



A story of how a simple cap brought nature into the lives of kids

Kissan Ketchup had more than one challenge at hand - not only from a de-growing ketchup category and rise of cheaper sauces & private labels, but also from a wide array of homemade 'chutneys and pickles', which are freshly made with natural preservatives and are perceived to be healthier.

To differentiate it from price warriors and drive its natural story Kissan Ketchup has been communicating '**made from 100% real tomatoes**' - but while its loyal users know and value this, the non-users are not convinced. Hence to drive consumption and preference, Kissan needed to overcome this perception barrier. But just an advertising claim was not enough to convince the already wary mother. To believe she had to experience.

Our inspiration came from the 'tomato' itself. A tomato shaped bottle cap was designed with tomato seeds packed inside. The cap when inverted served as a pot for the sapling. Soon the kids along with their mothers turned their balconies, window sills and parking lots to mini tomato farms. And the mothers experienced what goes inside a bottle of Kissan ketchup.

Not only did consumption of Kissan Ketchup grew 2.5 times the category, Kissan outscored all ketchup brands on 'naturalness' parameter too.

The background

Kissan faces competition from local cheaper, but lower quality sauces, private labels, and also national brands. It has been communicating 'made from 100% real tomatoes' to differentiate itself from price warriors, but while its loyal users know and value this, the non-users are not convinced. Hence to grow the brand, we needed to drive conviction in this brand differentiator.

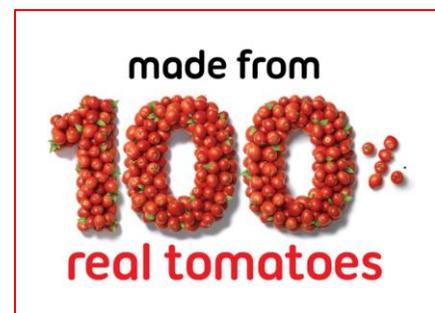
Compounding the challenge is the volume growth stagnancy of the ketchup category. Though Indians love to spice up their food, every kitchen has a wide array of chutneys and pickles. These are perceived to be healthier; either they are freshly made, or else they use natural preservatives like oil and salt. Hence, ketchup is not enthusiastically combined with fresh food, as it is perceived to be an artificially preserved, colored and smelling additive that can only be detrimental to the overall freshness and nutrition value of the food. Hence to drive consumption, we needed to overcome this perception barrier.

And so, with our 'made from 100% real tomatoes' claim, we not only had to bring in new users, we also had to increase ketchup consumption among current users.

The challenge

Unfortunately, Kissan neither enjoyed the shelf presence of local private labels, nor did it have the media might of established national brands like Nestle's Maggi. To top it up – it was up against the homemade pickles & chutneys,' which have 'zero cost' perception as they are prepared at home from scratch.

It was a daunting task at hand - first to change perception and then to grow consumption.



Consumers' perception on quality of ketchup

What we knew was consumers' idea of ketchup making: "The quality of ketchup is attributed to the quality of tomatoes that make it." They add, "Better the quality of tomatoes, the lesser is the need to artificially enhance its taste, appearance and quality with artificial flavors and chemicals". We were confident of the quality of our tomatoes. But now, how do we now make the consumers discover it themselves?

Our approach

In this world of claims and counter claims - 'made from 100% real tomatoes' cannot be seen as just another advertising claim or TVC product window – it had to move from a manufacturer's claim to a consumer belief.

Kissan ketchup had to become synonymous with real tomatoes. But Kissan did not want mere awareness, it needed belief and conviction. And for a fact to become a belief in one's mind, the person must conduct or witness the act himself.

We believed that consumers need to see and experience as what's in the bottle. Only then would we be able to command a price premium and also overcome the perception barrier of 'not being natural'.

The big idea

Grow what you eat. Eat what you grow.

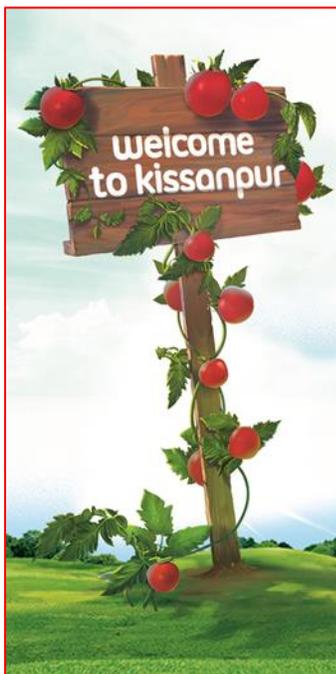
A small tweak to our ketchup bottle

We made our mundane glass ketchup bottle our medium.

We simply re-designed the bottle cap – our inspiration the 'tomato' itself. A **'tomato shaped'** bottle cap was designed. The cap carried tomato seeds within a plastic pouch.

And once inverted the cap doubled as a pot – where you can grow the sapling.

The unique tomato shaped cap gave Kissan ketchup a distinct shelf presence in retail. It stood tall and different from the rest and caught the mothers' attention with ease.



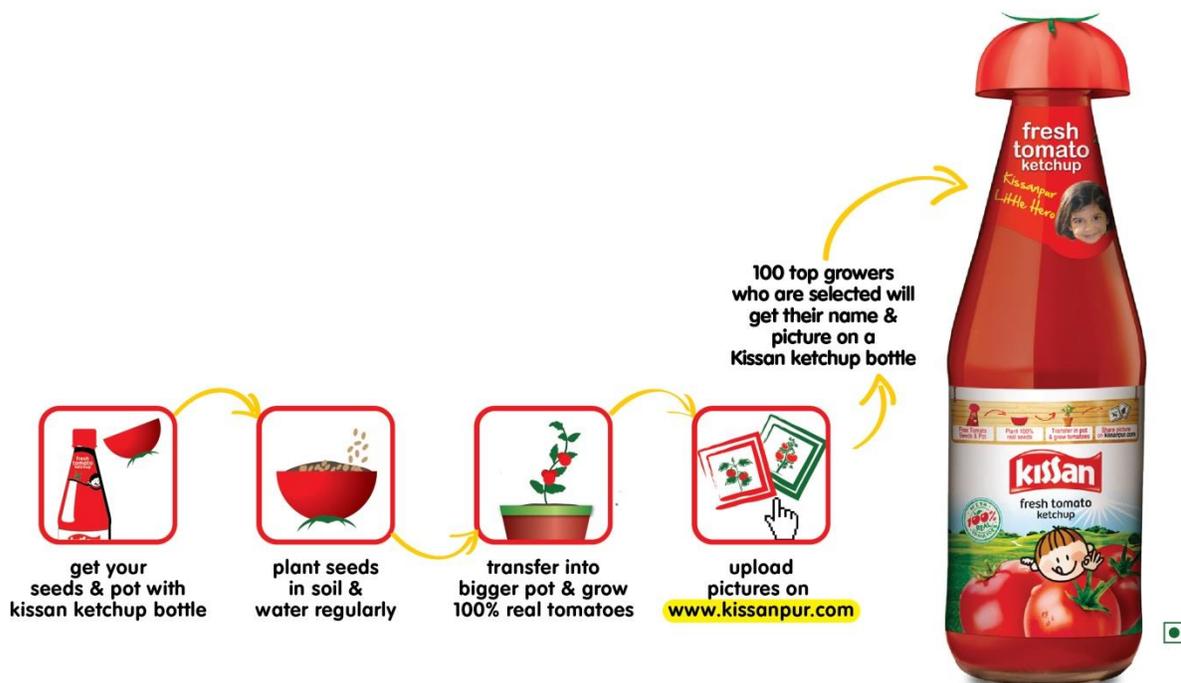
The engagement

While we distributed tomato shaped caps with tomato seeds inside, the obvious question – why should she take the trouble to grow a tomato plant?

To encourage mothers to actively participate we created a fictitious farmland called **Kissanpur**. (Kissan, which is also the brand name actually means 'farmers' in India and *pur* is the suffix to most Indian villages). The sole objective was to give their kids a first-hand experience of growing plants thereby getting them close to nature. The fact that their kids will learn more, convinced moms of 'Kissanpur' being the right thing for their kids.

As all activities that call upon public to participate need a strong

motivation, even Kissanpur needed one. So we capped the activity with one – kids with the best grown plants get a chance to have their photo featured on the Kissan ketchup bottle. Now that this was done, all we needed were channels that called upon kids to live the experience, channels that helped them interact, share, feel gratified and keep track of the activity's progress and celebrate winners in the end.



Channels used for implementing Kissanpur:

1. Announced the activity: The entire process of how to grow a tomato plant was explained on the bottle label. It also explained kids how to grow the plant and keep uploading photos of their growing plant on www.kissanpur.com that would serve as their entry to participate in the contest.
2. Interact, Share, track progress: We kept our website, www.kissanpur.com, central to all the phases. Kids shared their photos, interacted and shared their experiences on this website. Advertorials and blogs kept the momentum of Kissanpur on and encouraged kids to keep

going on in their journey. On-ground activation took the idea to many more people in societies and housing societies.



3. Celebrate winners: Top 'tomato farmers' featured on all Kissan Ketchup bottles. Mothers were happy to see their kids do something valuable and kids learnt something different about nature and growing tomatoes over just spending in front of TV.



Press Ads & Innovative billboards

The activity was announced through not only press advertisement in newspapers but lots of on-ground engagement in apartments and housing societies were conducted to engage with kids.



An innovative billboard was created – where we actually grew real tomato plants in the middle of the city.



The harvest

The activity got mother's convinced that Kissan Ketchup is indeed **'made from 100% real tomatoes'**.

As a result – Kissan Ketchup **consumption grew 2.5 times** over category. Kissan outscored market leader Maggi and other ketchup brands on **'naturalness'** and **'made from best quality tomatoes'** in

Brand Imagery study by Millward Brown. It's Scores on natural move by 100 BPS.

The brand witnessed a growth of 230 BPS and 290 BPS both in value and volumes respectively in key Kissan markets namely – Punjab, New Delhi + NCR and Maharashtra. (against a target of 200BPS). And Kissan grew at 14.6% vs the category growth of 4.4%.

But joy is always beyond numbers. The real result was to see 'our little farmers' turn their balconies, parking lots and window sills to mini tomato farms – all thanks to a simple bottle cap that costs less than .05 Euro cents.

