

Namak Ho Toh Tata Ka Tata Namak



Background

In a commoditized category where differentiation is minimal, Tata Salt needed to stand out—not through functional superiority but through memorability. The answer lay in its most iconic asset: the jingle “Namak ho Tata ka, Tata Namak.” Revived with a fresh, energetic twist, the campaign aimed to embed the jingle in pop culture, ensuring it became a subconscious trigger for Tata Salt. Instead of competing with other brands, it competed for mental real estate, standing out amid digital noise and attention-grabbing content.

Through disruptive placements in unexpected everyday moments, strategic digital content, and influencer collaborations, the jingle was transformed into an omnipresent earworm. The campaign seamlessly blended nostalgia with modernity, reinforcing Tata Salt’s legacy while making it an inescapable part of contemporary consumer consciousness.



Objectives

Tata Salt, with 29.4% market share and 61.9% annual penetration, is a trusted choice for nearly 3 out of 5 Indian households, reflecting 40 years of strong brand loyalty.

In a commoditized and low-involvement category like salt, Tata Salt faced pressure from cheaper rivals. While the brand remains unrivalled in quality compared to local brands, consumers had begun to feel that all salts are the same and started to flirt with competitors offering price discounts amidst inflation. This gradually chipped away Tata Salt's market share from 29.2% in AMJ' 22 to 27.5% in AMJ' 23. Once iconic for its "Desh ka Namak" narrative, the brand power score stagnated at 59%.

Tata Salt aimed to address challenges in a declining salt category and reclaim its iconic leadership by achieving the following objectives:

1. Arrest the decline in market share and achieve grow volumes, despite a shrinking market.
2. Strengthen salience to make Tata Salt the default choice by increasing the Top-of-Mind Awareness (TOMA) and Consideration scores
3. Enhance brand power by improving consumer affinity and differentiation.



Challenges

- Revitalizing a legacy brand comes with its own set of challenges, requiring innovation and strategic precision. One major hurdle was **price pressure**, as aggressive competition from discount-driven brands led to market share erosion. To counter this, the campaign leaned on Tata Salt's distinctive brand assets (DBAs), reinforcing its position as the default choice beyond just pricing considerations.
- Another challenge was **breaking through consumer apathy** in a low-involvement category like salt. The team tackled this by deploying high-impact media strategies, securing premium sponsorships, and integrating Tata Salt seamlessly into everyday moments, ensuring strong visibility and recall.



Strategy

The campaign adopted a multi-pronged strategy to expand Tata Salt's appeal beyond homemakers, targeting younger consumers with evolving shopping habits. Recognizing the **Generation of Distracted Butterflies**, it aimed to make Tata Salt an unavoidable presence in daily life.

Key elements included:

Reviving an Iconic Brand Asset

The legendary 'Namak ho Tata ka, Tata Namak' jingle was refreshed to blend nostalgia with modern appeal, ensuring strong recall across generations.

High-Impact Amplification

A multi-platform push covered 41-city press releases, influencer campaigns on LinkedIn & Instagram, collaborations with Paps and Social Samosa, and interactive digital activations.

Content-Led Integration

11 short films seamlessly embedded the jingle into relatable Indian household moments, reinforcing Tata Salt's everyday relevance.

Star Power for Credibility

Bollywood actress Kajol added aspirational value, reaffirming Tata Salt's trust and legacy.

By combining nostalgia with contemporary engagement and strategic amplification, the campaign ensured Tata Salt remained the default choice in consumer consciousness.

Execution

The Tata Salt campaign created a buzz across multiple consumer touchpoints, ensuring visibility through a comprehensive **multi-platform strategy**.

A robust **press release strategy** led to widespread media coverage across key markets. **A high-impact in-person interview on CNBC TV18 Storyboard** further amplified the brand's message.

This **integrated and immersive approach** cemented Tata Salt's presence across traditional and digital landscapes, reinforcing its leadership position in the category.

Collaborated with LinkedIn Influencers, Ankit Uttam & Raina De for insightful conversations.

Celebrity collaboration with Bollywood icon **Kajol** brought credibility and engagement, with her endorsement generating significant conversations.

To enhance experiential engagement, the campaign seeded Tata Salt products to **lifestyle and food influencers across metro cities**, prompting them to share their experiences and link back to the iconic jingle.

On social media, **influencer marketing** played a key role, with prominent names like **Viral Bhayani, Manav Manglani, and Voompla** amplifying campaign reach. A **strategic partnership with Social Samosa** ensured curated content across **Instagram, LinkedIn, Facebook, and X**, alongside an in-depth editorial feature.

Media Output

The Tata Salt campaign generated significant media traction via press release, securing **552 mentions** across print, online, and social media, with a total reach of **68.99 million**. This included **365 print mentions, 184 online mentions, and 3 social media mentions**, ensuring widespread visibility.

A key highlight was the in-person interview with **Shibani Gharat on CNBC TV18 Storyboard**, amplifying the campaign's message to **2.21 million subscribers** through video and article formats.

Thought leaders on LinkedIn, such as Ankit Uttam and Raina De, added to the campaign's impact by generating over **7,627 views** via sparking insightful discussions within the industry.

Leveraging celebrity influence, the campaign's collaboration with **Kajol drove 906,840 impressions** across print, online, and social platforms, further strengthening brand recall.

Influencer marketing played a crucial role, with top digital voices like **Viral Bhayani, Manav Manglani, and Voompla** fueling organic conversations.

Additionally, a strategic partnership with **Social Samosa** generated **905,975 impressions** across Instagram, LinkedIn, Facebook, and X, enhancing engagement within key audience segments.

To reinforce consumer connection, a **product experiential initiative** engaged **40+ lifestyle and food influencers** across metro cities. Through product seeding and content integration, these influencers created buzz around the campaign, seamlessly linking their narratives to the brand's iconic jingle.

Coverages



STORYBOARD 18 DEEPIKA BHAN President-Packaged Foods, Tata Consumer Products

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India says, 'Namak ho Tata ka, Tata Namak', brand says it with a refreshing twist

Conceptualised by Ogilvy, the campaign includes a series of 11 light hearted yet quick-witted films showcasing the jingle's presence in various moments of a consumer's daily life, therefore making it an omnipresent 'Desh ka Namak' brand.



टाटा साल्ट ने अपनी मशहूर जिंगल नमक हो टाटा का टाटा नमक के साथ एक अनूठा अभियान शुरू किया



भास्कर समाचार सेवा

नई दिल्ली। भारत के आयोडीन युक्त नमक के अग्रणी ब्रांड, टाटा साल्ट ने अपनी मशहूर जिंगल, 'नमक हो टाटा का, टाटा नमक' के साथ एक अनूठा अभियान शुरू किया है। विभिन्न मीडिया प्लेटफॉर्म पर शुरू किया, यह अभियान 'देश का नमक' के रूप में ब्रांड की सर्वव्यापकता का प्रदर्शन करता है, और नये और युवा भारत की नब्ज पर भी हाथ रखता है। नमक हो टाटा का, टाटा नमक' जिंगल का नया रूप उपभोक्ताओं को आश्चर्यचकित और खुश करेगा; यह देश भर में हर घर में अपनी स्थायी उपस्थिति को नए परिप्रेक्ष्य में पेश करता है। दीपिका भान, अध्यक्ष, पैकेज्ड फूड्स - इंडिया, टाटा कंज्यूमर प्रोडक्ट्स ने इस अभियान पर अपनी टिप्पणी में कहा, "टाटा साल्ट भारत के सबसे भरोसेमंद और जिम्मेदार ब्रांडों में से एक है। समय के साथ 'देश का नमक' की अपील, उपभोक्ताओं के साथ और मजबूत हुई है। ओगिल्वी के चीफ क्रिएटिव ऑफिसर(वेस्ट), अनुराग अग्निहोत्री ने कहा, "हमारे देश के अधिकांश लोगों के लिए, नमक का मतलब टाटा साल्ट है और टाटा साल्ट का मतलब है, भरोसा। यह प्यार का बंधन है।

“नमक हो टाटा का, टाटा नमक”

भारतना ब्रांड्स आयोजित की सोल्ट सेगमेंट में अग्रणी अने मार्केट लीडर टाटा सोल्टे अके अनोभुं केम्पेईन वॉन्च कर्चु छे जे तेनी आईकोनिक जिंगल “नमक हो टाटा का, टाटा नमक” मां नवा प्राण पूरे छे. आ मल्टी-असेट केम्पेईन ‘देश का नमक’ स्वरूपे ब्रांडनी सर्वव्यापकतानी 0जवषी करे छे जे युवानोमां गूंजे छे अने भारतनी रगेरगने पक्ष पकडे छे. ते जिंगलने तेनी टाईमलेस सिग्नेचर ट्यून जणवी राभतां बिलकुल नवा वणोंक साथे नवी द्रष्टि पूरी पाडे छे. “नमक हो टाटा का, टाटा नमक” जिंगलनुं 2.0 वर्जन तेना ब्राडकोने सरप्राईज अने आनंदना अके अनेरा तत्वनुं वचन आपे छे. ते समग्र भारतना धरोमां तेनी अनोभी डार्जरी अंगेनो अकेदम नवो परिप्रेक्ष्य रजू करे छे. ओगिल्वी द्वारा मूकयेला तेना प्याल



पर आधारित आ केम्पेईनमां डणवी परंतु तरत ज हृदयने स्पर्शी जय तेवी ११ किलोमीनी सिरीज छे जे ब्राडकना रोजभरोजना जवनमां विविध क्षणोमां जिंगलनी डार्जरी दर्शावे छे जेथी ते भरा अर्थमां “देश का नमक” ब्रांड अने छे. आ नवीनतम ईमर्सिव अनुभव द्वारा देशनी सौथी प्रिय ब्रांड्स पैकीनी अके टाटा नमकनो ध्येय पेडीओथी तेना ब्राडकोमां 0डा जोडाषने बनाववानो तथा पोताने अके अेवी ब्रांड तरीके रजू करवानो छे जे आजना दर्शकीनी आकांक्षाओ तथा मूख्योने रजू करे.

ടാറ്റാ സോൾട്ടിൻറെ പുതിയ കമ്പയിൻ

കൊച്ചി: ഇന്ത്യയിലെ ബ്രാൻഡഡ് അയോഡൈസ്ഡ് സോൾട്ടിലെ മുൻനിരക്കാരായ ടാറ്റാ സോൾട്ട് അതിൻറെ 'നമക് ഹോ ടാറ്റാ കാ, ടാറ്റാ നമക്' എന്ന ജനപ്രിയ ജിംഗിളി ന് പുതു ജീവൻ നല്കുന്ന പുതിയ കമ്പയിൻ ആരംഭിച്ചു. 'ദേശ് കാ നമക്' എന്ന തീർത്ഥിലുള്ള ബ്രാൻഡഡ് സോൾട്ടിൻറെ സർവ്വവ്യാപനമാണ് ഈ മൾട്ടി അസെറ്റ് കമ്പയിൻ ആരംഭിക്കുന്നത്. ജിംഗിളിൻറെ കാലാതീതമായ സിംഗ്നേച്ചർ ബ്ലേൺ നിലനിർത്തുന്നതിനോടും തന്നെ പുതിയ ഒരു കാർട്ടൂൺ കമ്പയിൻറെ ലോക്കുമാണ്. ജിംഗിളിൻറെ കാലാതീതമായ സിംഗ്നേച്ചർ ബ്ലേൺ നിലനിർത്തുന്നതിനോടും തന്നെ പുതിയ ഒരു കാർട്ടൂൺ കമ്പയിൻറെ ലോക്കുമാണ്. ജിംഗിളിൻറെ കാലാതീതമായ സിംഗ്നേച്ചർ ബ്ലേൺ നിലനിർത്തുന്നതിനോടും തന്നെ പുതിയ ഒരു കാർട്ടൂൺ കമ്പയിൻറെ ലോക്കുമാണ്.

نمک ہونا ٹاٹا کا، ٹاٹا نامک ہم کا آغاز



حیدرآباد - 22 مارچ: (پریس نوٹ) ٹاٹا سالٹ کی جانب سے ایک منظر ڈیم نامک ہونا ٹاٹا کا، ٹاٹا نامک کا آغاز کیا گیا ہے۔ اس مہم پر تہرہ کرتے ہوئے دیش کا بھان، پریزیڈنٹ جیا کینڈ فوڈس، انڈیا، ٹاٹا کنزرویٹو پراڈکٹس نے کہا کہ ٹاٹا نامک ہندوستان کا ایک انتہائی پھروسہ مند اور ذمہ دار برانڈ ہے۔ دیش کا نامک کے طور پر اس کا یہ پراڈکٹ 40 سال سے زیادہ عرصہ سے عوام کے لیے پیش کیا جا رہا ہے۔

ಟاٹا ಉಪ್ಪಿಗೆ ಹೊಸ ಜಾಹೀರಾತು

ಟಾಟಾ ಸಾಲ್ಟ್ ಹೊಸ ಜಾಹೀರಾತು ಅಭಿಯಾನ ಆರಂಭಿಸಿದೆ. ಹೊಸ ಸಿಗ್ನೇಚರ್ ಟ್ಯೂನ್‌ನಲ್ಲಿ 'ನಮಕ್ ಹೋ ಟಾಟಾ ಕಾ, ಟಾಟಾ ನಮಕ್' ಜಾಹೀರಾತು ಹೊರತರುತ್ತಿದೆ. ಒಟ್ಟು 11 ವಿಭಿನ್ನ ಜಾಹೀರಾತು ಚಿತ್ರಗಳ ಸರಣಿ ಪ್ರಸಾರಕ್ಕೆ ಎದುರು ನೋಡುತ್ತಿದೆ ಎಂದು ಕಂಪನಿ ತಿಳಿಸಿದೆ.



DEEPIKA BHAN PRESIDENT - PACKAGED FOODS AT TATA CONSUMER PRODUCTS

Business Outcomes

Top-of-Mind Awareness (TOMA) increased by **400 basis points**, making Tata Salt the most recalled brand in its category.

Consideration scores rose by **300 basis points**, strengthening consumer preference at the decision-making stage.

Market share grew by **3.4%**, reversing category decline and reinforcing Tata Salt's leadership.

Sales volume surged by **6.6%**, achieving record-high sales for the brand

Brand power increased by **3.8%**, solidifying Tata Salt's trust and dominance in Indian households.

Campaign videos amassed **10+ million views**, showcasing strong digital engagement and storytelling impact.

HOW TATA BECAME DESH KA NAMAK?



Thank you



Desh Ki Sehat
Desh Ka Namak



Tata Salt

Desh ki Sehat, Desh ka Namak

Every grain of Tata salt ensures purity and the right amount of iodine for mental development.