A communication idea that became a mobile big data goldmine

GODREJ (INDIA) CASE

MMA CHINA 中国无线营销联盟

A household name in India since 1897

Complex brand to express spanning B2C B2B

Success via individual films not corporate AV

Examined ways to accelerate ad to purchase

AWARENESS

INTEREST

EXPLORATION

PURCHASE

What happens after days? Months? Years?

FREE - G

!

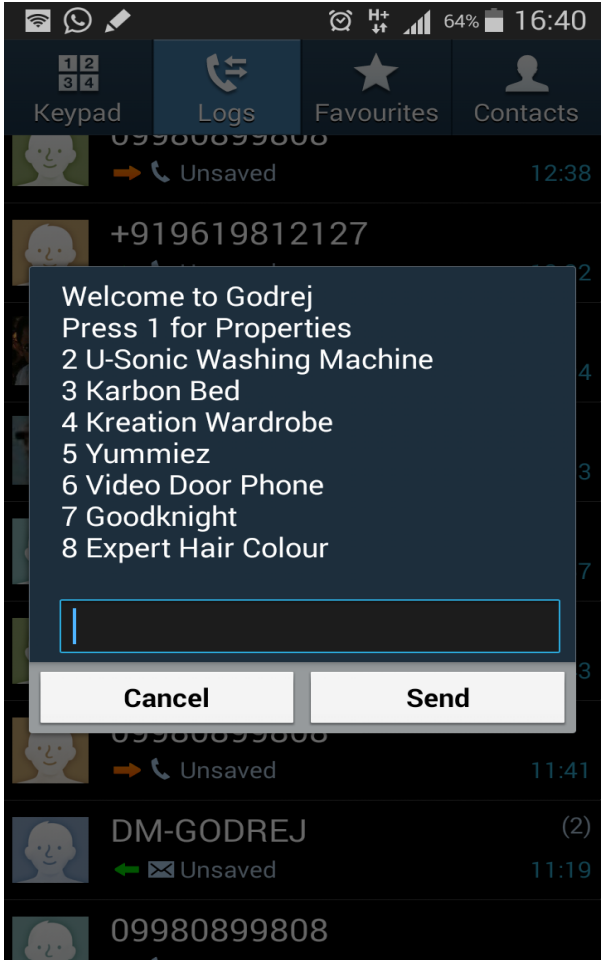
A free way to reach
G(odrej)

Free G - A number to call after seeing the ad

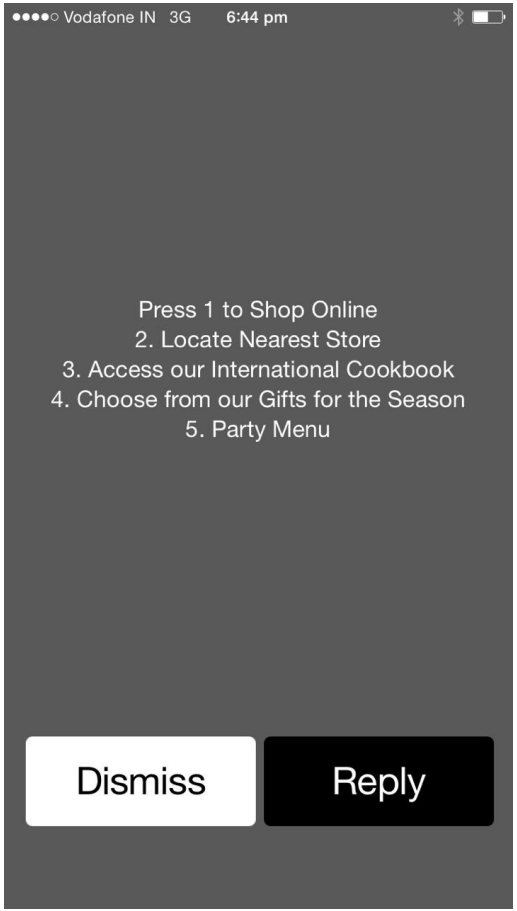
- A permanent asset not just for a campaign
- USSD for browsing experience without internet (900Mn vs 250Mn)
- Able to feature all products in a menu - critical for brand

All TV ads ended with this

USSD landing screen



Different products different follow up



The power was evident immediately

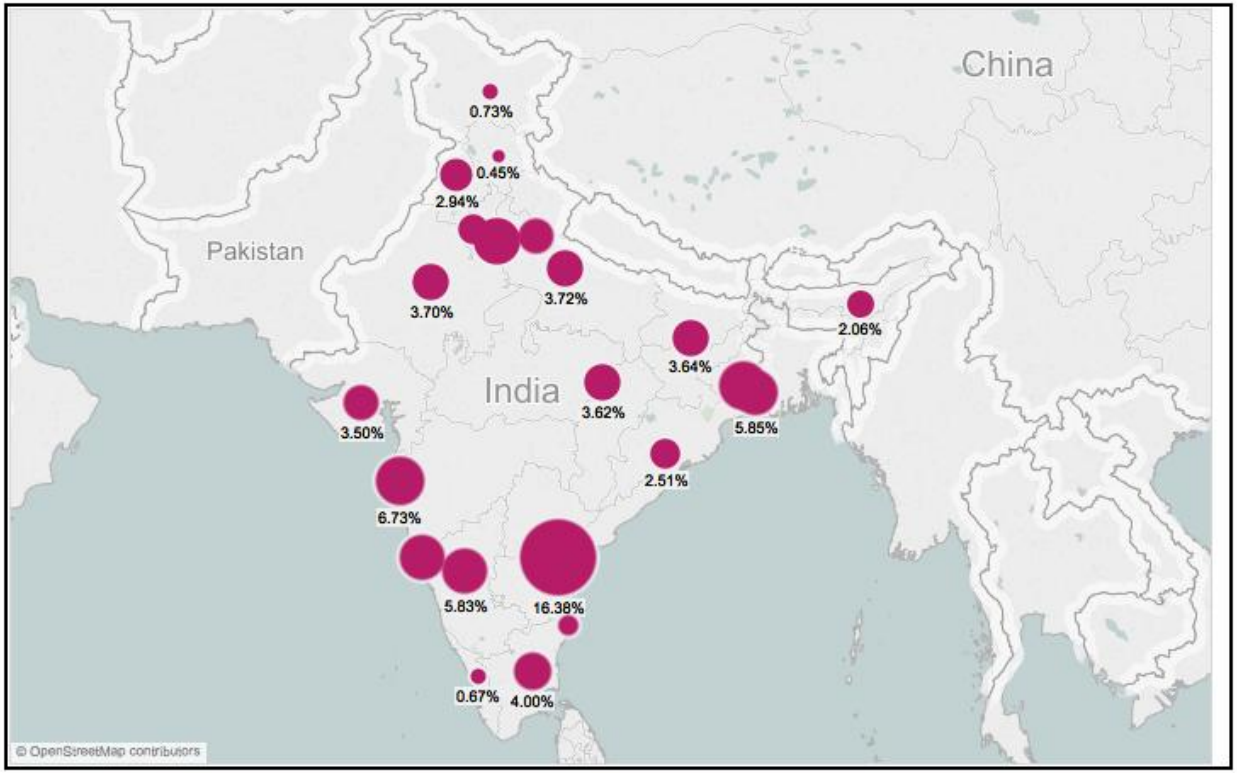
1000 calls / day

Marketing multiplier!!!!
2 products/ caller, incl non-advertised

Modified the menu to allow go back without calling back

But an explosion of gains since then….
(over 200,000 calls)

ANY DAY / HOUR WE KNOW WHERE CALLS ARE FROM



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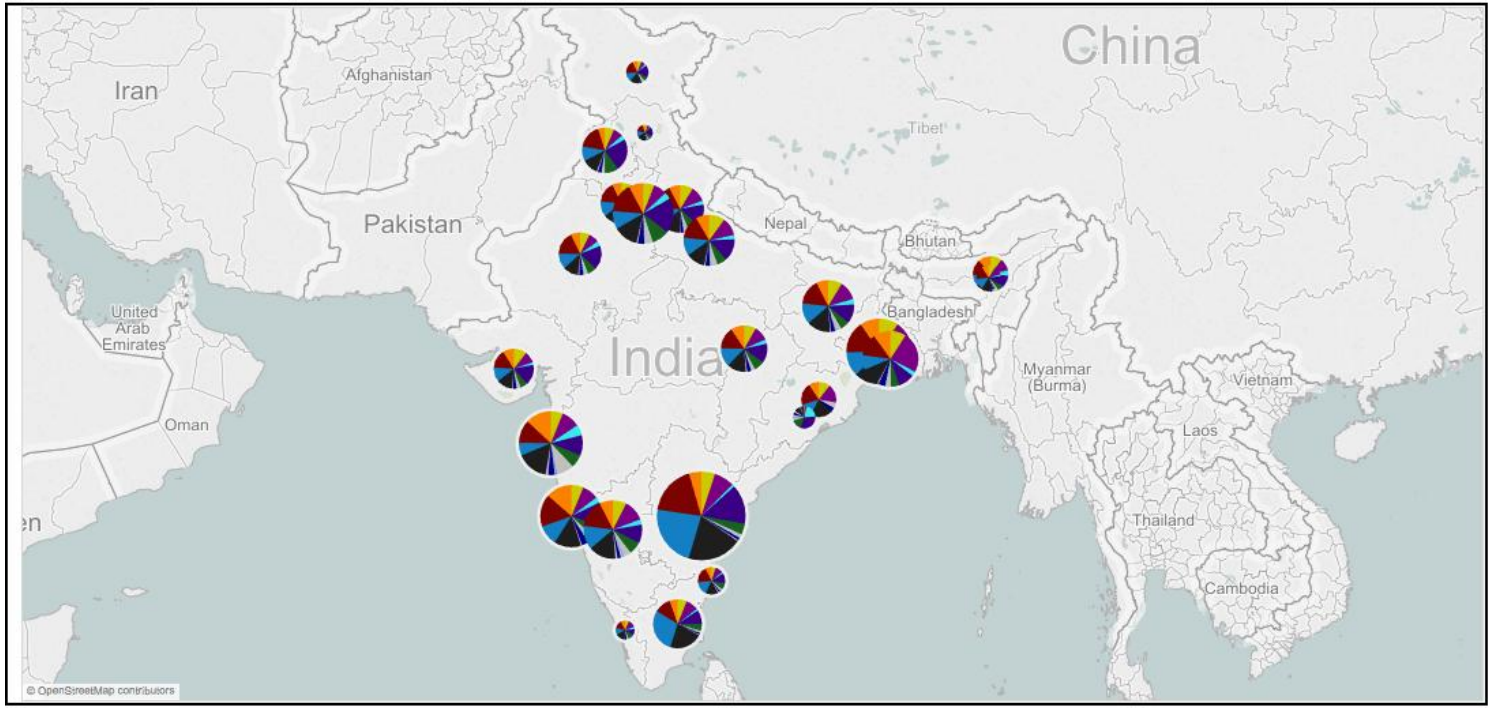
AND WE ALSO KNOW ABOUT WHAT PRODUCT



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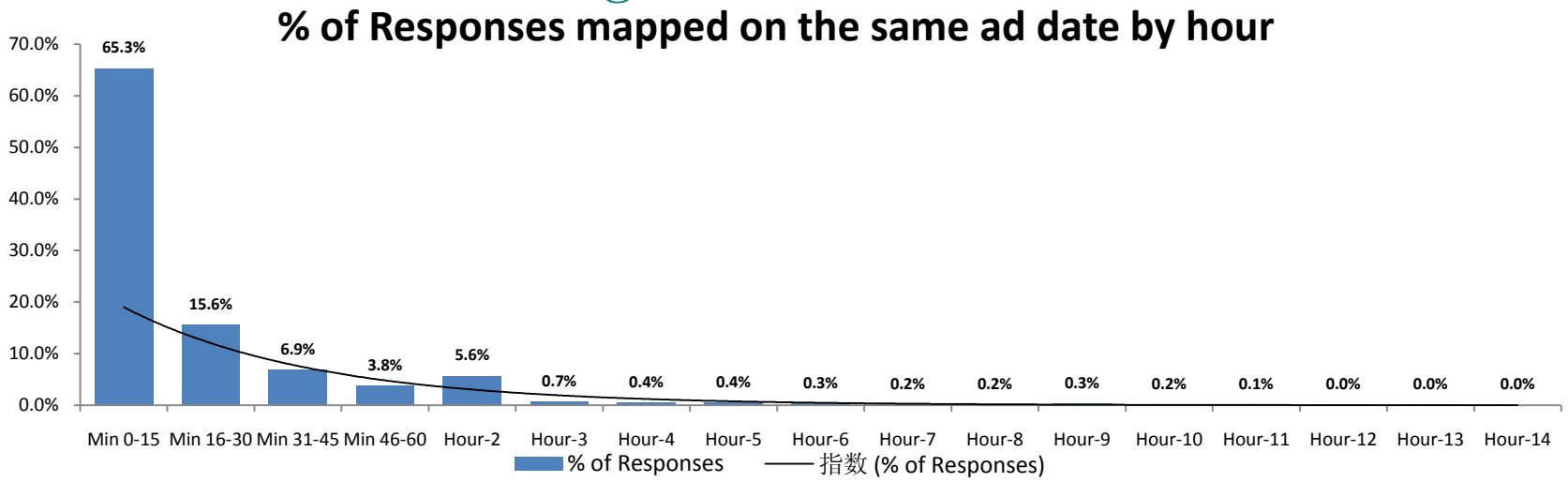
We know how long a call to action lasts!



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SO WE KNOW FOR ANY AD WHICH CHANNEL WORKS HOW MUCH

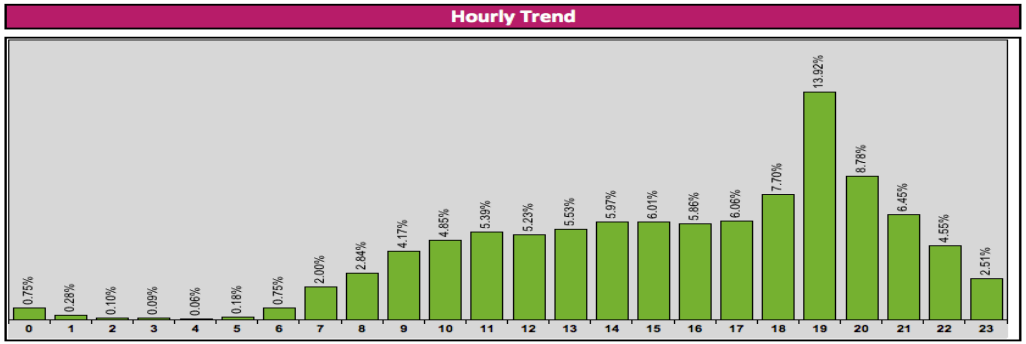
Measure for traditional mass media on effectiveness for us not reach!

Every 1% improvement on a $100Mn budget is 1Mn saved!

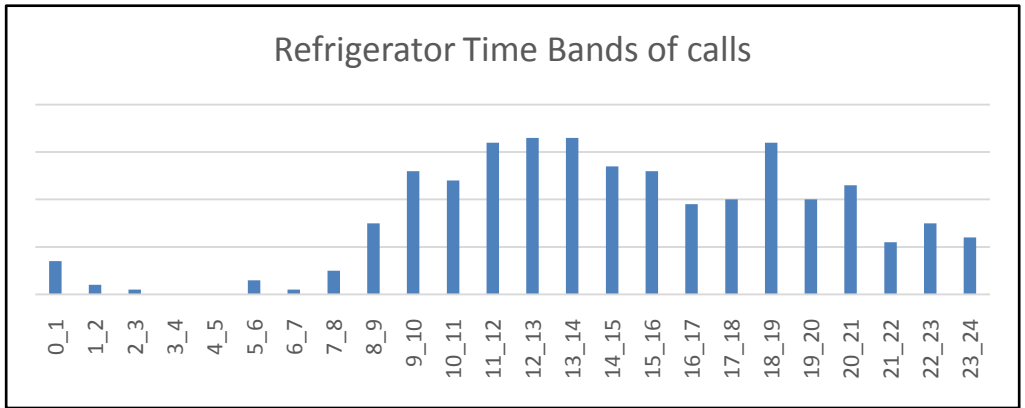
Channel wise Distribution

Channel	
Star Plus	%
9X Tashan	%
India TV	%
TLC	%
MH1	%
NATIONAL GEOGRAPHIC	%
Z 24 Taas	%
News 24	%
Comedy Central	%
History TV18	%
Life OK	%
DISCOVERY CHANNEL	%
SONY AATH	%
24 GHANTA	%
Star Gold	%
GEMINI	%
Sun TV	%
Suvarna News 24x7	%
Kairali	%
UTV Movies	%
AXN	%
SONY ENTERTAINMENT TV	%
TV5 NEWS	%
Movies OK	%
RAJ TV	%
CN Cartoon Network	%

Unexpected insights or hypothesis!



Typical peak at prime time



Lunch time peak for refrigerator?
Is food activity a prompt?

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WE CAN CONFIRM EFFICIENCY OF EDITS

Duration	Total Missed Calls	Missed calls/ day	Total Leads	Leads/ day
(30 sec) - silent	16812	800.57	9614	457.81
(20 sec) - verbalised	23068	1098.48	11940	568.57
		+37%		+24%

Do product integrations work?

Or is it marketer hubris?

WE have evidence we never had before - placements

WE DARED TO PUT 8 PRODUCTS IN ONE EPISODE OF MANY SUCH TV SERIES!

WE have evidence we never had before - placements

Calls increased to ~2-3,000 across shows / languages

Record 15000+ after one such series episode

WE KNOW WHAT COMBINATIONS, AND HOW MANY

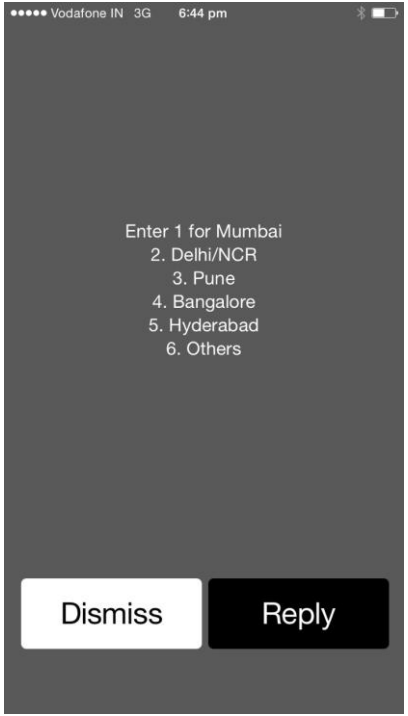
Top 20 Product Combinations

Product Combinations	% of Customers
Properties - U sonic Washing Machine	%
Karbon Bed - U sonic Washing Machine	%
Properties - Video Door Phone	%
U sonic Washing Machine - Video Door Phone	%
Karbon Bed - Properties	%
Karbon Bed - Video Door Phone	%
Karbon Bed - Kreation Wardrobe	%
Goodknight - Video Door Phone	%
Expert Hair Creme - Goodknight	%
Expert Hair Creme - Properties	%
Goodknight - Properties	%
Expert Hair Creme - Video Door Phone	%
Properties - Yummiez	%
Goodknight - U sonic Washing Machine	%
Expert Hair Creme - U sonic Washing Machine	%
Video Door Phone - Yummiez	%
Kreation Wardrobe - Properties	%
Expert Hair Creme - Yummiez	%
Karbon Bed - Properties - U sonic Washing Machine	%
Properties - U sonic Washing Machine - Video Door Phone	%

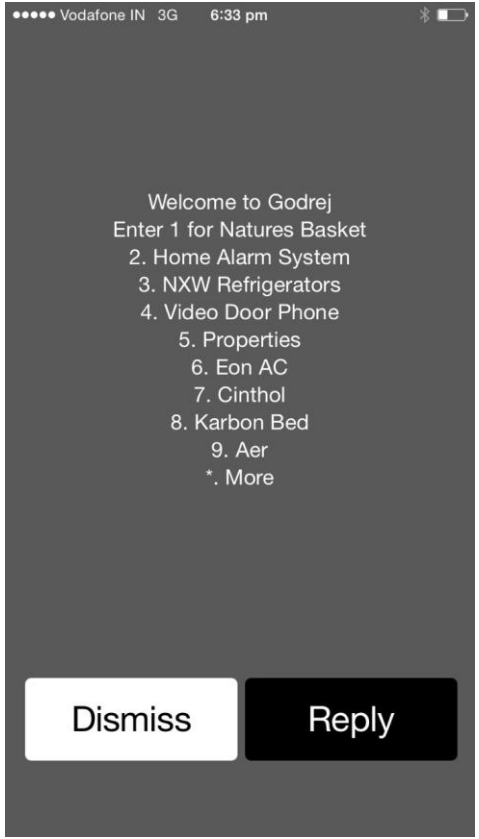
And combinations can tell us more

One city one area – Buying home

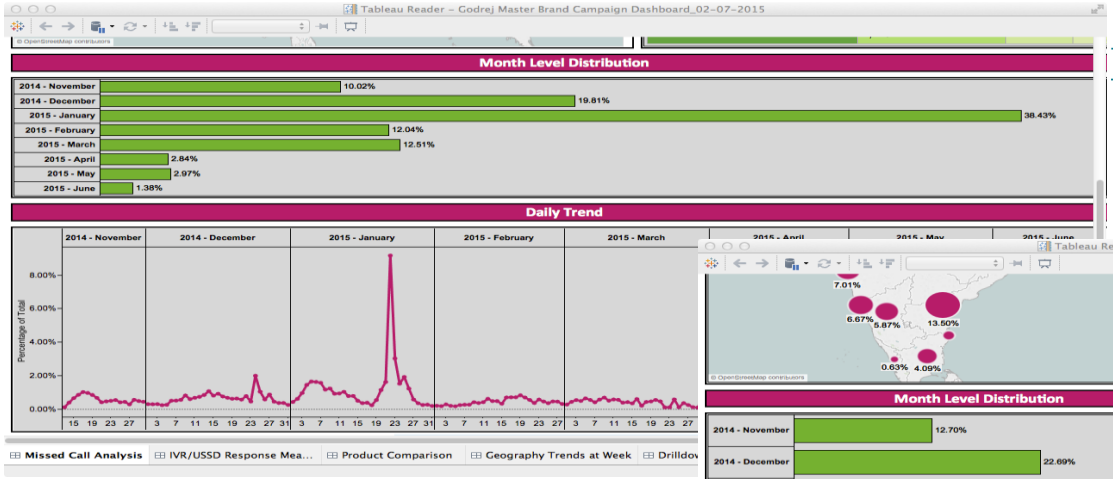
More than one - Investor

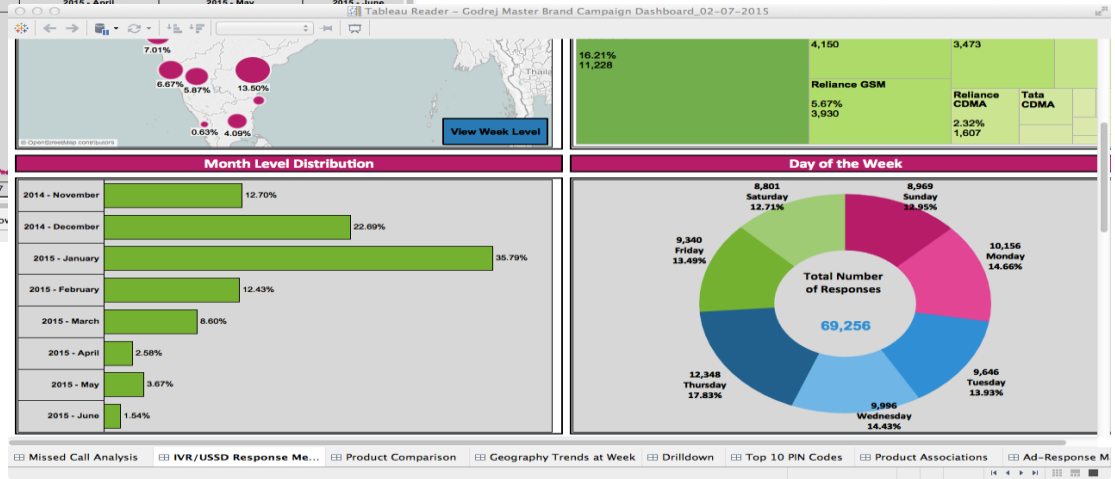


Expanded the menu, beyond items



re dashboard!





Free - G : free for consumers, invaluable for Godrej

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AUGUST 14, 2015 • SHANGHAI
co-organized by MVDhouze

Thank you!

shireeshjoshi

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