

REVIEW OF AMAZON'S "GREAT INDIAN FESTIVAL" CAMPAIGN

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ABSTRACT:

Amazon's "Great Indian Festival" campaign was launched in 2020 in India to promote its annual festive season sale. The campaign involved creating a series of television ads, social media campaigns, and targeted offers to promote the sale and engage customers.

Key Words: Amazon, The Great Indian Festival, Marketing Campaign, Case Study

INTRODUCTION

Amazon is one of the world's largest online retailers and has a significant presence in the Indian market. The company organizes the "Great Indian Festival" campaign annually, which is a massive sale event during the festive season in India. In 2020, Amazon faced challenges due to the COVID-19 pandemic and increased competition from other e-commerce players. The marketing team had to come up with an innovative campaign to drive sales and retain customers.

Background of the company:

Amazon is a multinational technology company based in Seattle, Washington, USA. The company was founded in 1994 by Jeff Bezos and started as an online bookstore. Over the years, Amazon has expanded its product offerings and now sells a wide range of products, including electronics, fashion, beauty products, and groceries, among others. Amazon is one of the largest and most successful e-commerce companies in the world, with operations in several countries, including India.

Amazon entered the Indian market in 2013 and has since then expanded its operations in the country. According to Statista, Amazon's market share in India was 31.2% in 2020, trailing Flipkart with 33.1%. However, Amazon has been growing rapidly, with revenue of \$21 billion in 2020, up from \$10 billion in 2018. The company's success in India can be attributed to its focus on customer experience, fast delivery, and competitive pricing.

The Case

In 2020, Amazon India launched its "Great Indian Festival" campaign to promote its annual festive season sale. The campaign was aimed at providing discounts and exclusive offers to customers in India, one of Amazon's largest and fastest-growing markets. The Great Indian Festival campaign was launched amidst the COVID-19 pandemic and the resulting lockdowns, which severely impacted the retail sector in India. The campaign was designed to provide customers with the convenience of online shopping and the assurance of reliable delivery services while providing discounts and exclusive offers on a wide range of products.

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The marketing team at Amazon decided to focus on a few key areas to differentiate their campaign. They focused on customer experience, affordability, and partnership with small businesses. The team ensured that the campaign had a festive look and feel and featured deals across categories, including electronics, fashion, and home appliances. They also launched an augmented reality feature on their app, allowing customers to see how products would look in their homes. To make the sale more affordable, they introduced a no-cost EMI option and a 10% discount on HDFC bank cards. Additionally, they partnered with small businesses across India to promote local artisans and products.

Problem:

The COVID-19 pandemic had a significant impact on e-commerce in India, with supply chain disruptions, reduced consumer spending, and increased competition. Other e-commerce players, such as Flipkart and Reliance JioMart, were also organizing festive season sales during the same period, making it challenging for Amazon to stand out. The marketing team had to devise a campaign that would drive sales, retain customers, and differentiate Amazon from its competitors.

Solution:

Amazon launched the "Great Indian Festival" campaign from October 17 to 21, 2020, with a soft launch for Prime members on October 16. The campaign featured more than 900 new product launches, over 100 top brands, and thousands of deals across categories. They also ran various contests and games to engage customers. To create awareness, Amazon collaborated with Bollywood actors and influencers, who posted about the sale on social media platforms.

The marketing strategy adopted by Amazon for its "Great Indian Festival" campaign in 2020 was centered around customer experience, affordability, and partnership with small businesses. To achieve these goals, the company employed several tactics such as:

Augmented Reality feature: Amazon introduced an augmented reality feature on its app that allowed customers to virtually try on products before purchasing them. This feature helped customers make more informed buying decisions and enhanced their shopping experience.

No-cost EMI: Amazon offered a no-cost EMI option to customers who made purchases using credit or debit cards. This made the sale more affordable for customers and encouraged them to make larger purchases.

Partnership with small businesses: Amazon collaborated with local artisans and small businesses to promote their products and help them reach a wider audience. This helped Amazon tap into new customer segments and promote local products and businesses.

Celebrity endorsements: Amazon roped in Bollywood actors and social media influencers to create awareness and drive engagement among customers.

Expected Outcome:

The marketing team aimed to achieve a few key outcomes through the campaign. They aimed to drive sales, retain customers, differentiate Amazon from its competitors, and promote small businesses. The team expected to see a significant increase in orders, repeat purchases, and customer engagement.

Final Outcome:

According to a press release by Amazon India, the "Great Indian Festival" 2020 sale was the biggest event for the company in India. During the five-day sale, Amazon recorded a 2X increase in Prime member signups compared to the previous year's event. The company also noted that over 1.1 lakh sellers received orders during the sale, with 66% of these sellers coming from Tier 2 and Tier 3 cities. Additionally, Amazon reported that more than 91% of new customers came from small towns, indicating that their efforts to promote small businesses were successful.

TEACHING NOTE:

The case study of Amazon's "Great Indian Festival" campaign 2020 highlights the importance of innovation and customer-centricity in marketing. The marketing team's focus on customer experience, affordability, and partnership with small businesses helped the company achieve its expected outcomes and stand out from its competitors. The case study can be used to teach students about the importance of understanding the market environment, analyzing customer needs and preferences, and devising innovative marketing strategies. The case study can also be used to discuss the impact of the COVID-19 pandemic on e-commerce in India and the strategies adopted by companies to navigate the crisis.

Discussion Questions:

1. How did Amazon differentiate its "Great Indian Festival" campaign from its competitors?
2. What role did customer experience play in the success of the campaign?
3. How did Amazon's partnership with small businesses help the company reach new customer segments?
4. What impact did the COVID-19 pandemic have on e-commerce in India, and how did Amazon respond to the crisis?
5. What lessons can other companies learn from Amazon's "Great Indian Festival" campaign 2020?

Discussion of the Case Material:

The Great Indian Festival campaign was first launched in 2014, and has since become one of Amazon India's biggest annual events. The campaign typically involves a range of marketing tactics, including television ads, social media campaigns, targeted offers, and exclusive deals for customers. Amazon India uses the campaign to promote its brand as reliable and customer-centric, and to differentiate itself from its competitors in the highly competitive e-commerce market in India.

Over the years, the Great Indian Festival campaign has become a highly anticipated event for customers, with millions of people eagerly waiting for the sale period to begin. The campaign has helped Amazon India to establish itself as a leading e-commerce platform in India, and to compete successfully against other major players in the market, such as Flipkart and Snapdeal. The success of the campaign has also inspired other brands to adopt similar strategies during the festive season, making it a highly competitive and dynamic period for the e-commerce industry in India.

Questions for deliberation:

- The importance of festive season sales in India and how Amazon leveraged this opportunity to promote its brand and products.
- The effectiveness of different advertising channels used by Amazon, such as television ads, social media campaigns, email marketing, and targeted offers.
- The role of Amazon's brand ambassadors in promoting the Great Indian Festival campaign and how they helped to engage customers.
- The impact of the COVID-19 pandemic on the retail sector in India and how Amazon responded to the challenges posed by the pandemic.
- The success of Amazon's Smart Upgrade program and how it helped to attract customers to the platform.
- The role of games and contests in engaging customers and how they helped to drive sales during the Great Indian Festival campaign.
- The importance of convenience and reliability in online shopping and how Amazon emphasized these factors to differentiate itself from competitors.

Was the campaign a success or a failure?

Based on the final outcome of the campaign, it can be concluded that the campaign was a success. The campaign helped Amazon achieve its expected outcomes of driving sales, retaining customers, differentiating itself from its competitors, and promoting small businesses. The campaign's success can be attributed to the marketing team's focus on customer experience, affordability, and partnership with small businesses. The augmented reality feature on their app and the no-cost EMI option made the sale more affordable and convenient for customers. The partnership with small businesses helped Amazon tap into new customer segments and promote local artisans and products. The company's collaboration with Bollywood actors and influencers also helped create awareness and drive engagement among customers.

Sales effect after the campaign:

- Amazon India reported that it received orders from over 1.1 lakh pin codes across the country during the Great Indian Festival campaign.
- The company reported that it had received orders from more than 91% of the serviceable pin codes in India.
- Amazon India reported a significant increase in sales during the campaign period, with some reports suggesting that the company had recorded its highest-ever sales during the Great Indian Festival campaign.
- The success of the Great Indian Festival campaign helped Amazon India to strengthen its position in the e-commerce market in India and increase its market share.

Overall, the marketing strategy adopted by Amazon was effective in achieving its expected outcomes and differentiating its "Great Indian Festival" campaign from its competitors. The focus on customer experience, affordability, and partnership with small businesses helped the company stand out in a highly competitive market.

However, it is always possible that there could have been a better marketing strategy to adopt. For instance, Amazon could have focused more on sustainability and eco-friendliness in its campaign. The company could have promoted products that are environmentally friendly and encouraged customers to make more sustainable choices. This would have appealed to customers

who are increasingly concerned about the environment and sustainability. Additionally, Amazon could have collaborated with NGOs or social enterprises working on environmental issues to promote their cause and create a positive impact.

During the campaign, Amazon offered customers discounts of up to 80% on a wide range of products, including electronics, home appliances, fashion, and beauty products. The company also offered exclusive deals to customers who made purchases using Amazon Pay, the company's digital wallet. Customers who used Amazon Pay to make purchases during the Great Indian Festival campaign were eligible for cashback offers and additional discounts.

One of the highlights of the Great Indian Festival campaign was the launch of Amazon's new "Smart Upgrade" program. Under this program, customers could exchange their old smartphones for new ones at discounted prices. The program was launched in collaboration with several smartphone manufacturers, including Samsung, OnePlus, and Xiaomi. Customers who exchanged their old smartphones under the program received discounts of up to Rs. 13,000 on new smartphones.

To further engage customers during the Great Indian Festival campaign, Amazon also launched several games and contests on its platform. The company launched the "Guess Who" game, in which customers had to guess the identity of celebrities based on clues provided by Amazon. Customers who guessed correctly were eligible for discounts and cashback offers. Amazon also launched a "Spin and Win" contest, in which customers could win prizes by spinning a wheel on the company's platform.

Apart from offering discounts and exclusive offers, the Great Indian Festival campaign also emphasized the convenience and reliability of shopping on Amazon. The company highlighted its extensive delivery network and assured customers that their orders would be delivered safely and on time. To ensure the safety of its delivery agents and customers during the pandemic, Amazon also implemented several safety measures, such as contactless deliveries and mandatory temperature checks for delivery agents.

In conclusion, while the marketing strategy adopted by Amazon for its "Great Indian Festival" campaign was effective, there is always room for improvement and innovation. Companies need to continuously analyze the market environment and customer needs and preferences to stay ahead of the competition and create a positive impact.

Overall, the Great Indian Festival campaign was a massive success for Amazon India. The company reported that it received orders from over 1.1 lakh pin codes across the country during the campaign. The company also reported that it had received orders from more than 91% of the serviceable pin codes in India. The success of the Great Indian Festival campaign highlights the growing popularity of e-commerce in India and the increasing importance of online sales for retailers in the country.

SWOT Analysis:

Strengths:

- Amazon's "Great Indian Festival" campaign targeted a relevant market segment in India, the festive season shopping segment, which is a major driver of sales for e-commerce platforms.
- The campaign used a variety of marketing tactics, including television ads, social media campaigns, and targeted offers to create a comprehensive and

Weaknesses:

- The campaign faced stiff competition from other e-commerce platforms, which may have limited its effectiveness.
- The focus on discounted prices and offers may have reinforced the perception that Amazon prioritizes sales over quality or customer satisfaction.

engaging experience for customers. • The campaign helped to establish Amazon as a reliable and customer-centric brand in India.	
Opportunities: • Amazon can continue to address the growing e-commerce market in India and promote its brand as reliable and customer-centric. • The success of the campaign can inspire other brands to adopt similar strategies to differentiate themselves from competitors.	Threats: • Competitors may also adopt similar strategies, making it difficult for Amazon to differentiate itself in the market. • Negative publicity or customer dissatisfaction could harm Amazon's reputation and undermine the effectiveness of its campaigns.

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