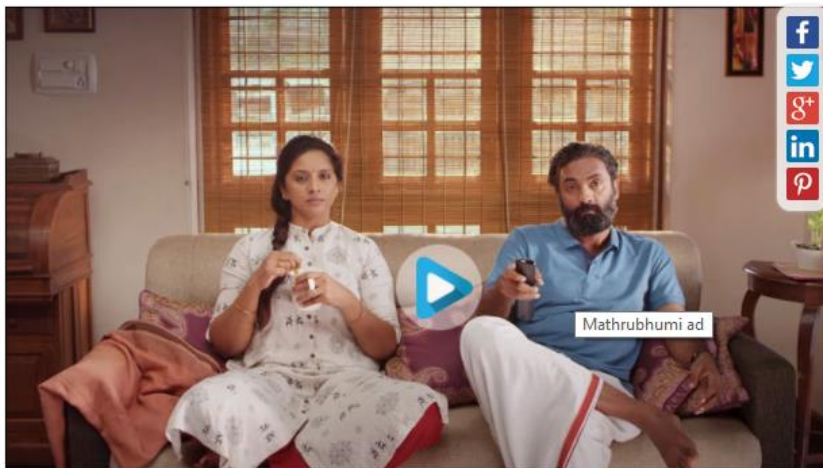
Mathrubhumi's Onam Trade Campaign



Riot: Mathrubhumi News Onam Trade Campaign



Yathra Onam Trade Campaign



Malayali: Kappa TV Onam Trade Campaign

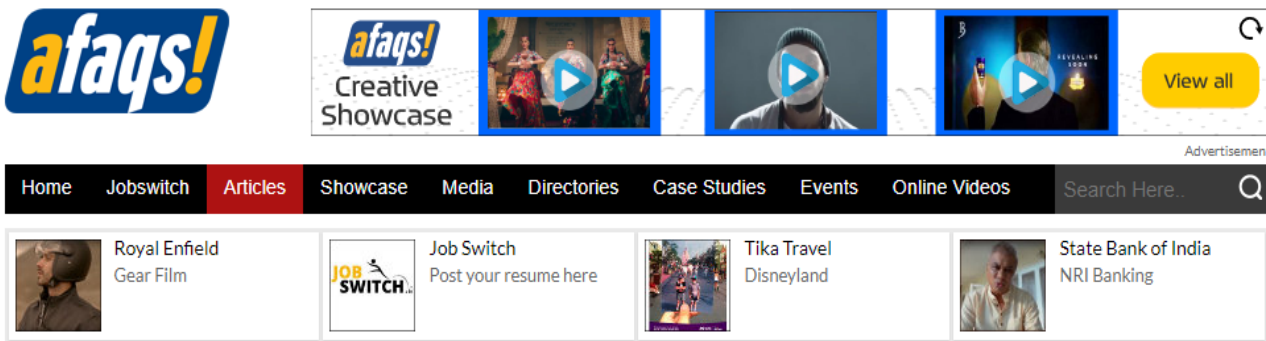


Red Mic Onam Trade Campaign



Club FM Onam Trade Campaign

Major Trade Coverage



A look at Mathrubhumi's new burst of B2B communication



By Sunit Roy, afaqs!, New Delhi | In Advertising | August 03, 2017

394
SHARES



In these print and TV ads, the newspaper brand targets brands and their media agencies.

Mathrubhumi, a Malayalam daily, recently launched a unique campaign on integrated media solutions for Kerala. The move comes in as Onam - Kerala's biggest festival - is round the corner; during this time of the year advertisers begin to turn their attention

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Mathrubhumi Launches Tongue-in-Cheek Campaign on Integrated Media Solutions for Kerala

By The Staff - Aug 8, 2017



With Onam, Kerala's biggest festival season coming around, advertisers begin to turn their attention towards media channels in Kerala. Mathrubhumi launched a campaign on integrated media solutions.

A series of print ads appeared in trade publications, but these weren't ordinary ads. The ads are in phonetic Malayalam. Readers were prompted to know what the gibberish looking questions meant via QR codes or to key in a link. Each QR code or link throws up a unique tongue-in-cheek film of Malayalees and their Onam purchase decisions and ends with a call to action to explore Mathrubhumi Groups custom integrated offerings.



two ads i like & one i don't



Two Ads I Like and One I Don't - Erik Ingvaldstad Founder/CEO Acoustic Group, Singapore Jan 17, 2018



Two Ads I Like and One I Don't -

Results

- ❖ We experienced a 50 % growth in our ad revenue, compared to last onam
- ❖ Over 30 national brands associated with us during the festive period
- ❖ We were positioned as a innovative brand
- ❖ Our market share increased and consolidated further
- ❖ We received an over whelming response on your youtube video with 20 K views