

THE BRAND

Brand: Kingfisher
Opco: India
Marketing Director: Vikram Bahl

Brand In A Bottle:
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
Kingfisher is the trustworthy brand that **brings people together** who seek **authentic conversations**. The brand that makes you **feel at ease and open up**.

Market Context:
Kingfisher is the largest beer brand in India, with twice the brand power of the next biggest competitor but has been losing BP due to premiumization and the advent of economy segments in key states.

THE CAMPAIGN

Campaign name: Dil Khol Ke bol With Kingfisher
Launch date: 8th April 2024
Formats: Digital Films, POSMs, Influencer, MONT Screenings, Stadium Activation, Meet and Greets & Digital Contest.

Communications objective:
Increase the connection with the youth by strengthening the association of Kingfisher and IPL.

Campaign strategy and creative idea:
• A 360-degree campaign led by TVC on OTT platforms and surround on META. This was accompanied by Influencer pieces on Meta and activations at stadiums, Meet & Greets, POSM drive, Digital Contest.

MWB 1 – Unique brand positioning
MWB 3 – Develop breakthrough communication
MWB 8 – Amplify visibility and experience

Job To Be Done:
Drive iconicity with an overall IPL focussed idea for Kingfisher, using cricket players as the hero.

Insight:
Kingfisher believes being authentic and unfiltered can lead to stronger bonds between friends.

Demand Space:
Everyday Connecting Out of Home

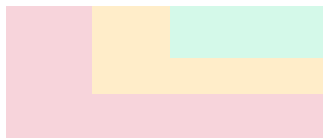
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers <table><tr><td>☒</td><td>☐</td><td>☐</td></tr><tr><td><30%</td><td>30%-50%</td><td>>50%</td></tr></table>	☒	☐	☐	<30%	30%-50%	>50%	1B (for game-changer brands) Total reach among target consumers <table><tr><td>☐</td><td>☐</td><td>☐</td></tr><tr><td><30%</td><td>30%-60%</td><td>>60%</td></tr></table>	☐	☐	☐	<30%	30%-60%	>60%	2 (for all brands) Overall campaign duration <table><tr><td>☐</td><td>☐</td><td>☐</td></tr><tr><td><12wks</td><td>12wks - 2yrs</td><td>>2yrs</td></tr></table>	☐	☐	☐	<12wks	12wks - 2yrs	>2yrs	3 (for all brands) Total number of channels <table><tr><td>☐</td><td>☐</td><td>☐</td></tr><tr><td><5</td><td>5-10</td><td>>10</td></tr></table>	☐	☐	☐	<5	5-10	>10
☒	☐	☐																									
<30%	30%-50%	>50%																									
☐	☐	☐																									
<30%	30%-60%	>60%																									
☐	☐	☐																									
<12wks	12wks - 2yrs	>2yrs																									
☐	☐	☐																									
<5	5-10	>10																									

Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign. LINK : [IPL 2024](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s):
Difference score(s):
Salience score(s):

Shortly describe key optimisations based on pre-testing, if available.

Post-campaign results:
Focus on business impact and learnings using Metrics That Matter such as Sales (volume contribution / incremental sales & ROI), Brand Equity (brand power, salience), and Communication Cut Through (comms awareness / ad recall)

- BP increased from 23.5 In JFM 24 to 23.7 in AMJ 24 post campaign & had a positive impact on NCCS B.
- In BLS – Aided awareness rose by 14%, Brand Favourability by 28%, Purchase Intent rose by 23%.

Dil Khol Ke Bol WITH KINGFISHER



OFFICIAL PARTNERS OF


KINGFISHER
PREMIUM
PACKAGED DRINKING WATER
The King of Good Times



Campaign Overview



A 360-degree campaign focussing on a mix of communication and activation during the IPL has resulted in KF being the only Alcobev brand in the top 15 being recalled by consumers according to a research by Kadence.

FILMS ON JIO CINEMA



[IPL 24 – Films Link](#)

2 Films with RCB and 2 with MI in 6 languages on Jio resulted in:

- 500 Mn+ Impressions
- 3850 FCT on CTV till 12th May

POSM and OUTLET DECOR



- PAN India deployment across 20K + outlets
- Décor in MONT in major cities.

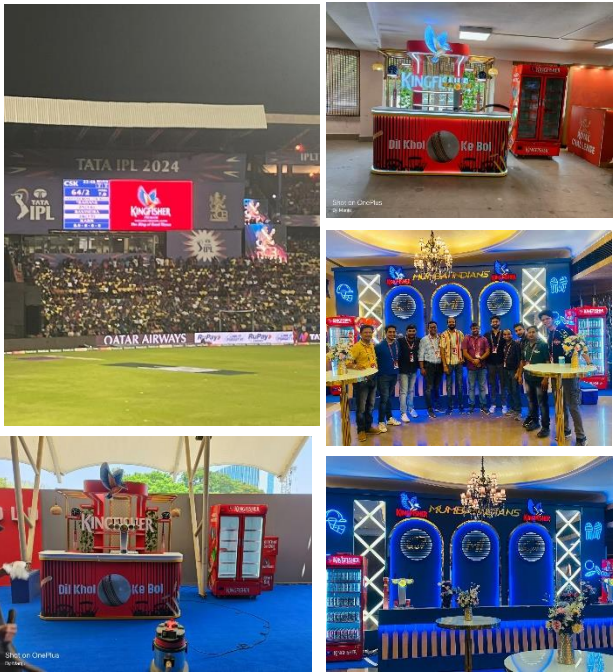
PROMOS



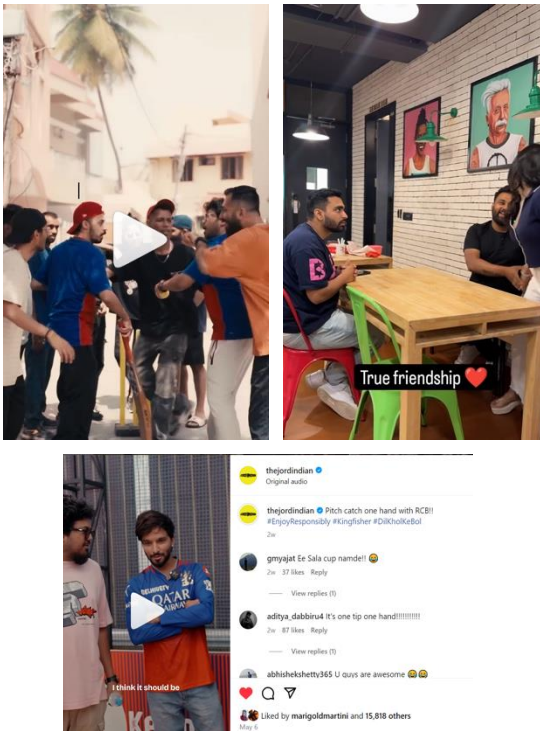
Both Purchase linked and Non-purchase Linked promos were run across Maharashtra and Karnataka to drive engagement.

A 360-degree campaign focussing on a mix of communication and activation during the IPL has resulted in KF being the only Alcobev brand in the top 15 being recalled by consumers according to a research by Kadence.

STADIUM



INFLUENCERS



CONTEST



MEET AND GREET



Stadium Branding done at RCB and MI stadium:

1. Big Screen at Chinnaswamy
2. Bar setup at Chinnaswamy and Wankhede

Collaborated with top influencers to create RCB Anthem, Meet and Greet, Match Day content etc:

- 10M Reach on Insta
- 12.4 M plays on Insta
- 3% Increase in followers on Insta in 1 month

Spin the Bat contest across the country through POSM and Social Media resulted in:

- 3 lakh unique app visits
- 17000 1PD collected through active participation

Meet and Greet with RCB and MI stars:

- With retailers, distributors and contest winners





Virat, last night you clapped for us from the boundary...



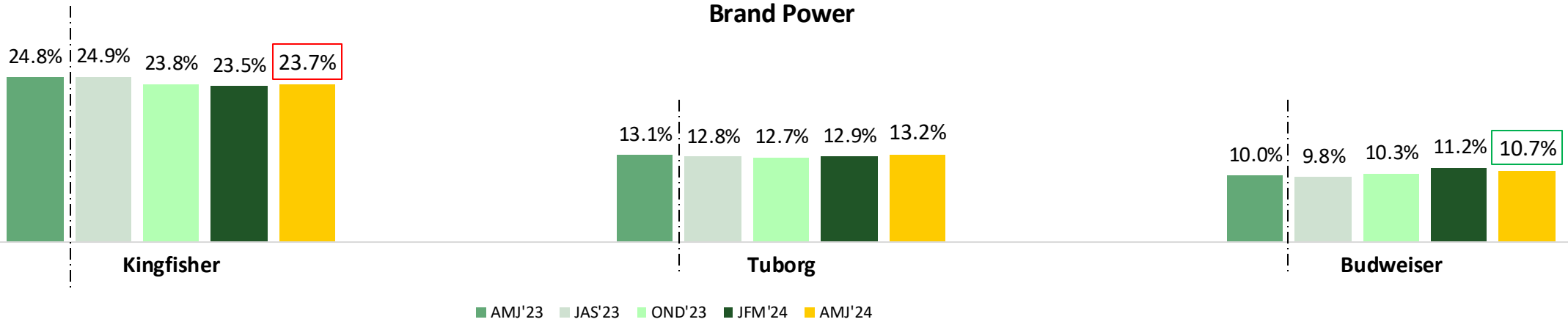
KINGFISHER
PREMIUM
PACKAGED DRINKING WATER

Captain,

Impact of the Campaign on the Brand



Due to IPL, KF's Brand Power rose by 0.2% from JFM'24 to AMJ'24.



All India	Kingfisher					Tuborg					Budweiser				
Period	AMJ'23	JAS'23	OND'23	JFM'24	AMJ'24	AMJ'23	JAS'23	OND'23	JFM'24	AMJ'24	AMJ'23	JAS'23	OND'23	JFM'24	AMJ'24
Meaningful	161	157	154	144	149	126	127	125	125	121	113	111	112	112	110
Difference	159	161	143	140	143	123	121	123	114	119	111	105	112	110	109
Salience	264	262	255	243	240	156	151	143	140	144	138	142	138	135	134
TOM	46	46	44	43	44	13	13	12	12	13	12	11	11	12	11
Spont	85	84	82	80	80	58	57	54	54	57	47	49	47	50	48
Regular Users	77	76	71	69	69	54	55	55	54	55	42	43	42	45	43
MOUB	39	36	33	31	31	13	14	12	13	12	10	9	10	12	10

Meaningful/ Difference/ Salience are index scores

Base- AMJ'23- 4645; JAS'23- 4643; OND'23- 4364; JFM'24- 4621; AMJ'24- 4698

Significant change at 95% vs. AMJ'23



The campaign had a positive impact on KF nationally, and also notably among NCC B, and 36-45 yrs. There was a positive effect in KA too.

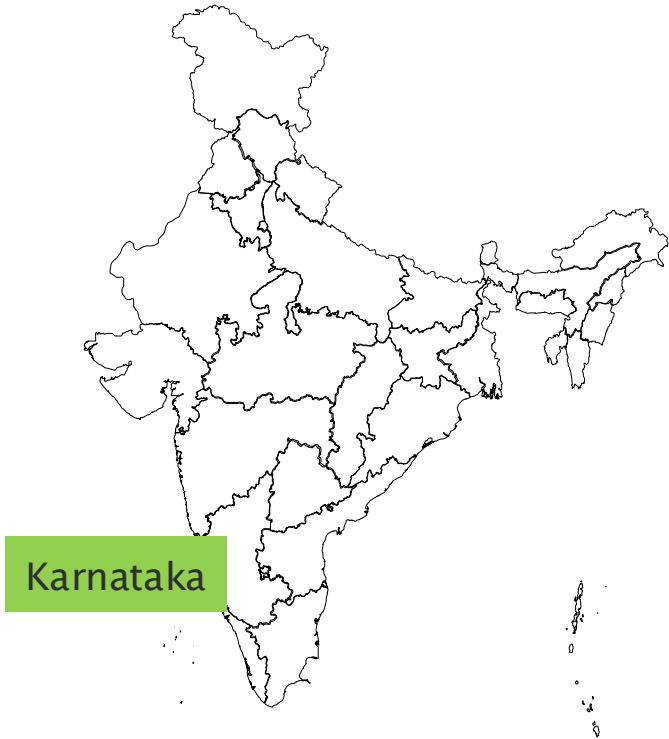


Campaign Data for KF	TOM	Spont
	Campaign phase vs. Pre-Phase	Campaign phase vs. Pre-Phase
All India		
NCCS A		
NCCS B		
LDA-25		
26-35		
36-45		

Campaign Phase: Mar-Apr-May'24
Pre-Phase: Jan-Feb'24

	Overall SOV 2024					
	Jan	Feb	Mar	Apr	May	Jun
Kingfisher	3%	25%	53%	38%	41%	29%

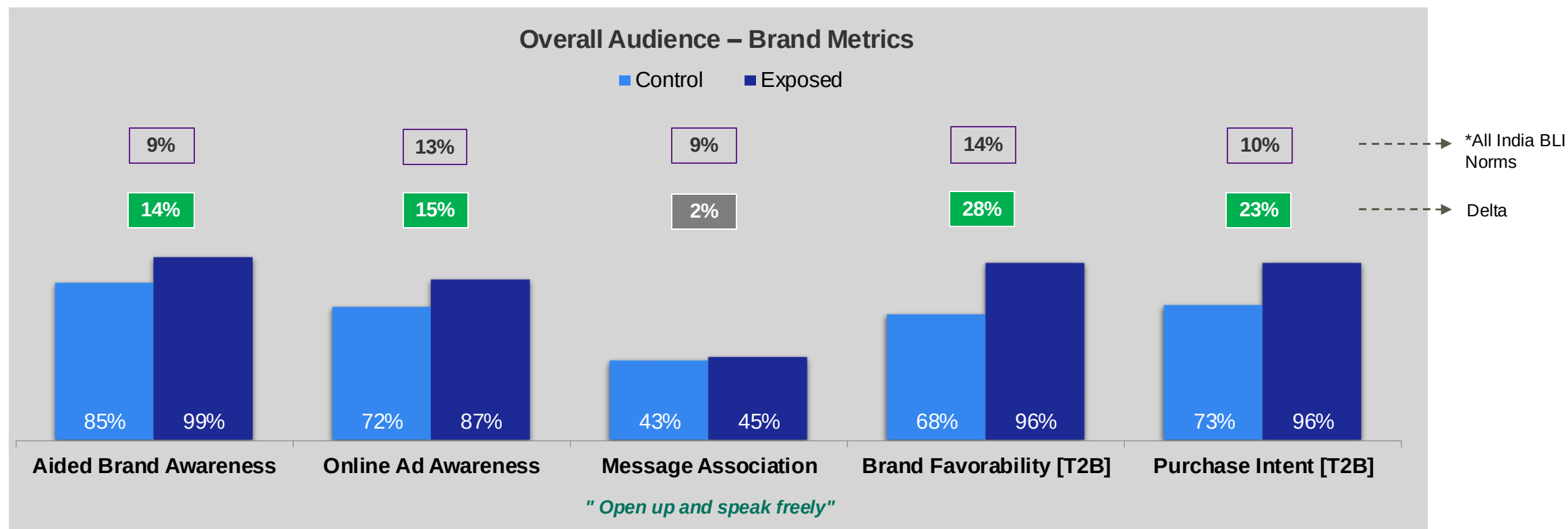
Significant change at 95% vs, Pre-Campaign



Among states, TOM & Spont improved only in Karnataka



BLS showed the campaign had successfully driven Salience, Ad Receptivity, Favorability and Purchase Intention for Kingfisher



- Q. Which of the following Brands of Alcoholic Beverages have you heard of? – **Aided Brand Awareness**
- Q. Which of the following Brands of Alcoholic Beverages have you seen advertised online in the past 4 weeks? – **Online Ad Awareness**
- Q. Which of the following Brands of Alcoholic Beverages, if any, uses the following message in its advertising? – **Message Association**
- Q. How would you describe your overall opinion of 'Kingfisher'? – **Brand Favorability**
Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable
- Q. Next time you are looking to buy an Alcoholic Beverage, how likely are you to consider 'Kingfisher'? – **Purchase Intent**
Very Likely | Somewhat Likely | Neutral | Somewhat Unlikely | Very Unlikely

Overall Base – Control: 196, Exposed: 204

*Source: All India Norms for BLI studies across all categories/industries, N = 904 campaigns

■ Significant increase @95%
 ■ Significant increase @90%



The Campaign had resonated well across both age brackets significantly driving most brand metrics and establishing all Key Propositions

Results by Age Group

Metrics	25 - 30 years			31 - 44 years		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	82%	99%	17%	86%	98%	12%
Online Ad Awareness	71%	89%	18%	72%	85%	13%
Message Association " <i>Open up and speak freely</i> "	No Impact			45%	50%	5%
Brand Favorability [T2B]	68%	96%	28%	68%	95%	27%
Purchase Intent [T2B]	72%	95%	23%	73%	96%	23%
<u>Brand Attributes [T2B]</u>						
Is a youthful brand	69%	95%	26%	76%	94%	18%
Is a cheerful brand	67%	95%	28%	75%	94%	19%
Is a cool brand	68%	96%	28%	78%	95%	17%
Base	124	75		72	129	

Overall Base – Control: 196, Exposed: 204

 Significant increase @95%
 Significant increase @90%



It had appealed more to Males, driving both the Awareness metrics and bottom funnel metrics along with all the Key Attributes

Similar result is seen among Female audiences, with directional movements across Ad Receptivity

Results by Gender

Metrics	Males			Females		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	82%	98%	16%	87%	99%	12%
Online Ad Awareness	64%	86%	22%	80%	87%	7%*
Message Association " Open up and speak freely"	37%	40%	3%	49%	51%	2%
Brand Favorability [T2B]	67%	95%	28%	69%	96%	27%
Purchase Intent [T2B]	71%	95%	24%	74%	95%	21%
Brand Attributes [T2B]						
Is a youthful brand	69%	95%	26%	78%	94%	16%
Is a cheerful brand	70%	93%	23%	73%	95%	22%
Is a cool brand	73%	93%	20%	75%	97%	22%
Base	92	109		104	95	

Overall Base – Control: 196, Exposed: 204

Directional uplift @80%
Significant increase @95%
Significant increase @90%

