

BRAND: Dhara
BUDGET: ₹25 million
(estimated)
AGENCY: DDB Mudra

CAMPAIGN LOGIC

Dropping the drops

While most edible oil advertisements focus on taste and health, Dhara's new campaign talks of capping oil consumption

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The edible oil market in India grew at 25.6 per cent to cross the ₹1.3 trillion mark in 2017, according to data from market research firm Euromonitor International. Data from the same report published in the columns of this newspaper stated that edible oil formed over 30 per cent of the ₹4.34 trillion packaged foods market in India. The industry stands at 37 lakh million tonnes (consumer packs) as per an AC Nielsen study in March 2018. These being some numbers for trade volume and the scale at which it has been expanding, it's rather unusual to find a leading oil brand saying less oil is better for your health.

Dhara's latest campaign "Zara sa badlaav" does just that by delivering the message across TV, radio, outdoor advertisements, and digital. Based on the premise of a young working lady inviting her boss over for dinner at her home, the campaign ends by showing how a mother is living with her married daughter just the way parents live with sons.

"The campaign looks to challenge the norms of the society and at the same time, pass on the message of how small changes in outlook can help one lead a fuller and idea notched life.," says Brijesh Jacob, creative head, DDB Mudra — the agency that created

the campaign.

Most edible oil advertisements in India focus on the taste-buds and of course, health but perhaps the idea of capping the consumption is novel.

Dhara spells out clearly that "30 gm" of oil is all you need in a day. It's campaign is reminiscent of Coca Cola anti-obesity campaign launched a few years ago even if it does not explicitly call itself a part of the problem the way Coke did. For the manufacturers, it was not an easy decision to take considering Dhara's turnover in the edible oil market has risen from ₹7.4 billion in 2014-15 to over ₹12.5 billion at the end of 2017-18.

"More than the shooting of the campaign, it was convincing our inner self about this whole idea that was more challenging,"

says Sanjeev Giri, business head, (Dhara Edible Oils), Mother Dairy Fruit & Vegetable Private Limited. He says that what has clicked for Dhara is the strong recall value the brand has but at the same time they had to tap new markets by re-positioning itself as a today's choice and not merely a preference of the yesteryears.

Since health remains a modern priority while choosing products, the "Zara sa Badlav" campaign has tried to blend changes

in eating habits with other societal ones. True to what Giri says, edible oil brands have always focused on the relationship of women in the household — be it mother-daughter, mother-in-law and daughter-in-law, or husband and wife. The new campaign by Dhara tries to steer away from the relationship quotient. What they instead focus on is, how the meaning of a family has undergone a change in the years, and with that the consumption of oil in the households.

"While, the volume growth is definitely what was looked upon, the positioning has been done by re-inventing the advertising and promotion space of oil in the Indian industry," Giri says. Edible oil category consists of refined and non-refined segments. Of this, Dhara is ranked

among the top five in the non-refined category, while the company considers it is in the process of setting up the refined network. With an eye on 15 per cent growth in the current financial year, Dhara looks to strengthen its distribution network to enhance reach also.

With an "honest", "progressive" and "relatable" approach, the campaign should uplift the sales of the oil and help in carving a space for Dhara in the mind space of people, says Jacob.

Eyeing 15 per cent growth in the current financial year, Dhara is strengthening its distribution network to enhance reach

