



Dadi kehti thi..

Dhoop me
nikalne se rang
dab jayega




SANTOOR

Santoor – Young Soch 2.0 Campaign

ET BRAND EQUITY.com

SHARK
Awards '24



View them here - 20s: <https://youtube.com/playlist?list=PL6yA-4WkVXFCWw-CWRDo9FBtiFxAgCjQv>

Background

In the Santoor relaunch of 2022, we brought in a new dimension of “Young Soch” to our communication to connect with the woman of today.

For the initial series of creatives, we found inspiration in the regular Santoor protagonist – the mother who also has a life outside of motherhood while remaining a doting mother. Thus, staying consistent to the brand narrative of a mother who is mistaken for a much younger woman.

This series connected extremely well with the core Santoor consumers with digital only creatives having a 22% higher ad recognition than regular Santoor TV commercials.

Objective

The marketing challenge was to drive consideration among younger Indian women.

These women too were questioning social conventions and breaking preconceived but the issues they faced were different.

While developing communication around breaking stereotypes was easy, the creative challenge was to find insights and expressions around 'Young Soch' and beauty that resonated with youngsters.

The media challenge was straight forward - reaching them using an appropriate media vehicle.



Creative route

A few old age conventions that women of today question...

- One can be either strong or beautiful but not both
- Dressing up and looking beautiful needs a place and an occasion
- You need to shield your beauty for the external world
- Don't actively solicit compliments from the opposite gender



Approach to Media

The campaign was digital only targeting women from age 18-24 with relevant interest.

Each of these creatives were released first on Instagram on basis topicality, occasion e.g., Cricket world cup, Valentine's day to build relevance

On Video platforms, they were sequenced and the sequence was further optimized based on what people engage with

In total, the campaign garnered a reach of more than 210 million women on YouTube alone.





Beauty conventions say you can only dress up when it is an occasion. But that's old thinking. You can be beautiful when you feel like it. Skin ho ya soch, always stay young. Yehi toh hai #YoungSoch.



There is an old belief that beautiful women should shield their beauty from the world lest duniya ki boori nazar na lag jaye. We say, why shield when you can embrace your beauty and inspire the world to do so as well! Embrace #YoungSoch.



Gone are the days when women would coil up coyly when complimented on their beauty. Now we accept compliments with humility, grace, AND confidence. Yehi toh hai #YoungSoch.



Puraani soch says that beautiful women and sports don't make a great pair. We beg to differ. It is the age of beauty with substance. It is the age of strong AUR beautiful. Yehi toh hai #YoungSoch

Innovation

WPL gave an opportunity to showcase the challenges faced by women sportswomen and build on “strong aur beautiful” Young *Soch* thought.

We partnered with Jio + WPL to develop a series of videos where 3 bright cricketers talked about the obstacles, stereotypes they had to face and how they tackled them. The cricketers themselves posted these videos expanding reach.

In total, the campaign garnered a reach of more than 22 million women on Jio Cinema, Instagram and YouTube.



YOUNG SOCH DIARIES

BY


SANTOOR





“...don’t be bothered about what the society says, what matters is your family support. Chase your dreams...”

“...wear your authentic image with pride and confidence. It beats all beauty standards...”

“...follow your dreams... never give up. You can achieve what you wish.”

Young Soch represents new-age thinking, displacing conventional views, and questioning stereotypes around career choices, life decisions, beauty, and more.



Rugwed Krupa

Turning brands creative & rich. National Honours & Filmfare OTT India Nominee. | Leading Copyri...
4w

This is Santoor's three month old DVC making rounds during the Tata WPL. Suitable to the essence of the Women's Premier League, celebrating the talent and dedication of 'young and beautiful' female cricketers. The push timed well around women's day, the ad is refreshingly free of clichés and doesn't resort to empty platitudes.

This WPL season is shaping up to be a game-changer with significant footfall, viewership and in fact, MI's Shabnim Ismail bowling the fastest ball in women's cricket EVER. Santoor's ad perfectly complements the excitement!

https://lnkd.in/dc_Ds7DV

#Tata #WPL #WomensCricket #WomensDay #Santoor #WellPlayed



Santoor Young Soch: Strong aur beautiful

<https://www.youtube.com/>

Reception & Impact

For this digital only campaign, there were overwhelmingly positive responses for the ad films and WPL Young Soch series on social channels.

The brand lift study for ad recall resulted in an absolute lift of ~7% on Young Soch 2.0 ads.

In our offline track, among Gen Z, With only digital spends, the ad recall was hit 21% in 2 months (and growing).

The top box brand purchase intent among those who viewed the ad jumped +10 percentage points to 61%.

Creatives



Young Soch 2.0

20s: https://www.youtube.com/watch?v=umJIKfeFof0&list=PL6yA-4WkVXFAMT_p6SDI7GMS2hcSi83bgI

WPL – Young Soch

Episodes: https://www.youtube.com/playlist?list=PL6yA-4WkVXFAMT_p6SDI7GMS2hcSi83bgI



#YoungSoch is
looking good =
feeling good =
Being confident


SANTOOR

Thank You!


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