

BRAND PROMOTION STRATEGIES USED DURING TOKYO OLYMPICS 2020: A CASE STUDY OF AMUL DOODLES

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Abstract

Promotions and advertisements are the part and parcel of Brands. The brands plan strategies to attract customers. These promotional strategies, create the demand and increases the sale of the product/Brand/Service. The promotion of any product, brand or service, through the promotion of some major events or happening such as Pandemic, IPL, FIFA World Cup, Cannes Film Festival and Olympics etc. popularize the brand and create a good will amongst the customers. The aim of the study was to investigate the strategy of Amul and its impact on the audience during Tokyo Olympics 2020 that was organized in 2021 due to pandemic. For this investigation, the content of 10 Amul Doodles was analyzed, while for the study of the impact of Amul Doodles on audience a random survey was conducted on 100 persons (aged 18-49).The analysis of the content indicated that Amul Doodles focused on the performance of Indian Players in Tokyo Olympics as a promotional strategy. On the other hand, the Survey stipulates that this promotional strategy of Amul increased the popularity and good will of the Brand in the market. It is recommended that Amul should continue with this unique promotional strategy and other brands should develop some unique strategies like Doodles.

Key Words: Brands, Promotion, Amul, Doodles, Tokyo Olympics 2020



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1. Introduction

In the digital era of marketing and advertisement, no brand can survive without the promotion strategies. Brand promotion is the way to inform, remind, persuade convincingly, and influence the consumers to drive their decision towards purchasing the product or service under a brand.[1] Various brands use different kinds of strategies for the promotion of their products or services. Brand Promotion is a routine activity of the brands, which continues

throughout the year. However, the strategy of this promotion is planned according to the target audience and occasions.

1.1. Types of Brand Promotions

There is an assortment of brand promotions such as:

1. **Personal Selling:** Here products or services are sold with the help of person-to-person conversation.
2. **Digital Promotion:** The Promotion through Social Media, Websites, E-Mail, SEO etc. comes under the category of Digital Promotion.
3. **Public Relations:** Public relations are the maintenance of public image with public relation activities such as press release etc.
4. **Sales Promotion:** To attract the customers with sales, offers (1+1, 2+1), giveaways and limited offers is termed as sales promotion.
5. **Direct Marketing:** In this type of promotion, the brands approach the customers itself.
6. **General Advertising:** The promotion of the brand through Newspapers, TV, Magazines, Posters, and Billboards etc. are categorized as general advertising.
7. **Sponsorships:** In sponsorships the brands provide resources and money to an event for the sake of advertisement and publicity.[2]

1.2. Promotion during Tokyo Olympics

Many brands cheered the Olympic players of Tokyo Olympics 2020 with the advertisement and tag lines, which is also a promotional strategy to grab the attention of the buyers. Mia (Tanishq), Rin, MOj, BPCL, MPL, JSW, Britannia, Mother Dairy, MTR, Aashirwad and Amul etc. For Example Image 1 and 2.



Image 1. Rin cheering the Indian sabre fencer [3]



Image 2. Britannia advertisement about Javelin throw [4]

1.3 Promotional Strategy of Amul during Tokyo Olympics 2020

Amul is an Indian brand of dairy products based at Anand in Gujarat (An Indian State). It is a dairy cooperative society ; which was established in 1946. Amul has contributed in the White Revolution also, which made the country one of the world's largest producer of milk and milk products. Amul produces Milk, Cheese, Bread spreads, Curd, Chocolates, Ice-Creams, Skimmed Milk, Beverages, Fresh Cream, Sweets and Cattle feed etc.[5] Amul is known for its promotional strategy of Doodles. Amul shares its advertisement in newspapers in the form of doodles based on current affairs. These doodles are popular for its content, colours, satire and Amul girl. In every doodle there is a Brand Mascot 'Amul girl', tag line and a satire associated with the current affairs. Amul has used the doodle promotional strategy during Tokyo Olympics 2020 also. Amul is one of the Indian brands that use unique and creative advertisements.

2. Objectives

- To understand the promotion strategy of Amul used during Tokyo Olympics 2020.
- To analyze the content of Amul Doodles published during Tokyo Olympics 2020.
- To study the impact of Amul Doodles on audience.

3. Review of Literature

- The study about Amul doodles elaborated that Amul prefers to make illustrations on current issues or topics, which are associated with social awareness. Most of the time blue and red colour theme is used in its advertisements and text. While for sensitive topics which are dedicated in memory of some prominent personality, color theme is generally kept black and white. Brand Mascot Amul Girl is used in most of its advertisements. [6]
- A scholarly work emphasised that the shopping malls use unique kind of marketing mix strategies for promotion. These Effective promotion strategies can bring more attentiveness about the offers given by shopping malls, and to amplify the sales by, grabbing the attention of the buyers. The strategies of promotion such as one plus one,

offers for exchange, proclamation of attractive offers on Microphone, Information on display boards, discount Coupons given by the malls to increase the customer satisfaction.[7]

- A research paper about promotion of the sales mentioned that sales promotion plays a vital role in the success or failures of a company. The automobile sector should give attention to the efficiency of promotional plans by using various techniques. Sales promotional strategies such as demo van show, cash back offer, insurance for free, discount, and loan & exchange camps increases the sale and popularize the brand also.[8]
- The research about the promotional plans explained that offer of downloadable e-books, visually pleasing banners, promotional banners, advertisement of offers using stickers in different parts of the store, wrapped gifts or messages of gifts to buyers for purchasing, gift certificates, gift cards and Email coupons/promotions are the promotional strategies which are used by various brands to increase the sale. [9]
- Another research work find out that Marketing team should focus on the consumer retention because the cost of finding a new buyer is high. Promotion is like a magnet for the brand switchers. Therefore, the market managers should design and execute the well-organized promotion plan. They should also assess the present circumstances to ensure the appropriate use of promotional plans. The priority of the marketer should be customer.[10]
- Some other scholars found that street vendors also use their promotion strategies to increase their sale. On the spot discount, Loud announcement about their quality or less price and to behave extra friendly with the customers are few of the traditional strategies. The authors emphasise that the vendors who are earning a good amount they should also invest on modern promotion strategies such as advertisement on local radio, pamphlets in the newspapers or advertisement on Social Media Platforms.[11]
- Another renowned scholar is of the view that promotional strategies also affect the share prices of a brand or a company. The shareholders are impressed by the promotional strategies and buy the shares under the influence of the promotions. The shares increase the market value and profit of a company.[12]
- “Psychology of the consumers also matters on the success of Promotion strategies,” adds another scholar. Whenever the promotion strategies focus on the psychology of

the consumers, it automatically increases the sales and market value of the brand/company. The decision making of the customer depends on his/her psychology. [13]

- Few scholars from Indonesia focused on the promotion strategies of the Clothing companies of Bandung and found that the companies, which used multiple promotion strategies, were able to grab more customers. These multiple strategies are Discounts, advertisement on Billboards, Magazines & Internet, Event sponsorships and direct sale during events. The study focus on the customers and brand as the data was gathered from customers and companies. Further they mentioned that these promotion strategies aware the customers regarding the brand and offers. These strategies also attract the tourists and International online customers. Promotion is necessary for online and offline business to increase the value of the brand. [14]

4. Research Methodology

The research methodology for the study will be content analysis and Survey. The content of 10 Amul doodles will be analyzed. The researcher will collect the doodles from the Internet. A random telephonic survey will be conducted on 100 persons of various genders and age groups. The sample is confined to Tricity (Chandigarh, Panchkula and Mohali).

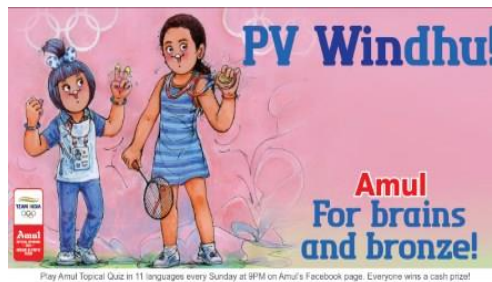
5. Content Analysis and Interpretation

Doodle 1



Doodle 1 is highlighting the host of Olympics 2020. The content of this doodle is about the opening ceremony of the Olympics that was hosted by Tokyo the capital of Japan. Jalpaan stands for refreshments and Japan for Tokyo as it is situated in Japan. The doodle is depicting that players will have their refreshments in the Olympics as they have reached Tokyo to display their talent and skills. While the text in the bottom is promoting the Amul products (Get faster, healthier, stronger) and team work. (Together) [15]

Doodle 2



Doodle 2 is congratulating Indian player PV Sindhu for winning the bronze medal in Badminton. The upper text is PV Windhu. First three letters of the name of the player were replaced with Win that stands for victory. The lower text is relating the power of Amul products (For Brains) with the bronze medal(Bronze). [16]

Doodle 3



Doodle 3 is congratulating the welterweight bronze medal winner Lovlina Borgohain. The text on the top is describing the player as the best while the text on the bottom is representing the affection (LOV) of the country (we) for the medal winners in the Olympics. To portray love; the spelling is LOV that is the first three letters of the name of the player.[17]

Doodle 4



Doodle 4 is saluting Neeraj Chopra for winning the gold medal in the Javelin Throw. In the doodle the Amul mascot is saluting the player Neeraj Chopra who is sitting on a podium along with Gold medal and the javelin. Amul butter is also placed between the mascot and the player. The upper text is elucidating the Neeral Chopra on the winners' podium and his
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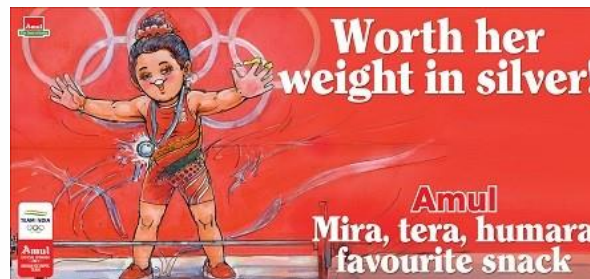
skill of throwing the javelin because the spellings of Throne is Thrown. While the lower text highlighting the gold medal (Win Gold) won by the player. [18]

Doodle 5



Doodle 5 is wishing good luck to the Indian women hockey team for semi final match. The mascot represents as a fairy with a hockey in her hand as she is cheering the women hockey team. The upper text is wishing all the best (Kudos to) to the team members of Indian (Our) women hockey team (Kudis). Kudis is a Punjabi language term used for girls. The lower text is depicting that India is feeling proud, as the women hockey team have qualified for the Semi finals for the first time in history. [19]

Doodle 6



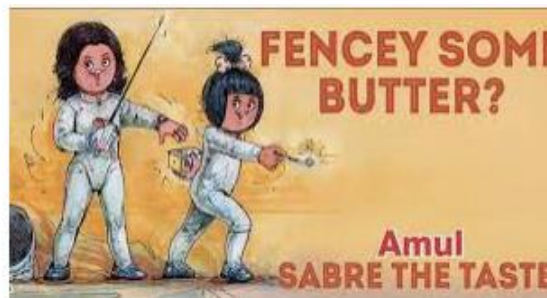
Doodle 6 is congratulating weightlifter Mirabai Chanu for her silver medal. Mascot is missing in this doodle. The text on the top is mentioning the significance (Worth) of the silver medal of the weightlifter (Her weight in silver). However the text on the bottom is promoting Amul snacks as favourite snacks of all the people (Mera,Tera, Humara means mine, yours, Ours). But for Mera (Mine) the spelling is the name of the player i.e. Mira.[20]

Doodle 7



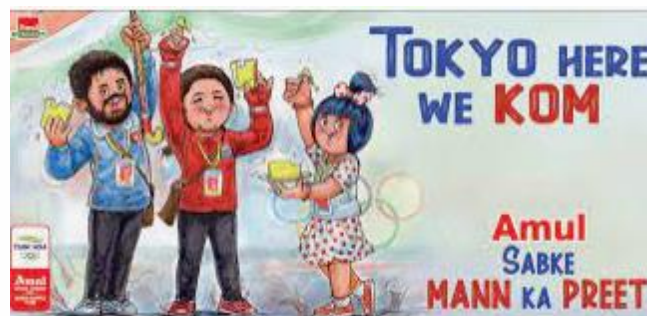
Doodle 7 is cheering Silver medal winner Ravi Kumar Dahiya. In this doodle Amul mascot is standing with the player. In the background, there is an Indian Flag. The text on the top is congratulating to the player i.e. badahiya which means congratulations but in the spelling the surname of the player (Dahiya) has been used. The text on the bottom is highlighting the importance of Amul Products for activeness (Chusti) and wrestling (Kusti). [21]

Doodle 8



Doodle 8 is cheering the Indian sabre fencer C.A. Bhawani Devi. In this doodle the mascot is in fencing kit along with the player. The upper text is promoting the Amul butter and Fencing (Fencey some butter). The lower text also contains the name of the game (Sabre).[22]

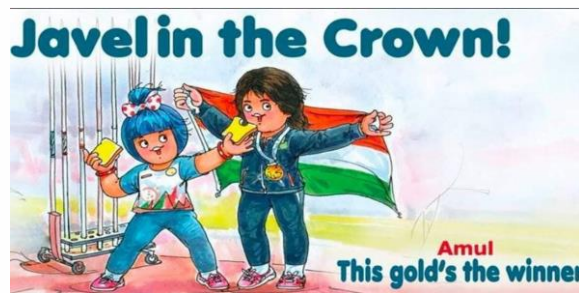
Doodle 9



Doodle 9 is cheering the flag bearers of Indian contingent Olympics players in the Parade of Nations during the opening ceremony. It happened for the first time in the Olympics that India had two flag bearers. In the doodle there are flag bearers with the mascot. The upper

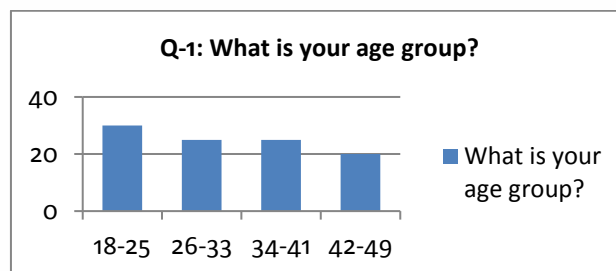
text is mentioning the name of the female flag bearer and boxing player Mary Kom while mentioning that Players has reached in Olympics i.e. Here we come but for come the spelling is the last name of the Mary Kom. The lower text is about the male flag bearer and captain of hockey team. This text is promoting the Amul is everyone's (Sabke) favourite by using the name of the male flag bearer Manpreet which means love of mind(Mann ka Preet).[23]

Doodle 10

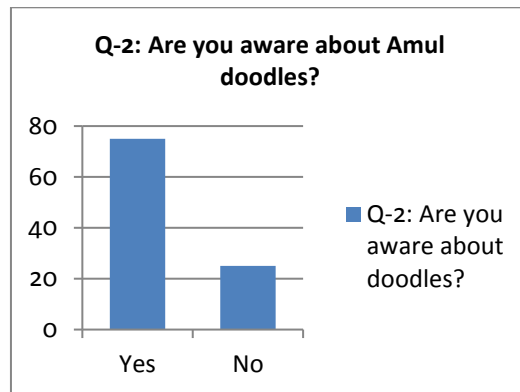


Doodle 10 is congratulating the only Indian Gold medal winner of Tokyo Olympics 2020. In the doodle, Mascot is with Neeraj Chopra who is carrying the Gold medal and Indian Flag. The upper text is mentioning that this gold medal in Javelin Throw is like a jewel, the valuable stone in the crown of India, as it is the only gold medal in the Olympics 2020. For Jewel spelling is Javel as this medal was for the Javelin Throw. The text on the bottom is mentioning that it is the only Gold Medal of India in Tokyo Olympics (This gold's the winner). [24]

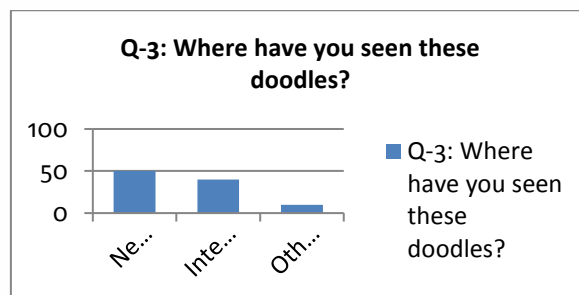
5.1. Data Analysis and Interpretation of Survey



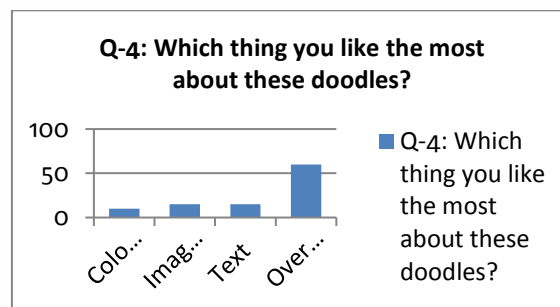
Out of 100 respondents 30% respondents belong 18-25 age group, 25% belong to 26-33 age group, 25% belong to 34-41 age group and 20% belong to the age group of 42-49 yrs.



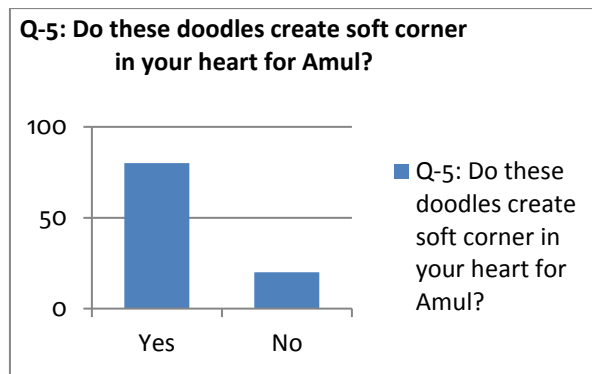
75% respondents were aware about the amul doodles while 25% have seen the doodles but not aware about the term doodle.



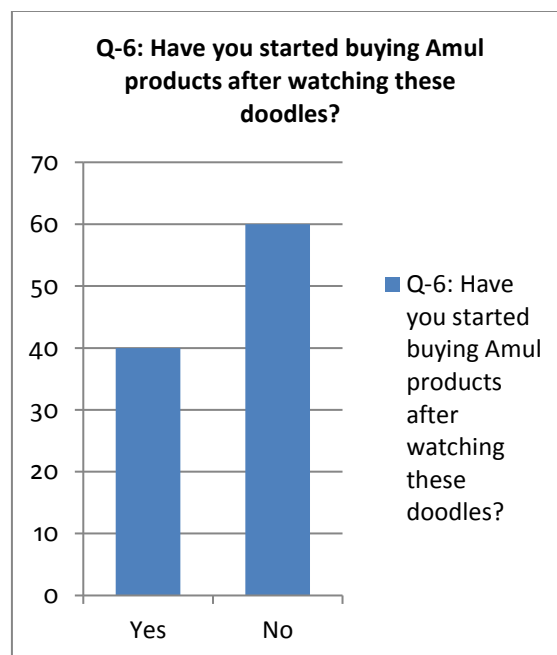
50% respondents have seen these doodles in the newspapers. 40% have observed the Amul doodles on internet while 10% have observed it through other modes such as shared by friend, Whats app status etc.



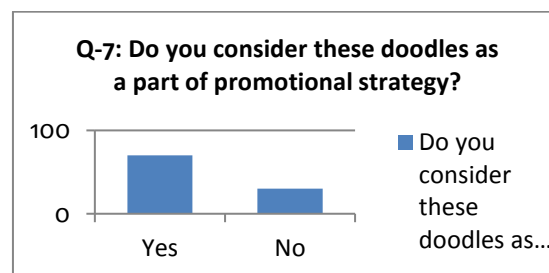
Most of the respondents mean 60% respondents liked the overall presentation of these doodles, 15% respondents liked the images, and 15% respondents liked the satire text while only 10% respondents liked the attractive colour scheme of the doodles.



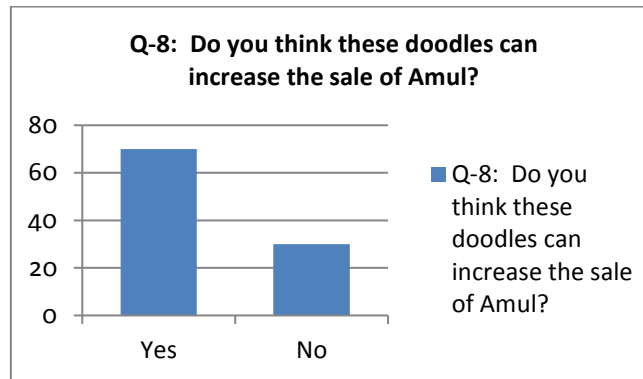
80% respondents believe that these doodles have created a soft corner for Amul in the hearts of readers/audience. While 20% believe that, it does not make any difference.



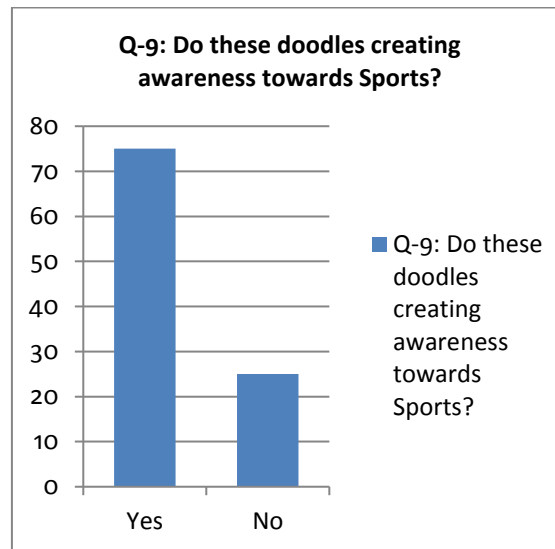
Only 40% respondents confess that they started buying the Amul products after watching these doodles. While 60% believe that, they liked these doodles but it did not affect their buying behaviour.



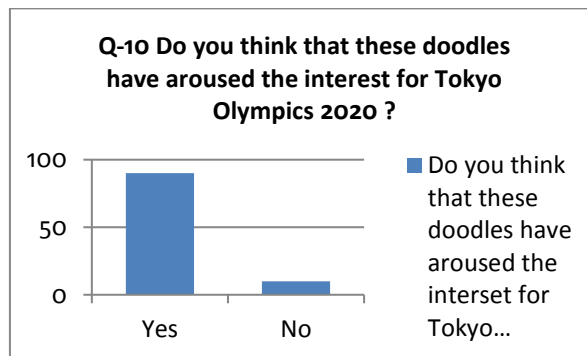
70 % respondents consider these doodles as promotional strategy while 30% did not consider it as promotional strategy.



70 % respondents believe that it must have increased the sale of Amul Products while 30% did not find it appropriate reason to increase the sale.



75 % respondents agree that these doodles have spread awareness for Sports. While 25% did not believe that it creates any awareness.



90% respondents believe that they watched the Tokyo Olympics because of these doodles.

Nevertheless, 10% did not feel that it aroused any interest for Olympics 2020.

6. Conclusion

On the bases of the content analysis and survey, we have arrived to the conclusion that Promotional strategies are the need of the hour. Amul's promotional strategy of Doodles during Tokyo Olympics 2020 has created a good will amongst customers and customers are considering it as corporate social responsibility. These doodles increased the recall value of the brand also. The customers are impressed by the creativity of the Amul Doodles. Many customers watch the various sports events of the Olympics because of these doodles as it arouses curiosity. These doodles also appreciated the players, which motivates the budding players. Budding players want to touch the sky so that they can also become the part of these doodles in the future. Amul doodles are the best example of the creative advertisement. We can use a new term 'infotisement' for these doodles as they are providing the information also in the form of advertisement.

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