

# LEARNING WITH SHANTI DIDI

Marico's Angrezi Mobile Paathshaala, a mobile phone-based tutorial, for Nihar Shanti Amla helped the brand increase its awareness among consumers by almost six times

## BACKGROUND

Marico launched a campaign for its brand Nihar Shanti Amla to create an identity of its own, and give people a veritable reason other than price to buy it. As a part of this initiative, the brand launched a mobile phone-based tutorial - 'Angrezi Mobile Paathshaala', a missed call-based English learning platform.

## THE OBJECTIVE

- The brand needed to gain from rural pockets of key markets
- These markets are traditional media dark markets where TV or Print does not reach and mobile is the only medium having widespread proliferation
- The audience had to engage with the brand to make it an indispensable part of their lives
- The brand wanted consumers to have a feeling of pride when they purchased the product

## THE EXECUTION

The 'Angrezi Mobile Paathshaala' platform designed was to have 'self-teaching' modules to be delivered through a 'mobile voice-based platform'. One just had to give a missed call on a toll free number. A character 'Shanti Didi' was created who took children through nine basic English modules in a fun-filled manner. Each module had a specific topic ranging from learning names of animals and birds in English in year one to the addition of nine other modules with value-based English words like sorry, thank you, etc., in the second year. The content was created in collaboration with experts in children's education. Brand benefits were subtly incorporated within the educational content.

## THE RESULTS

Apart from consumer enthusiasm, the brand saw huge shifts in scores. Spontaneous awareness for the brand shot up by almost six times amongst content consumers and association with the cause of education grew by 43%. Till date, the brand has received around 8,91,378 calls.



"Nihar Shanti Amla's 'Angrezi Mobile Paathshaala' which is India's first English education module on mobile campaign was received with immense enthusiasm by our consumers in rural India. This platform gives the brand the opportunity to reach out to our consumers in media dark markets and provides free English education to them on mobile. Nihar Shanti Amla has always played the role of an enabler in bringing about a positive change in society by dedicating itself towards the cause of education. The brand, by being associated with a cause of this kind, makes consumers proud of choosing Nihar Shanti Amla. This initiative also makes education accessible to her, just a click away on the mobile where she and her kids can learn English, something which otherwise seemed like a distant dream for some."

**Anuradha Aggarwal**

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