

Marico Nihar SMS Campaign



■ Summary:

Marico wanted to promote their brand Nihar in Ahmedabad and Nagpur. Aim was to do sampling project for Nihar Hair Oil. Sms Campaign was done 'What brand of hair oil do you use? Reply to this message with OIL <space> your-hair-oil-brand and you could win fabulous prizes!'

■ Solution :

We did a Mass Sms Campaign for the brand. Lucky winners won Nihar Naturals gift hamper coupons on the mobile phones. These coupons could be redeemed at Cafe Coffee Days for a free sample of Nihar oil.'

■ Outcome :

- ▶ Qualified leads generated
- ▶ Increased requests with new response channel
- ▶ Increased information flow to customer
- ▶ Opt-in database created which increased opportunities for 1:1 communications with customers.

Direct Measurability

Brand could measure its market position really well.