



An audio-visual instant coffee trial

■ **Case:** Bru Instant Coffee Connect

■ **Metal and Category:** Gold in Best Innovative Rural Marketing Initiative

■ **Agency:** Ogilvy & Mather

■ **Backdrop:** While South India is a huge coffee market, the penetration of instant coffee in small towns and rural areas is still quite low. The task for Bru was to build the category by reaching out to the non-drinkers of instant coffee and make them try Bru.

The agency recognised that sampling alone would not suffice and consumers needed to be educated about the product's role in their life—which varied depending on the beverage they currently consumed.

The main communication challenges that were identified included appropriate communication of Bru Instant coffee to three different types of beverage drinkers (tea, filter coffee and instant coffee), lack of standardised messaging due to

varied skills of promoters and the prevalence of mundane door-to-door exercises and consumers unwillingness to be a part of these.

■ **POA:** More than 400 door to door promoters carried a body mounted DVD player with three different films aimed at three different drinkers. The promoter went to the household, asked the prospective consumer's usual preference of beverage and showed the AV (audio-visual) as per his/her preference.

A question was then asked based on the AV and the consumer was given a Bru Instant sample—thus completing the process of awareness, interest and trial.

■ **Outcome:** Over 1.3 million households were reached through this campaign in Andhra Pradesh and Karnataka. The use of technology helped the agency to deliver standardised yet customised message at each door step. The innovative medium ensured high novelty value, excitement and recall.