

SUMMARY

When Havells, a wires and switchgear company, decided to launch home appliances it had to engage an audience that it had never spoken to before:

The Indian homemakers.


The task was made more daunting by the fact that their shopping behaviour was almost as predictable as a military drill; buy a reputed brand preferably the one they already had a good experience with.

However, the brand's ideology made all the difference.


Traditional Indian norms suggested that a woman's prime responsibility is to 'take care' of her husband.

And while modern Indian men have learned to be politically correct about sharing household responsibilities, deep down things haven't truly changed. And they continue to intrinsically link women and kitchen.

Havells unequivocally said "the woman is not an appliance" and it will foremost "respect woman".



No matter how rational or convention driven the environment, emotions find a way of breaking through. The strategic approach for Havells home appliances is another testimony of that. Quite like Connor Waldvogel (the kid in the pic), a 2 yrs. old brand won millions of hearts and made consumers set aside their conventional behaviour, leading to an unprecedented over 150% increase in sales.



Women
are not
appliances.

Havells appliances. Respect for women.



HAVELLS

BACKGROUND AND BUSINESS CHALLENGE

Havells is one of India's most respected electrical products company. Over 80% of its sales comprise of wires and miniature circuit breakers (MCBs), and in both categories it is the national market leader.

In recent years Havells has embarked upon an aggressive diversification drive. And that often means engaging new TG segments and establishing new brand competencies. Entering the category of household appliances meant encountering these challenges at once along with significant others.

1. Havells is perceived as an 'electricians' brand'. It had never addressed the Indian homemaker, let alone having struck a rapport with her.

2. Homemakers seemed extremely set in their ways, when it came to choosing home appliances, seeking basic functionality with durability. And to offer that there were galaxy of global players and strong and established Indian brands, and very likely that one (or more) of them was a brand she had grown up with.

3. Havells home appliances, though at par with the best in the market, offered no significant or consistent functional advantage, over other brands.

4. Havells was unwilling to offer its range a price point lower than that of the market leader.

The communication challenge
How can an "electricians' brand" endear itself to the modern Indian home maker?

THE OBJECTIVES:

1. Increase the consideration and preference among SEC A1/ A women (tier 1 social segment)
2. Achieve a 20% increase in month-on-month sales



HAVELLS

THE STRATEGY THAT LED TO THE A BIG IDEA

Sadly as a society we continue to treat our women as appliances

Since ages, orthodox Indian social norms strongly suggested that a woman's prime responsibility is to 'take care' of her husband's needs. She cooked, cleaned, toiled for him and felt (or at least was expected to feel) bliss in this.

In fact, "women" and "kitchen" is a connection formed over centuries and now they are so deeply interlinked in people's minds even today.

Surely men of today realise that all this is incorrect, that they need to be more participative around the house, but what they are mostly (and conveniently) doing is to be politically correct.

They are not yet true partners, but merely more benevolent masters, sweetly and innocently 'requesting' for coffee, favourite dish, or a prefect crease on the shirt's sleeve. The modern Indian woman can be out there in the world, running it alongside her husband, but running the kitchen (and the house) still seems to be only her natural duty.



HAVELLS

THE STRATEGY THAT LED TO THE BIG IDEA

And home appliances brands', disappointingly, continue to endorse this world view. They all seem to say "Hay woman, need more time for yourself? We can help, by helping you make that coffee faster, the dinner quicker and the ironing less back breaking...."

Inadvertently, all they seemed interested in achieving was to make the women better rice cookers, quicker coffee makers, instant irons...

Havells decided to challenge this all-pervasive, unconscious prejudice. Our ads would show not how our appliances would reduce women's drudgery in the kitchen (and other domestic areas), or how it would enable them to serve their husbands better. Instead, we would consciously delink the functionality of the appliance from the role of the women in the kitchen, and make a strong statement against the regressive mindset that automatically assigned kitchen and other domestic duties to the woman.

A series of short but powerful TVCs highlighted everyday situations where men (or families) were seen making the default assumption that the woman role is to serve the man. The woman's gentle but firm rejoinder in each of these situations beautifully did the dual task of setting the gender equation right and highlighting the products' features.



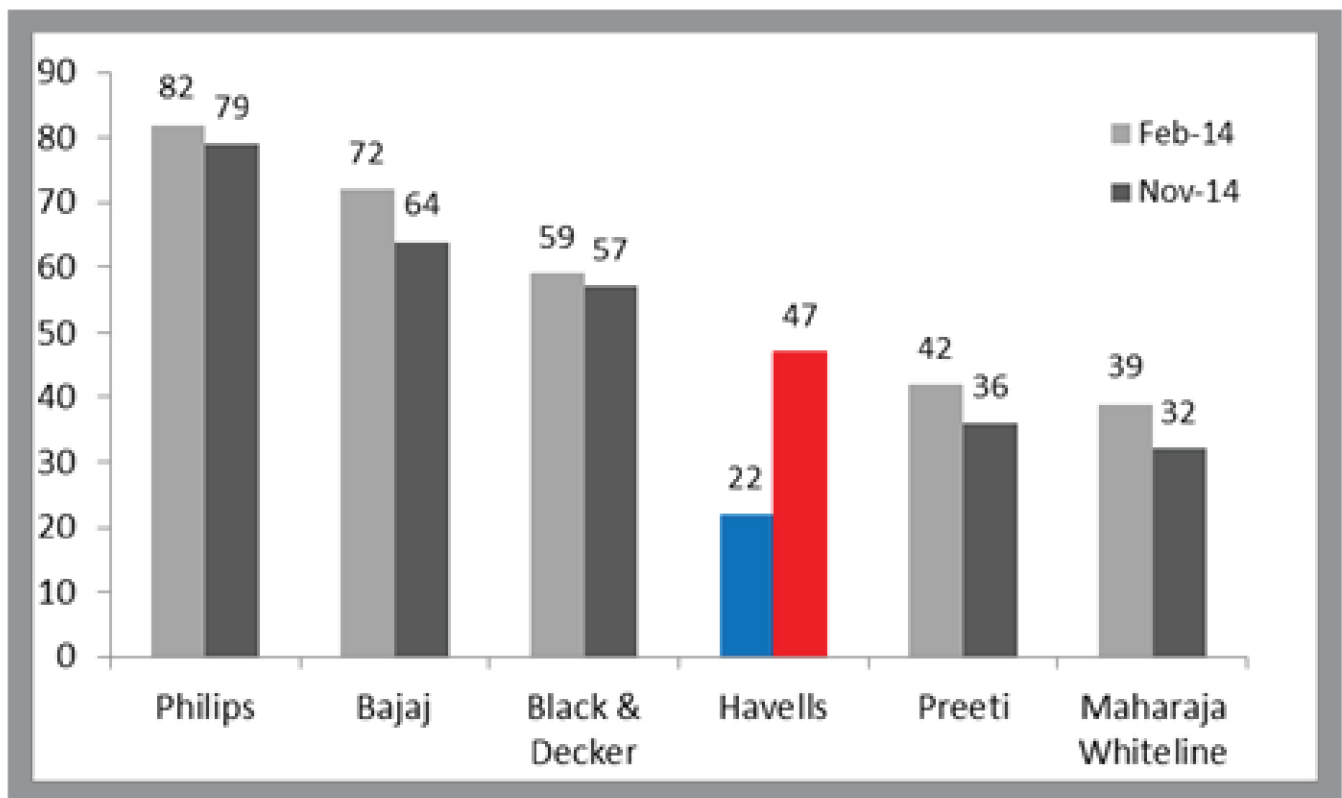
HAVELLS

IMPACT AND ORIGINALITY OF THE CREATIVE IDEA

The campaign not only met, but significantly surpassed the business objectives, but equally importantly became the centre of consumer and industry conversation and was widely recognised and appreciated. Following are some evidences of that.

OBJECTIVE #1

Increase in consideration/ preference for Havells among SEC A1/ A women



Source: Agency research

Result: Preference/consideration increased from 22% to 47% a jump of 114%

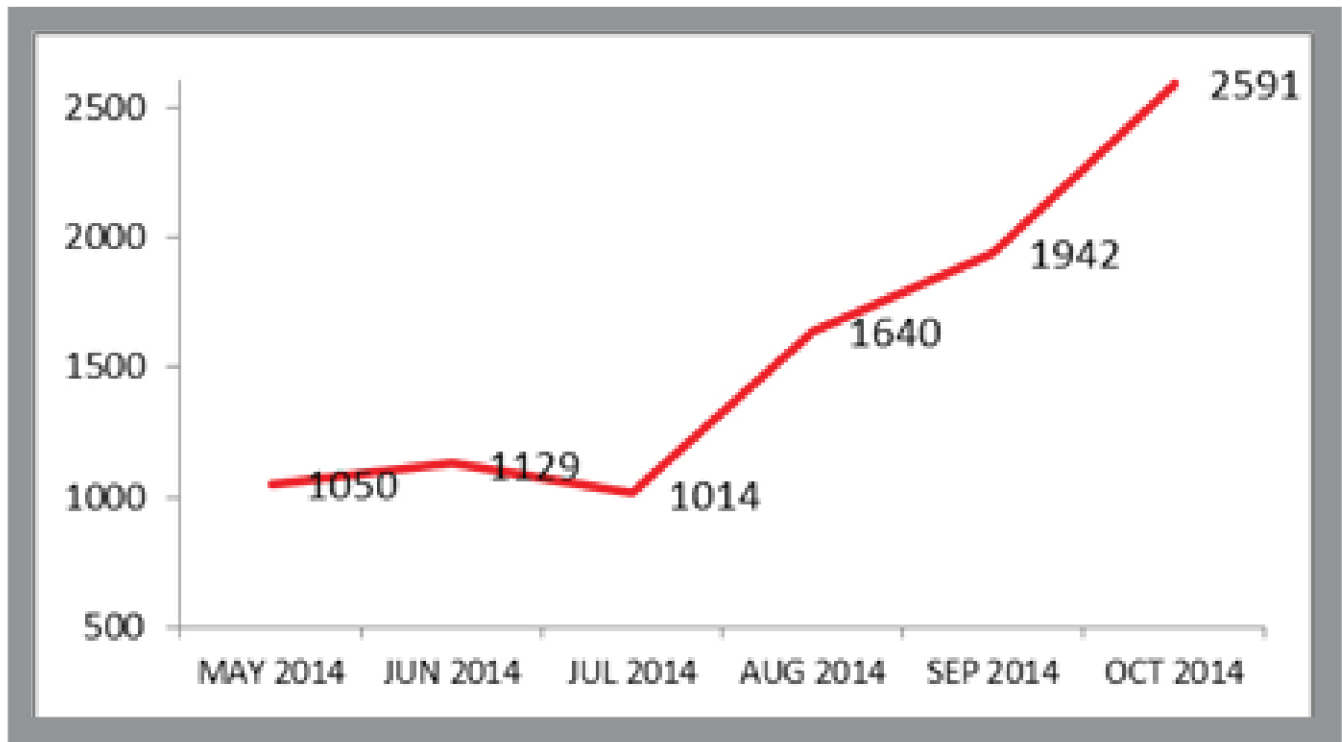


HAVELLS

IMPACT AND ORIGINALITY OF THE CREATIVE IDEA

OBJECTIVE #2

Achieve 20% growth on month on month sales



Source: Havells sales data 2014

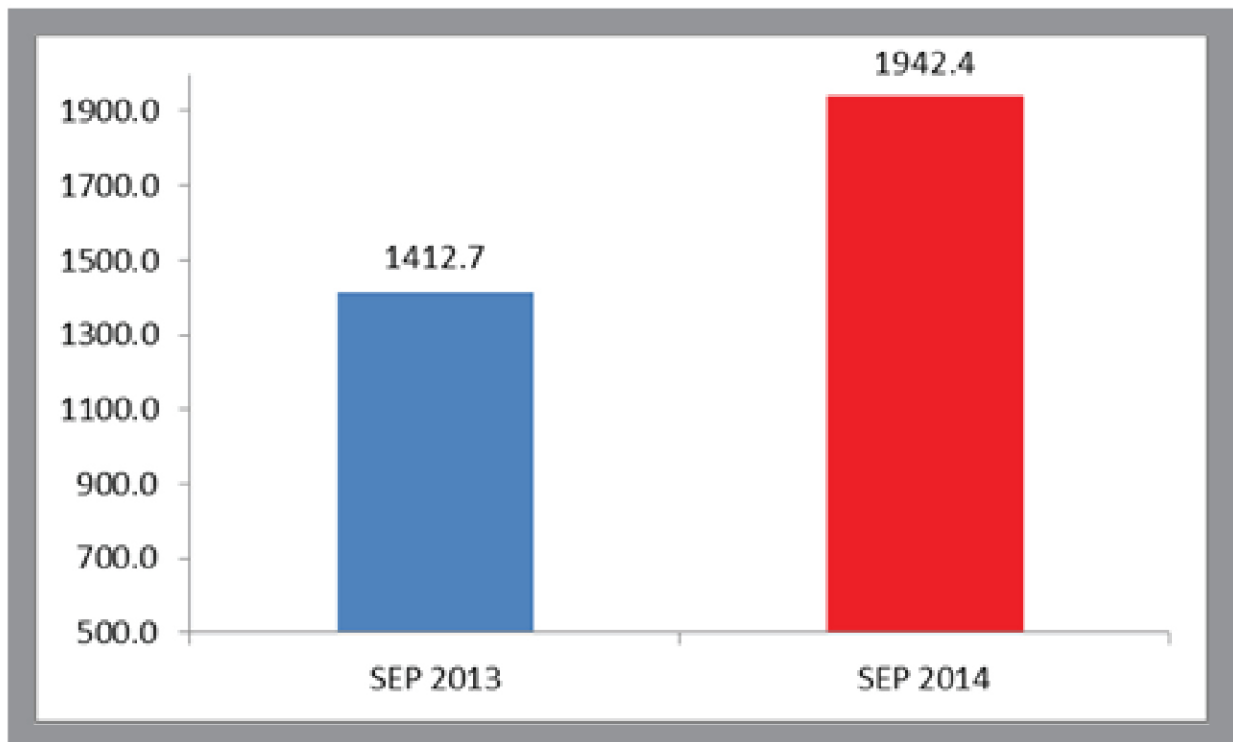
Result: 3 months after campaign break, sales were +60%; after 6 months, sales were +150%



HAVELLS

IMPACT AND ORIGINALITY OF THE CREATIVE IDEA

To eliminate any effects of seasonality, sales were also compared to sales in the same month last year. There was 37.5% increase in September 2014 over last year.



Source: Havells sales data 2013/ 2014



HAVELLS

CONSUMER AND INDUSTRY CONVERSATIONS



meena kaini @meenakaini

Great ad. Understand difference between Istree and Stree!! Havells Appliances Steam Iron Ad- Respect For Women youtu.be/TN_mGzEP6RM

7 months ago · Reply · Retweet · Favorite



Japleen Pasricha @japna_p

The best of all Havell's Respect for Women advert is here and it will blow your mind. The "Humma Humma way": youtu.be/4a5thidK_To

6 months ago · Reply · Retweet · Favorite · 1 more



Christie Lo 6 months ago

This is absolutely AMAZING thank you for spreading the message to respect women. The men hating in the comments are part of the problem!!! They need to be re-educated!

Reply · 1 · Like · Comment



Harjee Kapur @chakravyuh

"Let's take the Havells 'Respect for Women' strategy, 'flip it around' and add some mush." -Airtel's brief to agency for the new commercial.

4 months ago · Reply · Retweet · Favorite



HAVELLS