



the advertisers' voice...

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| Brand name | Kenwood |
| Campaign Title | Khush Raho |
| Product / Service Type | AC, Refrigerator, Washing Machine, Kitchen Appliances, |
| Category for this Entry | Telecommunication Hardware and Consumer Electronic |

Category Scenario:

In Home Appliances Category, the scenario at/before the time of the launch of Kenwood Communication was very clichéd and run of the mill; it was a very mechanical kind of communication with no emotions attached. Feature based advertising was what everyone followed. Since, technically and mechanically there is not much difference between the products themselves, therefore communication of all brands was the same; with a storyline revolving around a family and the same product features in the product window with voice over and price. Historically the multinational brands also used their global campaigns made for different markets for the local consumers in Pakistan. This naturally had very little impact on the consumer with no connect at all.

Strategic/Communication challenges of the Campaign:

The main challenge we faced during the planning phase of this campaign was to adopt a style of communication that is not the “clichéd different” but which is “actually different”. Since this was the first time that Kenwood was to advertise in the mass media, therefore we had to be very effective and very to-the-point at the same time while remaining in the given budgets. We had no piles of money to spend for this campaign so we had to be spot on; hitting right at the sweet spot. We had to create vibes not in terms of a good TV commercial but a fresh and simple idea for a brand that had to take a start. We had to create brand awareness, a bond of the brand with the consumer and an advertising that actually helps the brand loved by the target audience.

Campaign objectives and the Key Performance Indicators (KPIs) against the objectives:

Our objective was not to sell the features or any specific product, but to sell the brand; to create an emotional bond between the consumer and brand. We wanted consumers to make Kenwood their first choice. As this is a category where prices are competitive and features more or less the same, therefore, the most important point was the perception and the bond you create with your consumer, while creating a consumer pull resulting in increase in sales and revenue. Kenwood, being a multinational brand had to be positioned in such a way that people consider it an easily accessible brand which is also relatable with their very own lifestyle.

Target audience for the campaign:

The target Audience for this Campaign was young couples from SEC A, B+ and B between age bracket of 25 to 35 with a bull's eye of 30.

Insight that led to the big idea:

In this fast paced age, we as human beings always seek perfection and in this quest, we start expecting perfection of machines from humans. Since we are not machines, therefore as always the great expectations when give hard times, the Happiness fizzles out from our lives. This was the basic insight that we took for this campaign.

Big Idea of the campaign:

We will give you the perfection of Machines, you just take care of this beautiful life and stay happy.

Bringing the big idea to life:

We needed a concept to translate this big idea which is very relatable and simple with nothing made-up in it. We wanted this concept to emotionally connect with the target audience with a 'feel good' mood attached to it. Therefore, we came up with a series of Ads with different Ads for different products without any unnecessary focus on product shots and features. All 4 concepts were different stories yet were branched from the same idea. In the end we gave it an umbrella for the corporate TVC based on a jingle and the same characters. It was challenging because the execution was neither glamorous nor lavish. We needed a rich execution in terms of music, mood, lights, dialogues and expressions. We had to show the real time situations of real time people to make it real. We needed a real production design with focus on acting and expressions. Proper rehearsals were done just like a theater play. Since we were not adding any "Shashkas" in the execution, therefore the execution part of this campaign was very critical and a very detailed work to the minutest level was required, to avoid any surprises.

Bringing idea to life (Communication touch points):

TV, Out door, Print, Retail (Point of Sale), Digital and Expansion in distribution.

Campaign Results:

35% increase in Sales and some overwhelming reviews by different advertising forums. Campaign also got viral on the social media.

Factors in the market place that helped derive the results.

The appliances market is mainly dealer driven but the Kenwood Campaign managed to create a strong consumer pull which resulted in success in terms of increased sales and strong brand recall.