



Digital Transformation: The Godrej Way

Submission by InMobi

SUMMARY (Mention key highlights of the campaign)

Point 1

GCPL has become the leading player in the home insecticide sector in India, with powerhouse brands such as Good Knight and HIT. However, compared to other home and personal care products, **the home insecticide segment has had lower engagement among the predominant purchase influencers in Indian households - women.**

Point 2

With the onset of the COVID-19 pandemic, the key brand objective for GCPL was to **reinforce the need to maintain hygienic insect-free homes**. The core challenges lay in: **breaking through the existing clutter of COVID-related marketing in this segment and engaging meaningfully with Indian women - the core target group.**

Point 3

Through the pandemic, the brand's strategic priorities were focused on **foraying into direct-to-consumer (D2C) retailing, building e-commerce capabilities and leveraging data to strengthen consumer relationships.**

Point 4

Through these campaigns, GCPL witnessed a stellar **1.5x completion rate** and **2.5x engagement rate** compared to industry standards. This sky-high growth was achieved at a **10 percent** lowered cost making it a phenomenally effective and successful campaign as they reached around 1.3 million engaged users.

1. THE ISSUE (Challenge & Objective)

Point 1

With the onset of the COVID-19 pandemic, the key brand objective for GCPL was to **reinforce the need to maintain hygienic insect-free homes.**

Point 2

The core challenges lay in: **breaking through the existing clutter of COVID-related marketing in this segment and engaging meaningfully with Indian women - the core target group.**

Point 3

GCPL planned to deploy marketing campaigns on the mobile platform and maximize business impact via personalization by leveraging transparent and efficient media buying channels and **doubling down on and activating first-party data via their advanced, in-house customer data platform (AI-CDP).**

2. THE STRATEGY

Point 1

As educating consumers on maintaining insect-free homes became more important during the health crisis of the pandemic, GCPL decided to launch a **campaign to get consumers to continue using Good Knight and HIT to stay safe and protected against vector-borne diseases.**

Point 2

To make an impact, GCPL had to **target household-product purchase influencers, and in India, this group primarily comprised women.** However, the pandemic drastically changed the daily lives of these women, and they **now sought entertainment from various digital-first channels, spending considerable time on on-demand video OTT, casual gaming, and news apps on their mobiles.**

Point 3

To leverage this, **a mobile-first campaign was designed.** InMobi's creative solutions delivered seamless buffer-free, in-app video experiences to drive the required impact for the campaign. Three different horizontal, **short-form mobile video ads were launched:** a 15-second video for Kala HIT Lime, a 20-second video for Lal HIT, and a 30-second video for Good Knight Gold Flash. Since India is a diverse country where consumers speak different languages, GCPL decided to **capture hyperlocal interest and launch vernacular ads** in Hindi, Marathi, Gujarati, Kannada, and Malayalam.

3. THE EXECUTION

Point 1

GCPL partnered with InMobi to **meticulously translate the brand's key focus areas into business success throughout the marketing funnel**. By marrying the brand's first-party data and InMobi's data signals, especially around ad engagement, GCPL built custom audiences and **phased out a sequential targeting strategy to drive consideration among users with a high brand or product affinity, and intent.**

Point 2

As the first step in sequential targeting, **GCPL clustered the video ad viewers into two segments: the engaged audience and the unengaged audience.**

Point 3

For the engaged audience, GCPL delivered a full-screen rich media ad with a clear call-to-action 'Buy Now', that would enable the users to buy the products from the website. **For the unengaged audience, video ads were delivered in the subsequent month's campaign to create top-of-the-mind awareness and recall.** As the unengaged audience began interacting with the ads, they were also nudged to complete the purchase.

Point 4

With the personalization and retargeting capabilities of InMobi DSP, GCPL nudged engaged audiences to consider buying the product and ultimately purchase the product via an immersive mobile-first creative, thereby driving higher ROI. And finally, using InMobi's Pulse's brand track study enabled GCPL to understand the impact of the campaign from the consumer's point of view.

4. THE RESULT

Point 1

GCPL's **brand messaging reached over a massive 10 million unique users**, and the **videos recorded a stellar 1.5X completion rate** and a **2.5X engagement rate** compared to the industry benchmarks. As a result of the sequential targeting and retargeting, GCPL successfully reached about **1.3 million engaged users**, and at a **10% lowered cost**.

Point 2

While GCPL successfully leveraged programmatic to drive awareness, engagement, and consideration, it **aimed to further validate the accuracy of its first-party data-led precision targeting methodology and better understand the perception and preferences of users of the home-insecticide products**.

Point 3

To achieve this, **GCPL conducted a survey on InMobi Pulse that helped GCPL understand the top-of-the-mind recall, aided and spontaneous awareness, and sentiment of the consumers towards the brand**. This helped the brand **quality-check their first-party data that resided in their AI-CDP**.

Point 4

The qualitative insights revealed that the **mobile video ads had provided a 22% higher recall for their brand HIT, compared to their brand Good Knight**. Further, the **home insecticide category saw a 15% growth in the last fiscal year with the combined efforts** of precision targeting, retargeting, and programmatic videos, thereby making this a hugely successful campaign for GCPL.

SUPPORTING CREATIVE

Highlight the submitted supporting creative in **RED**

- Video(s) - <https://youtu.be/UmOsB2b8kFA>
- Image(s) -
 - <https://inmo.bi/3Ob87qL>
 - <https://inmo.bi/37QvHZ2>
 - <https://inmo.bi/3jDXDSU>
- PDF Document –
 - <https://go.inmobi.com/gcpl-digital-transformation-with-inmobi/>
- Articles –
 - <https://brandequity.economictimes.indiatimes.com/news/industry/godrej-consumer-products-partners-with-inmobi-to-pioneer-precision-marketing-at-scale-using-personalized-video-communications/86362436>
 - <https://www.financialexpress.com/brandwagon/godrej-consumer-products-limited-strengthen-its-partnership-with-inmobi/2329919/>
 - <https://www.exchange4media.com/marketing-news/godrej-consumer-products-inmobi-partner-to-enhance-digital-marketing-capabilities-115668.html>