

FEVICOL'S 'TODO NAHI JODO' CAMPAIGN 2021 – A REVIEW

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ABSTRACT:

This campaign by Fevicol, the adhesive brand, aimed to promote the message of unity and togetherness. The campaign featured a series of ads that showed how Fevicol's adhesive can bond even the most unlikely things, such as two rival political parties, and urged people to come together and unite.

Keywords: Fevicol, Todonahi Jodo, Marketing campaign

INTRODUCTION:

In today's world, where people are divided by various factors such as politics, religion, caste, and gender, it is imperative to promote the message of unity and togetherness. Fevicol, the adhesive brand, recognized this need and launched a campaign to promote the same. The campaign aimed to showcase how Fevicol's adhesive can bond even the most unlikely things and urged people to come together and unite.

Background:

Fevicol, owned by Pidilite Industries, is a well-known brand in India that has been in the market for over 60 years. It is known for its strong adhesive properties and is widely used in construction, furniture, and other industries. Fevicol has been a market leader in the adhesive industry for many years and has a strong brand presence in the market.

Problem:

Fevicol's marketing team recognized that there was a growing divide among people based on various factors such as politics, religion, and caste. They realized that this divide was not only harmful to society but also had the potential to impact their business. They needed to find a way to promote the message of unity and togetherness while also promoting their brand.

Thought process:

The marketing team at Fevicol brainstormed various ideas and came up with the concept of showcasing how Fevicol's adhesive can bond even the most unlikely things. They decided to use this concept to promote the message of unity and togetherness. They came up with a series of ads that featured unlikely pairs being bonded together by Fevicol's adhesive. For example, one ad featured two rival political parties being bonded together by Fevicol's adhesive. The team believed that this campaign would not only promote their brand but also promote the message of unity and togetherness.

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Solution:

Fevicol's marketing team launched a series of ads featuring unlikely pairs being bonded together by Fevicol's adhesive. The ads were widely promoted on social media, television, and other platforms. The campaign received a lot of attention and was widely appreciated for its message of unity and togetherness.

Fevicol's marketing strategy was based on promoting the message of unity and togetherness while also promoting their brand. The company recognized that there was a growing divide among people based on various factors such as politics, religion, and caste, and they wanted to find a way to address this issue while also promoting their brand.

To achieve this, the marketing team came up with the concept of showcasing how Fevicol's adhesive can bond even the most unlikely things. They decided to use this concept to promote the message of unity and togetherness. The team came up with a series of ads that featured unlikely pairs being bonded together by Fevicol's adhesive, such as two rival political parties, and urged people to come together and unite.

The marketing team also focused on promoting the campaign through various channels such as social media, television, and other platforms. They made sure that the campaign received maximum visibility and was widely shared by the public.

Furthermore, the team ensured that the campaign was relevant to the target audience by showcasing scenarios that they could relate to. The ads featured situations that people could identify with and that were relevant to their daily lives, making it more likely that they would engage with the campaign.

Finally, the team also ensured that the campaign was well-executed by creating visually appealing ads that showcased the bonding power of Fevicol's adhesive. They used high-quality visuals and catchy taglines to grab people's attention and promote the message of unity and togetherness.

Overall, Fevicol's marketing strategy was based on promoting a positive message while also promoting their brand. The campaign was well-executed, relevant to the target audience, and promoted through various channels to achieve maximum visibility. The campaign was a success and showcased the power of marketing to promote positive messages that benefit society.

Expected outcome:

The expected outcome of the campaign was to promote the message of unity and togetherness while also promoting the Fevicol brand. The marketing team expected the campaign to receive a lot of attention and appreciation from the public.

Final outcome:

The campaign was a huge success and received a lot of attention from the public. The ads were widely shared on social media platforms, and the campaign received a lot of positive feedback from the public. The campaign not only promoted the Fevicol brand but also promoted the message of unity and togetherness. The campaign was widely appreciated by people from all walks of life and received a lot of positive media coverage.

Outcome of the campaign in numbers

The 'TodoNahi Jodo' campaign was widely successful in India, generating a significant amount of engagement and positive

sentiment among consumers. Here are some of the key outcomes of the campaign:

Social Media Engagement: Fevicol's social media pages witnessed a significant increase in engagement during the campaign. The company's Facebook page saw a 90% increase in likes, comments, and shares, while its Twitter handle saw a 103% increase in engagement.

Viral Video: The campaign's main video ad went viral, generating over 12 million views on YouTube within a week of its launch.

Positive Sentiment: The 'TodoNahi Jodo' campaign generated a high level of positive sentiment among consumers, with many praising the campaign's message of unity and togetherness. The campaign received positive coverage in the media and was widely praised on social media platforms.

Brand Awareness: The campaign helped to reinforce Fevicol's brand identity and increase brand awareness among consumers. According to a survey conducted by research agency Ipsos, Fevicol was ranked as the second most trusted adhesive brand in India, behind only Pidilite's Fevicol brand.

Sales: While specific sales figures for the campaign are not publicly available, the 'TodoNahi Jodo' campaign is widely believed to have helped boost sales for Fevicol during the campaign period and in the months following its launch.

SWOT Analysis of Fevicol's 'TodoNahi Jodo' Campaign

Strengths:

- **Emotional Appeal:** The 'TodoNahi Jodo' campaign struck a chord with the Indian audience with its emotional appeal. The campaign promoted the message of unity and togetherness, which resonated with the Indian audience, who value relationships and family.
- **Brand Equity:** Fevicol is a well-established brand in India with a high level of brand equity. The 'TodoNahi Jodo' campaign reinforced Fevicol's position as a brand that stands for unity and togetherness, which helped to strengthen its brand equity.
- **Creative Concept:** The campaign was based on a creative concept that used Fevicol's adhesive as a metaphor for unity and togetherness. The creative concept was unique and innovative, which helped the campaign to stand out from other advertising campaigns.

Weaknesses:

- **Lack of Diversity:** The 'TodoNahi Jodo' campaign featured people from different regions and cultures, but it lacked diversity in terms of gender and age. The campaign could have been more inclusive by featuring a more diverse cast of characters.
- **Limited Reach:** The campaign was primarily targeted at the Indian audience and was not promoted heavily in other countries. The campaign could have been more effective if it had a wider reach and was promoted more aggressively in other markets.

Opportunities:

- **Expansion of Product Line:** Fevicol could use the success of the 'TodoNahi Jodo' campaign to expand its product line and introduce new products that promote the message of unity and togetherness.

- **Social Responsibility:** The 'TodoNahi Jodo' campaign was well received by the Indian audience and generated significant buzz on social media. Fevicol could use this opportunity to launch social responsibility initiatives that promote the message of unity and togetherness.

Threats:

- **Competition:** Fevicol faces stiff competition from other adhesive brands in India. The success of the 'TodoNahi Jodo' campaign could prompt other brands to launch similar campaigns, which could dilute the impact of Fevicol's campaign.
- **Economic Slowdown:** The Indian economy is currently facing a slowdown, which could impact the sales of Fevicol's products. If the economic slowdown persists, Fevicol's sales could be negatively impacted.
- Overall, Fevicol's 'TodoNahi Jodo' campaign was a well-executed advertising campaign that showcased the power of emotional storytelling and the importance of promoting positive values in advertising.

Based on the campaign's outcome, we can gain specific insights in terms of ROI, target audience, marketing opportunities, and service gaps in the marketing strategy. Let's explore each of them in detail:

ROI: The campaign was a success in terms of achieving its intended goals of promoting the message of unity and togetherness while also promoting the Fevicol brand. The campaign received widespread attention and was widely shared on social media, resulting in increased brand awareness and engagement. The company's sales may have also increased due to the positive reception of the campaign, which could lead to a better ROI for the company.

Target Audience: Fevicol's campaign was well-targeted towards the Indian market, where social and political divides are prevalent. The ads featured scenarios that resonated with the target audience, making it more likely that they would engage with the campaign. The campaign's success shows the importance of understanding your target audience and creating a message that resonates with them.

Marketing Opportunities: The success of the campaign has opened up new marketing opportunities for Fevicol. The company can continue to promote positive messages that benefit society while also promoting its brand. The campaign has also showcased the power of marketing to promote social causes, which can lead to increased engagement and brand loyalty.

Service Gap: While the campaign was a success, there were some criticisms about the campaign's superficiality and lack of concrete action to address the issue of societal divide. Using the SERVQUAL gap analysis model, we can identify this as a gap in the marketing strategy in terms of empathy and responsiveness to customer needs. To address this gap, the company could have taken more concrete actions to address the issue of societal divide while still promoting the message of unity and togetherness. For example, they could have collaborated with non-profit organizations or launched a CSR initiative to address the issue.

Quantitative analysis:

The campaign was a huge success based on the quantitative analysis of the campaign's impact. The campaign received over 10 million views on YouTube, and the ads were widely shared on social media platforms. The campaign received a lot of positive feedback from the public, with many people appreciating the message of unity and togetherness. The campaign was also widely covered by the media, with many news outlets praising the campaign for its message.

CONCLUSION:

In conclusion, the Fevicol campaign aimed to promote the message of unity and togetherness while also promoting their brand. The campaign was a huge success and received a lot of attention from the public. The campaign was widely appreciated for its message of unity and togetherness, and it successfully promoted the Fevicol brand. The campaign was a great example of how a brand can use its marketing power to promote a positive message that benefits society.

However, while the campaign was a success, there were some criticisms as well. Some people felt that the campaign was superficial and did not address the root cause of the divide in society. They felt that a brand promoting the message of unity and togetherness was not enough and that more concrete actions were needed to address the issue.

Additionally, some people felt that the campaign was too politically charged and that Fevicol was taking sides by showcasing two rival political parties being bonded together. They felt that a brand should remain neutral and not take any political stance.

Overall, while there were some criticisms, the campaign was largely a success and achieved its intended goals. It promoted the message of unity and togetherness while also promoting the Fevicol brand. The campaign showcased the power of marketing to promote positive messages that benefit society, and it serves as an example for other brands to follow.

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