

Sonata Sharodia: Winning Bengal by winning Bengali emotions



Marketing Objective: -

West Bengal is the largest market for Sonata, India's largest selling watch brand. The consumers of Sonata had been loyal to the brand for decades in Bengal.

Sonata wanted to further strengthen this relationship and engaging with them in the most meaningful manner.

Target Audience: -

The core audience for Sonata is the quintessential Bengali Bhadrak. They are value-conscious, yet enjoyed all things Bengali.

Situation Analysis: -

Sonata has built their loyalty and leadership status through its great designs at affordable prices, over years. However, there was an opportunity to deepen this bond, by connecting culturally.

Durga Puja is so engrained into the Bengalis culture, that they flood back to their home town from far and wide. There's nothing more impactful than Durga Puja to do create a cultural connect with our core audience.

The Sonata consumers celebrate Durga Puja with friends and family. They are the ones that want to capture every aspect of the Puja and the happiness of Pandal hopping.

However, this was easier said than done, as Durga Pujo comes with its own difficulties for marketers.

Winning the Puja meant deep pockets: The estimated industry size for Durga Puja is INR 2500 Crore. As per Kantar studies, the positive association with brands is highest during Durga Puja in Kolkata. Leading to brands making bespoke creatives for the Durga Puja to appear relevant to its consumers. Creating bespoke communication was not cheap anymore.

Winning the Puja meant winning over chaos: The Puja is the biggest festival for West Bengal, with a minimum of ten thousand registered Pandals. On average, each person visits at least 22 Pandals, hopping from one to another. Pandals can be extremely crowded, and with the thousands available, it is difficult to know which Pandal they must visit or what is happening in each of the Pandals. The metro timetables change during the festival, making it a nightmare for the people travelling. These are just a few of the problems that a Bengali face during this period.

Winning Puja meant breaking media clutter: Every brand jumps onto the bandwagon of Durga Puja, advertising across print, outdoor and TV, creating a cluttered environment. This makes it difficult to gain cut through and effectively engage with the audience who are being bombarded with hundreds of messages.

Winning Puja meant winning the discount battlefield: 4 Million shoppers in Kolkata are on the hunt for their best clothes and accessories for the five days during Durga Puja. Most of this, is driven by huge festive discounts, both in store and across e-commerce.

Consumer Insight:-

Durga Puja is an emotional. Emotions are discount-proof; budget-proof, clutter-proof, chaos-proof. Every consumer wants to share this moment with the world through their phone

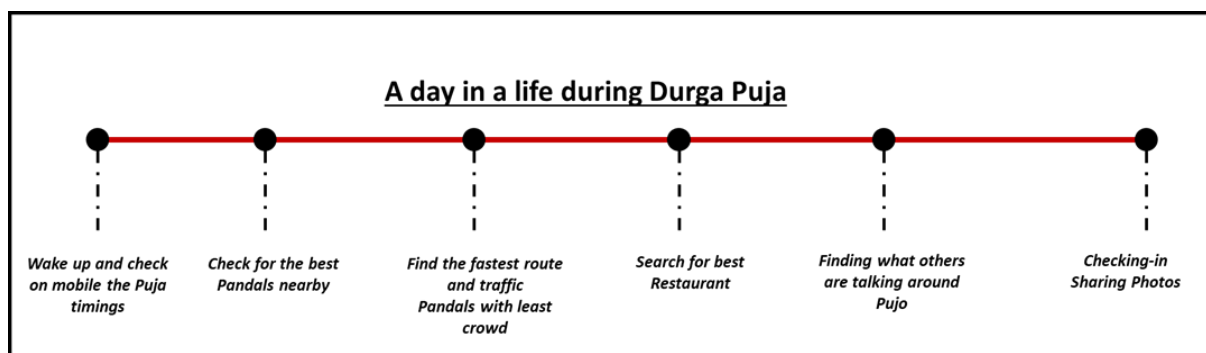
Increase in data usage: Kolkata ranks third when it comes data usage on mobile. With JIO the deep penetration of data has increased 2x in 2017. The usage of Bengali language has grown to 1.5x as per the Google reports.

Search Information on their handset: There are around 2 Million people searching all things Puja related, from where to eat, what to wear, how to get there to which Pandal are a must see.

Love to Share: We understand that the number of people sharing photos and check-in increase 2x during Durga Puja.

The solution: -

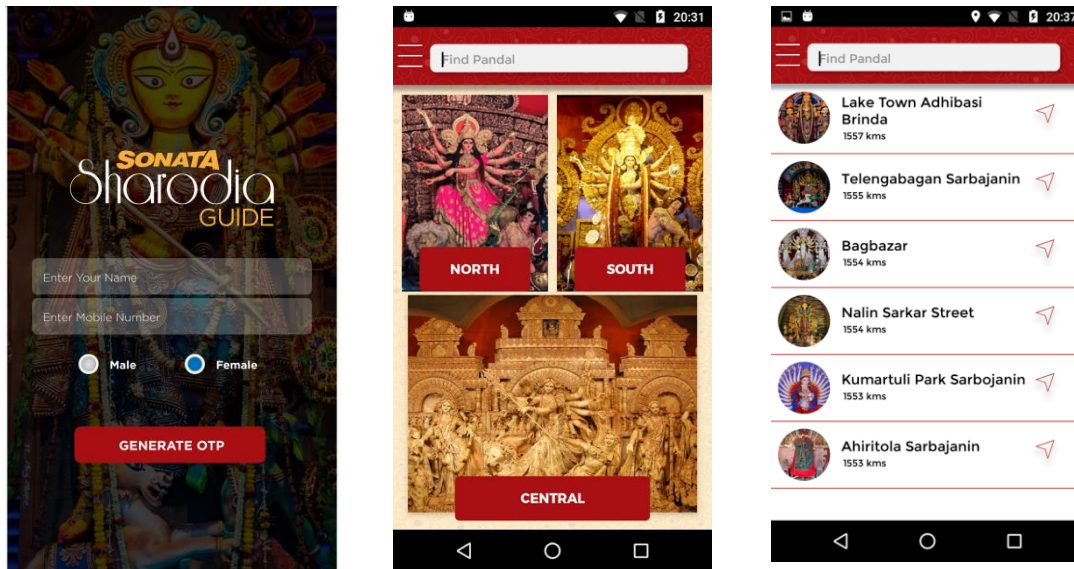
Sonata created an emotional destination for all puja lovers in West Bengal
A one stop solution for every obstacle faced by the Puja lovers
Sonata Sharodia: An app which answered every question around Durga Puja



We looked at historical data analysis from the Talkwalker Tool, this helped us understand the **challenges** faced by the people of Kolkata during Durga Puja.

We created an app which not only helped our core audience, but also engaged with them. We collaborated with ABP, to provide live content, enabling us to give real-time updates to our users.

For Example: One of the biggest challenge faced was finding the best Pandal and fastest route to get there. We created a list of top 50 Pandals, curated by the experts, wherein the users of the app could also rate and write reviews for other app users to see. It then enabled them to see the fastest route to the Pandal.



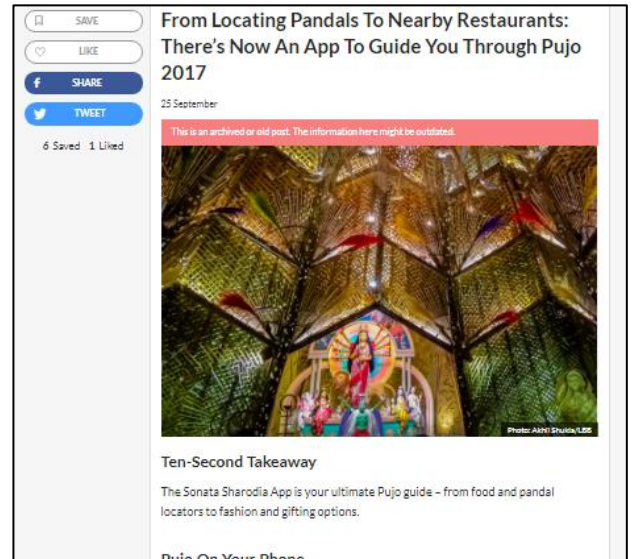
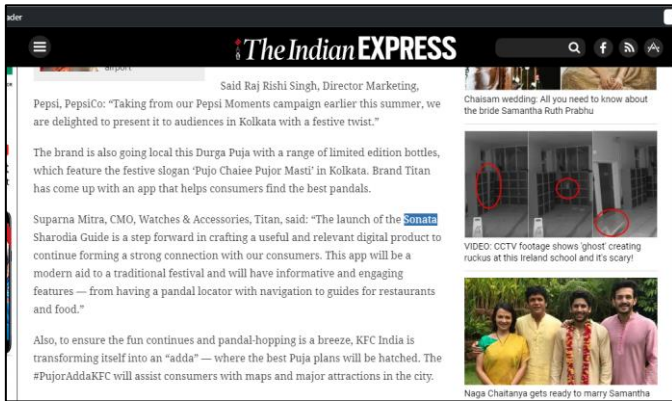
The Length and Breadth of Execution:

To drive awareness, we created a multimedia campaign using radio, digital and a content integration with ABP:

1. **Radio:** We created a simple audio clip which spoke about the nightmare during Puja and how Sonata Sharodia App will help people to overcome this
2. **Digital:** We created desktop banners with QR code and for mobile banners, driving traffic to the App store where they were only one click away to download the App. Digital had a mix of social, Google networks and Book My Show. **There were features like Restaurant locator, Reviews, Metro Time table, Gift Guide in the app.**
3. **Content Integration with ABP:** ABP is Kolkata's favourite and most trusted publisher, we partnered with them to amplify the app, through articles, banners and social push

Result:

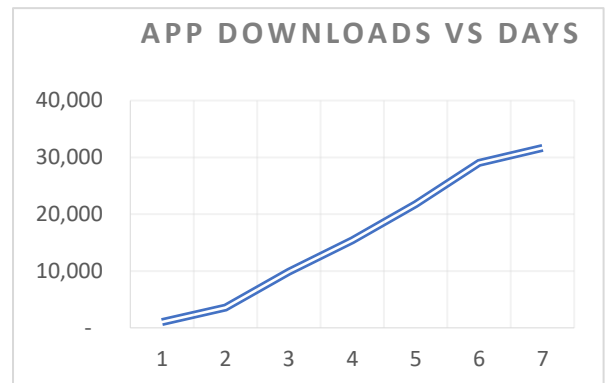
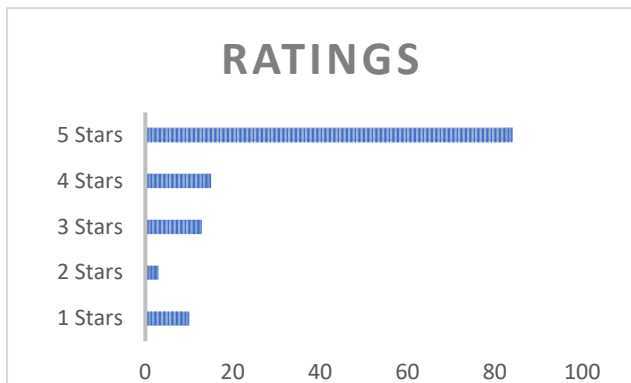
1. Brand health scores increased by **31% as per Kantar TNS**
2. The avg. session time was **more than 10 minutes** which was higher than the industry avg.
3. Within the span of **one week before the main Puja, there were 35,000+ active users**
4. An average person **logged into the app more than 4 times in a day**
5. In the play store, The app was rated **4.3 out of 5 and is the most loved app** by the people of Kolkata
6. We have **received positive PR** from Indian express, News 18 and LBB worth 4.5 Lakhs



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earlier this summer, we are delighted to present it to audiences in Kolkata with a festive twist.' The brand is also going local this Durga Puja with a range of limited edition bottles, which feature the festive slogan 'Pujo Chaiee Pujor Masti' in Kolkata.

Watch brand Titan has come up with an app that helps consumers find the best pandals. Suparna Mitra, CMO, Watches & Accessories, Titan, said, "The launch of the Sonata Sharodia Guide is a step forward in crafting a useful and relevant digital product to continue forming a strong connect with our consumers. This app will be a modern aid to a traditional festival and will have informative and engaging features -- from having a pandal locator with navigation to guides for restaurants and food."



How is this Campaign unique and differentiated?

1. Sonata Sharodia is the biggest and the most used Bengali app in the app stores.
2. For the average Bengali, it was not just an app, it was an emotional destination that built a strong community.
3. By building Sharodia, Sonata outsmarted competing brands without outspending. Sonata Puja spends reduced by 25% in 2017
4. The trinity of data, technology & content worked in unison to address a cultural need
5. Sharodia app is a one-time investment but a life-long brand asset that stays close to consumers