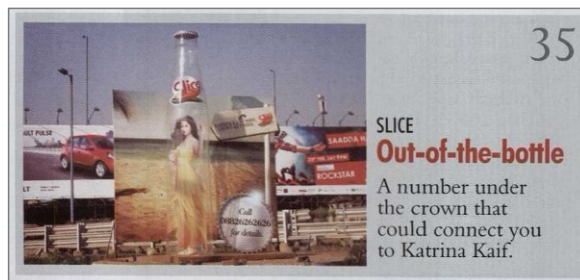


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SLICE

Out-of-the-bottle Thinking

To promote the contest 'Katrina Ka Number, Crown Ke Under', a 15-foot bottle was created using ABS moulding, with a cut out of Katrina Kaif inside it. By Jhumur Nandi

Mango flavoured beverage Slice recently launched its 'Katrina Ka Number, Crown Ke Under' campaign, featuring brand ambassador Katrina Kaif, on television to mark the beginning of the summer season. The campaign that ended on March 31 was extended through an innovative out of home (OOH) creative across the country.

The innovation involved a 15-foot transparent bottle made of acrylonitrile, butadiene and styrene (ABS) moulding to give it strength, rigidity and toughness. The bottle was placed on a platform and had a cut-out of the actor inside it. A large crown was placed along with the bottle on the platform. The creative carried the message, 'Call 08826262626 for details'. It was given a beach backdrop for a romantic feel, along with a plank as a direction post with the campaign theme written on it.

Homi Battiwalla, category director, colas, hydration and mango-based beverages, PepsiCo India, says, "Slice has always used OOH as a key visibility medium. For our latest campaign, 'Katrina Ka Number...', we supplemented traditional OOH with disruptive innovations."

The innovation highlighted the core concept of the campaign, which provided a number under each crown of Slice. On dialling the number, lucky winners could get to take Kaif out on a date. Kaif's image inside the bottle, the crown and beach backdrop brought out this idea.

Executed by Portland Outdoor, a unit of Kinetic India, along with Mindshare India and the brand's creative agency JWT, the OOH innovation was placed at 11 locations across India including Marina Beach in Chennai, near DT mall in Gurgaon, DND Flyover in Noida, Mahim Causeway and Juhu Chowpatty in Mumbai, Kanakaria Lake in Ahmedabad, University Road in Pune, Fun mall in Lucknow, Subhash Park in Agra, Heera Palace in Kanpur and Fun mall in Chandigarh.

"The installations were placed



in locations where consumers least expected them, like the DND Expressway in the NCR, Marina Beach in Chennai and Mahim Causeway in Mumbai. It was truly a traffic-stopping idea as no one expected this giant bottle, with Katrina Kaif visible inside it, to appear amidst busy traffic," adds Battiwalla.

"The innovations aimed to surprise the consumers and extend the Slice experience," says Pushpendra Singh, national director, Kinetic Worldwide, on the idea behind the OOH innovation.

The idea of the execution was to bring alive the campaign theme, shares Rahul Thappa, leader, client leadership, South Asia, Mindshare.

SLICE BETS BIG ON DIGITAL

Slice launched its campaign 'Katrina Ka Number, Crown ke Under' to mark the start of summer. After television, out of home and print, the brand extended the campaign to the digital medium. The digital campaign was executed by Mindshare.

One of the most prominent campaigns launched by Slice was the live online Katrina chase. In the digital campaign, one saw its brand ambassador, actor Katrina Kaif, saunter around and then disappear. She invited the user to chase her by clicking on a web banner. The click transferred the user to the live homepage of another portal, urging the user to chase her again. The chase finally ended on a third homepage, where the campaign communication was revealed.

Another innovation involved a banner ad synchronised with a mobile backend. Here, she asked the user to input his/her mobile number and gave him/her a call in real time. As soon as the user picked up the call, Katrina started speaking to the user from the banner! The third one was a rollover banner on major websites.

Slice has also actively used social media to create buzz around the campaign. The drink's Facebook page, which has over 1,00,000 fans, was used to create hype around the campaign before it was launched on any other media platform.

Yashraj Vakil, chief operating officer, Red Digital (the agency which handles Slice's social media duties), says, "Social media was used as the starting point for this campaign. Slice's Facebook page is being used as a tool to increase consumption as we have a contest running that allowed users to chat with the brand ambassador, Katrina. Facebook allows us to identify the potential target audience, too." Red Digital has also launched an app called Date Quotient, which measures whether the user has the quotient to go on a date with Katrina.



(From left) Battiwalla, Singh and Thappa: creating a stir

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