

Advertising & Sales promotional strategies in rural market

WHAT IS PROMOTION?

- **Promotion involves all forms of communication that serves to inform, influence, remind, the target segment about, the company about its products / services / ideas, community involvement and impact on society.**

ELEMENTS OF PROMOTION MIX

Advertising:

Any paid and non personal communication regarding products, services or company by an identified sponsor through a variety of media

Public Relations or Publicity :

Any paid or unpaid form of communication designed to promote an image or stimulate interest about a company, its products / services.

ELEMENTS OF PROMOTION MIX

Sales Promotion

Any paid short - term marketing activity which encourages trial or purchase of a product / service

Direct Marketing

Combination of tools to communicate with or solicit response from specific customers or prospects.

Rural Marketing - Promotion Support initiatives of LG



**Mobile Van at
Kasargod**



**Exhibition at
Rajamundry**



**Cookery Classes at
different locations for
Rural Housewives**

Dabur uses Astra to boost rural sales

Shopkeepers selling Dabur India's consumer products would now learn marketing through role-plays staged by professional actors at their shops. As part of a recent initiative titled Astra, advanced sales training for retail ascendance, FMCG major has recruited 75 sales and HR managers across the country who would educate over 2,000 distribution channel partners of the firm about the complexities of sales and distribution through the audio-visual medium.

Dabur has a distribution reach of 25 lakh retail outlets across the country. About 75 per cent of the company's sales come from rural areas, hence, it has created the Astra training consultancy module in five vernacular languages, Bengali, Tamil, telugu, Malayalam and Kannada.

Brooke Bond Lipton India Ltd (BBLIL)

Brooke Bond Lipton India Ltd (BBLIL) markets its rural brands through magic shows and skits. Reckitt and Coleman uses NGO's in rural areas to educate customers about product benefits which establishes one to one communication channels.

HLL's 'Operation Bharat' to tap the rural markets. Under this operation it passed out low-priced sample packets of its toothpaste, fairness cream, Clinic Plus shampoo, and Ponds cream to twenty million households. Today, these brands have a flourishing market in rural India.

PHILIPS INDIA LTD. - ELECTRONIC ENTERTAINMENT EQUIPMENT

Objective - Promote Phillips Electronic Entertainment products, viz., Stereos and CTVs, among the rural population of Tamil Nadu.

Communication Strategy - BASED ON INFORMATION REGARDING BUYER BEHAVIOR.

'PHILIPS SUPER SHOWS' WERE CONDUCTED IN FIVE DISTRICT HEADQUARTERS WITH THE INTENTION OF MOTIVATING DEALERS AS WELL AS OPINION LEADERS TO GENERATE WORD-OF MOUTH PUBLICITY, AS A FIRST STEP.

This was followed by extensive van operation in 5000+ population areas with audience participation techniques for mouthing the brand, supported by mass media campaign in regional press (district wise edition), rural cinemas, radio, wall painting and intensive merchandising activities.

Marico Industries - Parachute Coconut Oil Pouches

With the objective of creating awareness for Parachute Coconut Oil pouches in towns with less than 20,000 population in Tamil Nadu, and in order to convert loose oil buyers into Parachute pouch customers, Marico Industries launched a van campaign. The communication strategy focused on getting women out of their homes to participate in the van campaign, which was aimed exclusively for them and for the first time conducted by women.

Result - A study by Marico showed a 25per cent conversion from loose coconut oil usage to Parachute Pouch Pack, post van campaign and a substantial increase in sales from the campaign areas.

ACC Limited - ACC Suraksha Cement

In a market dominated by graded cements in the semi urban/rural areas of Karnataka, ACC Cement ventured out to establish the superiority of ACC Suraksha blended cement and build an image of a Premium Cement for the brand. To reach the opinion leaders viz. Architects, Engineers, Contractors, etc., the assistance of the regional local press was sought and other Direct Marketing efforts such as field meetings with small groups of masons & customers were used.

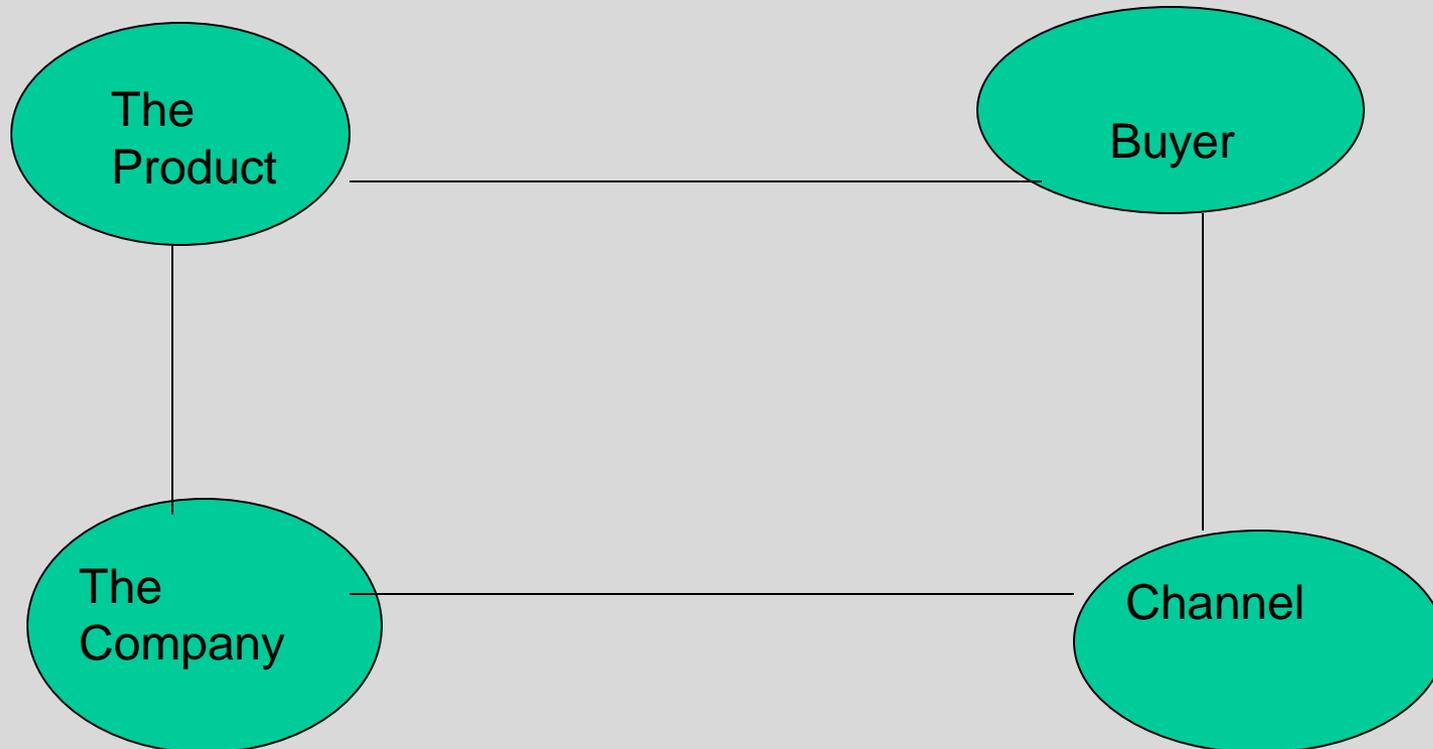
Result - A post-campaign study initiated by ACC revealed tangible improvement in off-take in the state of Karnataka and an extremely positive response from dealers, who believed that the campaign helped in strengthening their hands.

Success Stories in Rural Market

- ❑ **Lever's Breeze soap**
- ❑ **A1 Tea,**
- ❑ **Britannia's Tiger biscuits,**
- ❑ **LG's Sampoorna**
- ❑ **502 Pataka Chai, the tea brand.**

Rural Promotion

Promotion is the process of marketing communication to inform, persuade, remind and influence consumers or users in favour of your products and service .



The Promotion Media

- ❑ **Newspaper : Eenadu(A.P), Dina Thanthi (Tamil Nadu), Punjab Kesari (North), Loksatta (Maharashtra), Anand Bazaar Patrica (West Bengal), Daink Baskar (North), Samaj, Dharitri, Samaya (Odisha)**
- ❑ **Television: Sun TV (Tamilnadu), Asianet (Kerla), Eenadu(AP), Aplha Punjabi (North), Aplha Mararathi (Maharashtra), OTV, ETV (Odisha)**

- ❑ **Radio: Radio reach is highest in Kerala (62%) followed by Tamil Nadu (35%) and Karnataka (32%). Example : Colgate, Jyoti Labs, Zandu Balm are some of the company using radio communication programme.**
- ❑ **A ten second spot in Regional station would cost only about Rs. 2000/-**

n **Cinema :1. Films on products like Vicks, Lifeboy, Colgate and Shampoos are shown in rural cinemas halls.**

2.LIC and Private insurance companies have been showing short movies in rural theatres to create awareness about life insurance

Outdoor Advertisement

Form of media which includes signboard, wall painting, hoardings, tree boards, bus boards etc.

n **Direct Mail Advertising:**

Mailers for seed and pesticides to be sent as per agricultural season.

Direct mailers on consumer durables to be sent during the harvesting season so that the farmers will, have money for purchasing the same.

Farm to Farm / House to House

- n Many LIC agents and companies dealing with high value consumer durables have tried this approach with success in rich rural areas.
- n ACC representatives retailers make house-to-house visit and give information about product stability.

Group Meeting

- n The Banker once in a week visit a village get the villagers in school hall or Panchayat office and explain to the villagers the various financial facilities offered by the bank**
- n MRF conduct tractor owners meet in association with local distributors.**

Opinion Leaders

- n Asian Paints promoted its Utsav brand of paint by painting the village Sarpanch's house a few months prior to the launch to demonstrate that the paint does not peel off and is an ideal replacement of chuna.
- n The health development assistant of HUL regularly meets school teachers to promote Lifebuoy soap in Villages.

The Melas

(It is estimated that over 20,000 melas are conducted every year)

- ❑ **Paint companies supporting Pola fair in Maharashtra by painting the horns of the bulls.**
- ❑ **Sonepur Mela, Vaisakh Purnima Mela(Bihar).**
- ❑ **Navaratri Fair, Ambaji (Gujarat)**
- ❑ **Naucahndi Mela, Ramlila Mela(UP)**
- ❑ **Kartik Mela, Gawlier Trade Fair(MP)**
- ❑ **Sand Fair (Odisha)**

Haats

(On certain days of the week , both the sellers and buyers meet in the village to buy and sell goods and services).

- n Parachut Oil, Nirma washing powder and tiger brand biscuits have been promoted through haats.
- n About 40,000 Haats are held in rural areas in our country, highest number haats in U.P (10,000).

Audio Visual Van

(The van is a mobile promotion station having facilities for screening films, slides and mike publicity.

- n Nippo promotes batteries through specially designed vans called melavans. The van are equipped with TV/VCR for showing products awareness films.
- n Colgate India makes extensive use of VANs.
- n ITC's mobile Vans take the message of e-choupal to new village.

THANK YOU