

## Summary of campaign:

### Problem Statement

- **Lubricants often overlooked until vehicle breakdowns:** The campaign identified a common behavior among consumers who tended to neglect the importance of lubricants until they faced vehicle issues. This highlighted the need for better awareness and understanding of lubricants' significance in vehicle maintenance.
- **70% of consumers uninterested in technical oil details:** Despite lubricants being a technical product, majority of consumers show little interest in understanding the technical specifications of engine oil. This indicated a gap in consumer knowledge and suggested that other factors may have influenced their purchasing decisions.
- **Brand perception trivial, not discussed during oil change:** Many consumers perceived the brand of engine oil as inconsequential, leading them to overlook discussing it during oil changes. This insight emphasized the need for brands to differentiate themselves and communicate their value proposition effectively.
- **Technical benefits don't affect buying decisions:** Even though lubricants offer various technical benefits, such as improved engine performance or fuel efficiency, these aspects did not significantly influence consumers' purchasing decisions. This finding underscored the importance of adopting alternative approaches to marketing lubricants.
- **Market leader in Lubricants category leverages technical communication route:** The current market leader in the lubricants category already employed a technical approach in its marketing efforts. Therefore, further technical communication from other brands may not have resulted in differentiation but rather comparisons with the market leader.
- **Target audience breakdown:** The campaign identified the distribution of engine oil sales across different vehicle types, with a significant portion being through two-wheelers, followed by heavy vehicles and passenger cars and vans (PCVO). This breakdown informed the campaign's targeting strategy and message customization for each segment.

### Solution

- **Humanizing brand image:** Rather than solely focusing on technical aspects, MAK Lubricants aimed to humanize its brand image. This shift in approach sought to resonate with consumers on a more emotional level and build a stronger connection with the brand.
- **Choice of brand ambassador:** Rahul Dravid, renowned as "Mr. Dependable" in cricketing circles, was chosen as the brand ambassador. His reputation for reliability and consistent performance aligned with the brand's values of dependability, making him an ideal choice to represent MAK Lubricants.

- **Engagement strategies:** The campaign identified common scenarios where Rahul Dravid's dependability could be showcased, creating engaging content that resonated with the target audience.
- **Brand endorsement by Rahul Dravid:** Through the campaign, Rahul Dravid endorsed MAK Lubricants as a dependable solution, adding an emotional appeal and influencing factor for consumers considering lubricant purchases.
- **Campaign objectives:** The primary objectives of the campaign were to strengthen the brand's recall factor, increase its association with reliability and dependability, and shift the brand communication from being solely product feature-oriented to a more holistic approach.
- **Utilization of various marketing tools:** The campaign employed a mix of mass media, digital media, sponsorship, direct marketing, and influencer marketing activities to effectively communicate the "Mr. Dependable" campaign across multiple touchpoints, ensuring maximum impact and reach.
- **Effective use of media :** The MAK Lubricants campaign showcased an exemplary utilization of media channels, seamlessly blending traditional and digital platforms to maximize reach and engagement. By partnering with Star Sports TV Channel, the campaign achieved an impressive live cricket viewership of 51.8 Crore individuals, while also maintaining prolonged engagement with a staggering tournament watch time of 42,200 Crore minutes. This success extended to digital platforms, with a total live World Cup cricket viewership of 29.5 Crore and a record-breaking OTT viewership of 18.5 Crore for the final match. Moreover, the campaign's innovative social media integration, including engaging contests, garnered an overwhelming response, effectively combining ATL strategies with digital engagement tactics to actively involve the audience and contribute to the campaign's overall success

### **Elaborate on the creative/innovative idea of the campaign and the campaign objective.**

**Strategic Targeting:** The campaign strategically focuses on a diverse audience, acknowledging the significant market share breakdown: 60% from 2-wheelers, 25% from heavy vehicles, and 15% from PCVO (Passenger Car and Van Oil).

**Engaging Storytelling:** Identifying common scenarios in the target audience's experiences, the campaign crafts compelling narratives that resonate with their daily lives.

**Iconic Endorsement:** Leveraging the credibility of one of India's most trusted personalities, Rahul Dravid, the campaign aligns with the image of "Mr. Dependable" to enhance the brand's reliability.

**Emotional Connection:** The campaign aims to create an emotional bond by associating Mr. Dependable Rahul Dravid, portraying MAK Lubricants as not just a product but a solution i.e. Aapki Gaadi ka Mr. Dependable.

**Influential Declaration:** The pivotal moment in the campaign involves a powerful statement from Rahul Dravid, officially declaring MAK Lubricant as his dependable solution, elevating the brand's influence in the market.

**Consumer Relatability:** By addressing the most common situations faced by the target audience, the campaign ensures relatability, making the product a practical choice for consumers in various segments.

**Dependability Symbolism:** Utilizing Rahul Dravid's persona as the epitome of dependability creates a symbolic connection, reinforcing MAK Lubricants as the reliable choice for the diverse needs of 2-wheelers, heavy vehicles, and PCVO users.

**Influence Through Association:** Associating the brand with Rahul Dravid not only establishes credibility but also serves as a powerful influencer, driving the target audience to choose MAK Lubricants based on trust and reliability.

**Holistic Approach:** By considering the varied sales distribution across different vehicle categories, the campaign ensures a holistic approach that resonates with the broader market, effectively positioning MAK Lubricants as the preferred choice across the automotive spectrum.

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## **Describe in detail the challenges and strategies executed for implementing the campaign**

### **Internal Issues:**

Resistance from Management and Sales Team:

- Conducted several rounds of sessions with different stakeholders.
- Generated a word cloud to identify the best traits of the Brand Ambassador that align with the brand proposition.
- Collaboratively developed the complete script, ensuring buy-in from all stakeholders.

### **Communication Issues:**

Perceived Uninteresting Product Category (Lubricants):

- Developed a creative rationale to infuse emotional appeal into the traditionally technical narrative.
- Crafted an ad script that balanced technical aspects with engaging and emotionally resonant content.

### **Brand Ambassador Choice Challenges:**

Questioning the Fit of Rahul Dravid for a Young Brand:

- Established a clear connection between Rahul Dravid's mature persona and the desired brand traits.
- Emphasized the timeless and reliable attributes of Rahul Dravid, aligning them with the brand's image.

### **Brand Ambassador and MAK:**

Balancing Brand MAK and Rahul Dravid's Popularity:

- Ensured the advertisement was not solely focused on Rahul Dravid, emphasizing the brand MAK equally.
- Developed a narrative that showcased Rahul Dravid as a complement to MAK's values rather than overshadowing the brand itself.

### **Overall Strategies:**

Collaborative Decision-Making:

- Fostered an inclusive decision-making process involving all stakeholders.
- Encouraged open communication to address concerns and incorporate diverse perspectives.

Narrative Development:

- Integrated both technical and emotional elements into the script to appeal to a broader audience.
- Emphasized the brand's unique selling propositions while incorporating a relatable and engaging storyline.

Brand Persona Alignment:

- Worked on aligning the chosen Brand Ambassador's persona with the brand's image and values.
- Communicated the strategic reasons behind the selection to build confidence and understanding among stakeholders.
- By addressing these challenges through strategic planning and inclusive decision-making, the team aimed to create an advertisement that not only resonates with the

audience emotionally but also enhances the brand image and market presence of MAK.

**Highlight how the campaign message was aligned with the target audience and what was the impact created.**

The target audience for campaign was very vast. However 60% of engine oil sales is through 2wheelers, 25% through heavy vehicles, 15% through PCVO and this has been kept mindful while creating the ad. Most common situations were identified and engaging conversation was created involving Rahu Dravid – the most dependable guy in India today

**Innovative Storytelling and Strong Messaging:**

- Successfully crafted a compelling story-line with a strong message that seamlessly connected with the brand proposition.
- Avoided the traditional route for the lubricants category, demonstrating creativity and innovation in advertising strategies.

**Differentiation in Consumer Minds:**

- Broke stereotypes associated with the "non-involvement" category by introducing MAK Lubricants into everyday "slice of life" conversations.
- Created a unique and memorable experience for consumers, fostering differentiation in their minds regarding lubricant products.

**Effective Utilization of Brand Ambassador:**

- Overcame the challenge of a shared brand ambassador by strategically leveraging their association to highlight distinct brand traits.
- Ensured that the brand ambassador's portrayal aligned seamlessly with the campaign's objectives, contributing to a positive and lasting brand impression.

**Lasting Impression on Consumers:**

- Achieved the noteworthy outcome of etching the brand MAK Lubricants into the minds of consumers by the end of the advertisement.
- Successfully translated the campaign's objectives into a memorable and impactful consumer experience.

**Recognition by Publications:**

- Acknowledged by various publications for the effectiveness and differentiation of the campaign, particularly in comparison to other ad films aired during the World Cup.
- Received positive reviews and distinctions, indicating the campaign's standout quality and impact in the advertising landscape.

**Organic Utilization by Influencers:**

- Stood out as the best campaign of the season with the unique achievement of having the tagline used organically by numerous influencers.
- Demonstrated the campaign's ability to resonate with a broad audience and gain organic traction, further emphasizing its excellence.

- In summary, the MAK Lubricants campaign excelled in innovative storytelling, brand differentiation, effective use of a shared brand ambassador, and garnered widespread recognition, making it a deserving candidate for the award in the applied category.

Elaborate on the measurable results/outcomes of the campaign executed. The impact created could be in the form of ROI generated for the business/increase in customer base/improved brand value of brand recall.

Increase in Retailers:

- Expansion of the brand's presence with a noticeable rise in the number of retailers across diverse markets.

Mechanic Enrollment and Acceptability:

- Surge in the enrollment of mechanics into the brand, showcasing increased acceptability within the mechanic community.

Influencer Marketing Success:

- Content creation by independent influencers featuring the line "Kabhi engine oil ke baare main itna socha hai" led to heightened social media engagement.

Memes and Stand-up Comedy Integration:

- Independent artists creating viral memes and stand-up comedians incorporating the campaign line into their conversations contributed to increased online visibility and conversations.

Sales Growth:

Building on the success of campaign, MAK Lubricants achieved a record-breaking volume of 446 TMT, with a remarkable 16% growth in FY 23-24, setting new standards of excellence. Notably, Institutional Channel also witnessed highest ever sales, reflecting the empowerment of our distribution network because of the campaign.

Demand Generation at Retail Outlets:

- Generated significant demand at retail outlets, with customers specifically asking for the product by the brand name, showcasing improved brand recall and customer awareness.
- The campaign's multifaceted approach not only contributed to increased sales and revenue but also fostered brand acceptance among mechanics and widespread recognition on social media platforms, further solidifying the brand's position in the industry.