
Sab Bite Mein Balance

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Tirupati brand of edible oil was flagship brand of the N.K. Proteins Ltd. The company had launched series of advertisement campaigns on health platform which was very successful in terms of brand recall. Afterwards, series of next campaign was launched on the health and taste platform which was also successful in registering the name of the brand “Tirupati” in minds of consumers. The case describes the advertisement strategies for commodity branding. On the other hand it also elucidate dilemma of One Advertisement and Communication Services Ltd regarding how to differentiate Tirupati brand of oil from “me-too” kind of edible oils which were positioned on the same platform of health and taste.

Keywords Tirupati Oil, Advertisement, Branding

Tirupati Cottonseed Oil was the largest selling edible oil brand in Gujarat with market share of more than 65 percent. The brand had very good marketing set up in state of Gujarat. Later on it was also launched in the nearby states of Gujarat viz. Rajasthan, Maharashtra, Punjab and few other states of India. Tirupati Cottonseed Oil was the first regional brand which had initiated brand building campaign on larger scale to change the perception of the consumers to merely purchase oil to carry a brand at home. Since 2003 the company had hired an advertising agency named, One Advertising and Communication Services Ltd. One Advertising had developed series of campaigns in order to differentiate ‘Tirupati’ as branded oil among the clutter of competitors across Gujarat.

Background

N.K. PROTEINS LTD, an ISO 9001:2000 certified company, registered in the year 1993 was engaged in the refining of all types of edible oil. Their refinery was Located at village Thor, Gujarat, India with the capacity of 400 MT per day of edible oil. The company sold the products under different brand names (Refer Table 1) in the pack size of 15 and 5 liter HDPE Jars, 1 liter pouch, 1 liter bottle, 500 ml. and 200 ml pouch. Company’s sales turnover was about Rs. 900 crore and grew at a rate of 30 percent annualized.

Product	Brand Name
Refined Corn Oil	Tirupati Active
Refined Soyabean Oil	Tirupati Lite
Double Filtered Groundnut Oil	<i>Double Filtered</i> Tirupati Groundnut Oil
Refined Groundnut Oil	Refined Tirupati Groundnut Oil
Refined Sunflower Oil	Sunpride Refined Sunflower oil

Table 1

Tirupati Cottonseed Oil was the flagship brand of the N. K. Proteins Ltd. The company was committed to ensure customer satisfaction by supplying quality in all their edible oil products. The endeavour for continuous improvement should remain mission of every employee and the management. Also the company was planning to go for ISO: 22000 and HACCP.

Road Ahead to Branding

N K Proteins Limited had promoted their cottonseed oil product under the brand name “Tirupati”. It was the largest selling brand of the cotton seed oil in Gujarat. The target consumers were house wives aged 29+. The USP of the Tirupati were as follows:

1. Good taste
2. The fried food had very long shelf life
3. Value for money
4. Health and fitness

The First Campaign

During the market research, team of the One Advertisement found that the main purchasing criteria for the edible oil were ‘*Health and Taste*’. Price and scheme came thereafter because the **consumers were health conscious and wanted to balance their fitness without compromising their diet**. Also the USPs of the brand stated that it was very well balanced in terms of health, taste and price. That’s why the product was position on a health platform with a tag line “*Har Bite Mein Balance*”. The product was endorsed by Shweta Tiwari (Prerna–Kasautii Zindagi Kii fame). The main objective of this campaign was to build brand and differentiate it from the competitors by penetrating the message “Har Bite Mein Balance” in the minds of prospective customers as the meaning of balance to the customer was to give equal importance to health, taste and price. The company emphasized more on outdoor – about 450 to 600 hoardings at prime location across Gujarat. News paper advertisements and magazine ads were used as a supplementary. The post launch research findings; after 10 to 12 weeks to check the effectiveness of the campaign were as follows:

- The campaign received maximum recall rate among all the brand of edible oil in Gujarat.
- Most of the respondents could recall only two things: Brand name (‘Tirupati’) and Prerna (The celebrity).

- The punch line “Har Bite Mein Balance” was not registered in the mind of respondents as strongly as hypothesized.

(Refer Annexure: I)

The Next Campaign

In the next campaign company had highlighted the balance between health and taste with the help of food items like ‘Puri and Menduwada’. These two items were selected because they were popular among Gujaratis and consumers could directly relate them to oil. Also these ‘Puri or Menduwada’ were placed so elegantly in the advertisement that gave eye catching effect. Secondly, all the competing brands started copying of Tirupati and signed popular television stars in their ad campaigns. The media selected for the campaign were outdoor (hoardings at prime locations across Gujarat state like multiplexes, at crossing, near hospitals, on boat – at Kankaria lake, Ahmedabad city etc.) and advertisement in newspapers and magazines. The campaign increased the sales volume in many fold and the positioning of the brand (Har Bite Mein Balance) was also registered in the mind of the respondents.

(Refer Annexure II)

The Extension

Breaking the monotony without changing the core concept, company launched new campaign with refreshingly different layout and visual images. *(Refer Annexure: III and IV)* For successful promotion of brand ‘Tirupati’, One Advertising and Communication Services Ltd won the award in the campaign category.

Future Outlook

After crossing the first milestone of making award winning ad campaign, Ms. Vibhuti Bhatt, CEO, One Advertisement and Communication Services Ltd. foresaw the challenge

of differentiating the brand from the clutter of “Me Too” kind of propositions on health. She was in dilemma what next to get foothold at a national level.

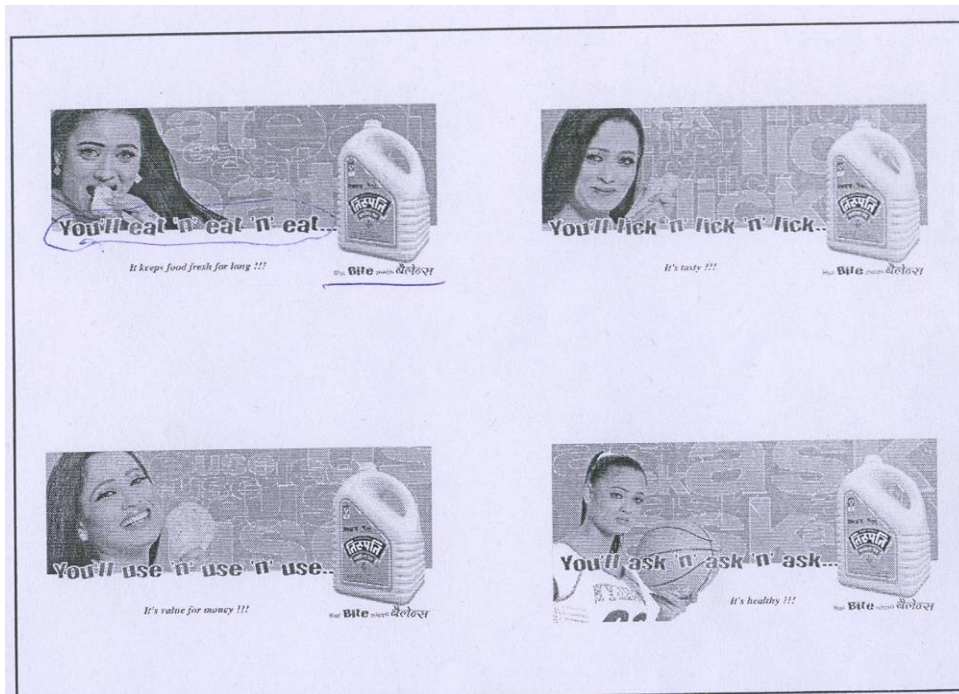
(Refer Annexure: V)

Questions:

1. Critically evaluate all the ad campaigns of ‘Tirupati’ on various parameters of advertising.
2. Do you feel that ‘One Advertising and Communication Services Ltd’ has to continue the same positioning proposition based on “Health”? Justify your statement.
3. Suggest the appropriate advertising strategies to promote ‘Tirupati’ as a National Brand.

ANNEXURE I

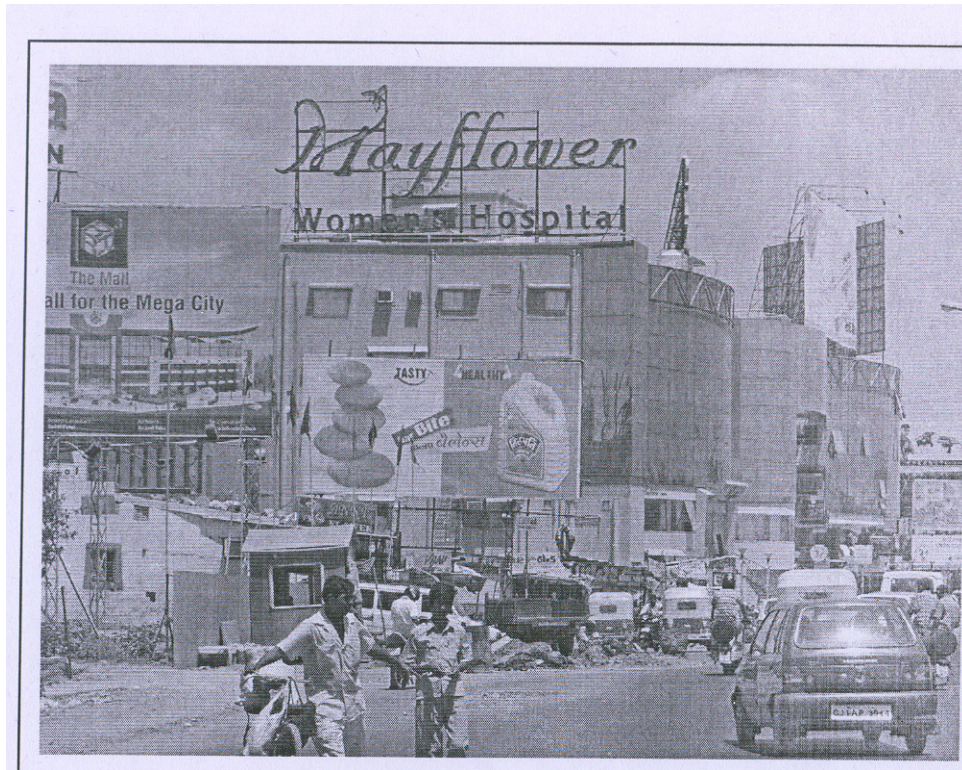
Hoardings



ANNEXURE II

Hoardings





Boat – At Kankarai, ‘Ahmedabad City’



Hoarding - At Multiplex



**लाईक हो तो ऐसी
टेस्टी और हेल्दी**

सुपरिफ़िन सुपुर्नो सुपुर्नो से चर्कोरड भेलेन,
शे कल्प भेलेन उनी सरी, ती सली दुमिल से सली.
एव सले सवेर - भेनु चर्कोरड भेलेन से टिपति.
हर चर्कोरड में भेलेन, मारि सगुडर मारि.
मत्र टिपति सरी.

Har Bite
मम बैलेन्स

तिस्पति
मम बैलेन्स

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ANNEXURE III



Annexure IV

Hoarding



ANNEXURE V

Positioning of the competing brands

Brand	USP	Description of Ad
Vimal	Health	The ad showed family in which there was a husband, a wife and a child with slogan “Healthy U, Happy U”
Rani	Purity	It showed one lady who had full of confidence in the Rani oil as far as purity was concerned with slogan “Vachan Visvas Nu ,Pratik Shudhta Nu”
Saffola	Health	The brand was shown empathizing with the housewife, understanding her struggle to keep her family healthy. And in the process, the advertising introduced her to Saffola, an intelligent and convenient way of keeping her family healthy. The ad showed therapeutic brand which contains Low cholesterol with slogan “Naya Saffola Gold, Dil ki Hifazat Aaj Se”
Sweekar Oil	Health	Sweekar was a reasonably health-friendly cooking medium which didn’t give the feeling of ‘being at risk’ Sweekar had now become synonymous with a good quality edible oil which was light and healthy with slogan “Achha Khana, Hasi Khusi Ka Khajana”
Maruti	Taste	The ad demonstrated the family sitting on a dining table, talking surprisingly about the taste of the food and housewife showing the tin of Maruti with tagline “Taste of Love”
Dhara	Health and Fitness	A little girl with smiling face “My Daddy Strongest”
Fortune	Health	“Thoda Aur Challega”

RANI OIL - “Vachan Visvas Nu ,Pratik Shudhta Nu”



Exhibit 1

Percentage of mother tongue	
Gujarati	84.35 percentage
Hindi	4.06 percentage
Others	12.59 percentage
Literacy rate	
Total	69 percentage
Male	79.7 percentage
Female	57.8 percentage
Total population of Gujarat	
Population	50671017
Sex ratio(F:M)	920 :1000
Total house hold	
Total house hold	12446995
Vacant Houses	1715375
Occupied	10731620

Source: Census of India 2001