



360 Degree Marketing Campaign | Group 1

Market Overview

Market Distribution



Unorganized/local brands mostly only occupy the popular/mass segment of the detergent industry

The trend within the industry however has largely been a shift of consumers from organized sector/national brands

This trend is primarily dictated by the following factors

Local brands hit very negatively by a combination of increase in crude oil prices, GST and Demonetization

Organized brands hit positively by GST

Aspiration for affluent products remains ever high

Increased penetration of washing machines

Poor/Borderline dangerous quality of local options

Organized detergent Industry Size (India)

₹29,958 CR (2019)

From ₹17,000 CR
(2017)

CAGR - 32.84%

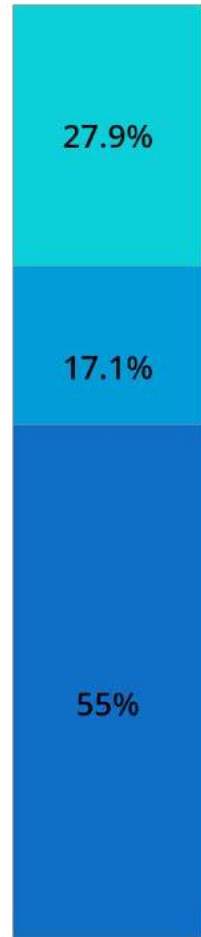
Segments by price - organised



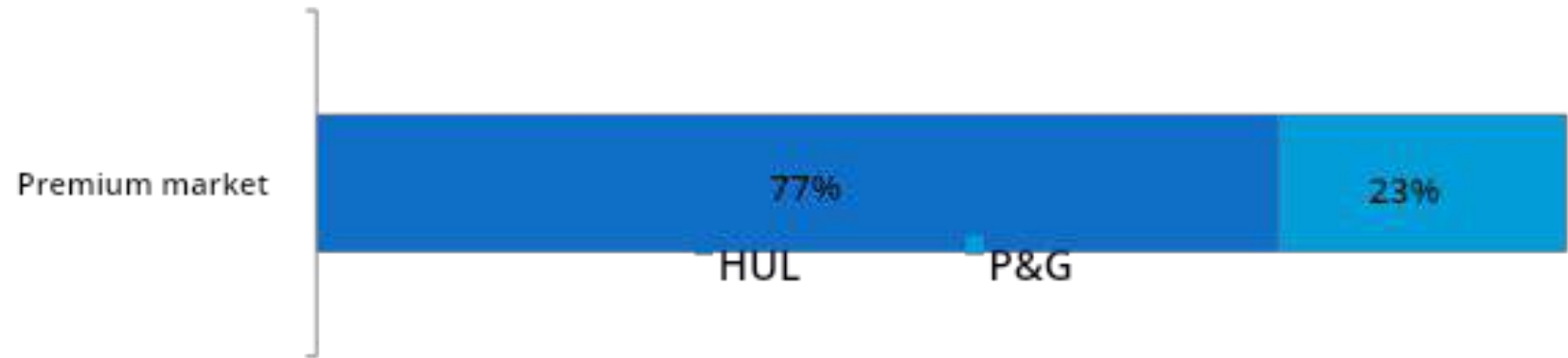
*Source: [Bloomberg](#): Philip Capital Report



Segment Worth (2019)



■ Mass ■ Mid ■ Premium+



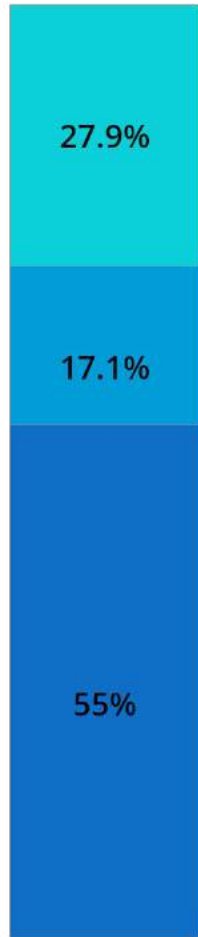
Segments By Price



*Source: [Economic Times](#); Nielsen (2019) | P&G annual report



Segment Worth (2019)



■ Mass ■ Mid ■ Premium+



Future strategy under ideal circumstances

As category leader, Surf would move aggressively to further promote and accelerate the Premiumization trend

Moving customers up the ladder from lower segments into premium, specifically into surf

Capitalizing on superior product quality and perception

*Source: [Economic Times](#); Nielsen (2019) | P&G annual report



Present Day Scenario



WHAT COULD GO WRONG?

QUARTZ INDIA

India's coronavirus lockdown is bringing out the worst in its police force



live **mint**

136 million likely to lose job in India, post coronavirus lockdown

DH DECCAN HERALD

CORONA LIFT
OTHERS NOT
ALLOWED

Coronavirus outbreak has increased racial attacks on people from the Northeast: NGO report



THE HINDU

Lockdown displaces lakhs of migrants

India coronavirus lockdown | Migrant workers and their long march to uncertainty





 REUTERS

Indian police fire tear gas at jobless workers defying coronavirus lockdown



GULF NEWS 

Coronavirus: Healthcare workers, doctors attacked in Indore, India



NATIONAL HERALD

Delhi top cop admits to misconduct by police during lockdown; harassment reported from across country



THE ECONOMIC TIMES

Coronavirus: Will the lockdown create a supply shock that India simply can't afford?





The Guardian

As the wealthy quaff wine in comfort, India's poor are thrown to the wolves



DW Made for minds.

Coronavirus lockdown: Delhi struggles to feed migrants left behind



India's coronavirus lockdown takes toll on migrant workers

THE CARAVAN
A journal of politics & culture

India's under-supported force of healthcare professionals is crumbling under the pressure of COVID-19


ALJAZEERA



Misinformation, fake news spark India coronavirus fears



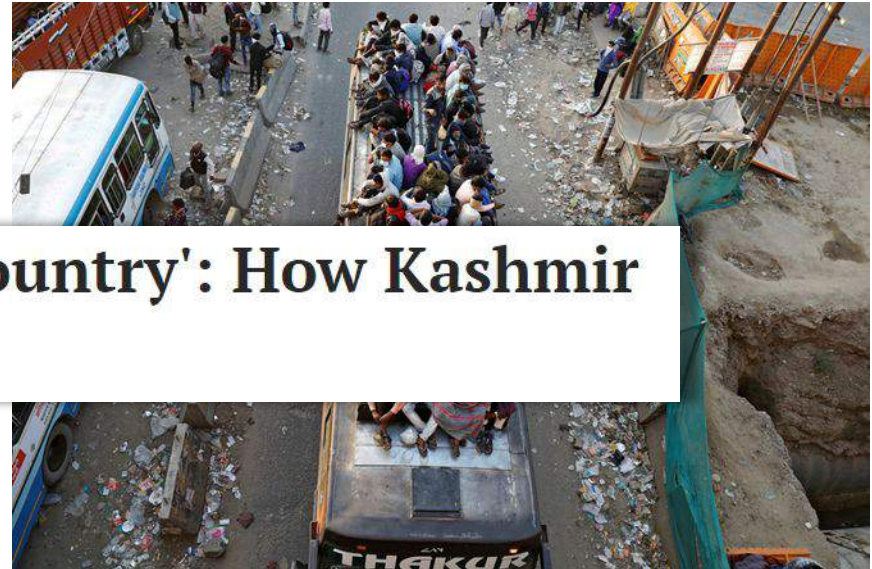
NDTV CORONAVIRUS FULL COVERAGE

"Vigilante" Residents Ostracising Crew For Duty Amid Coronavirus: Air India



THE WIRE

'Third World Region of a Third World Country': How Kashmir Struggles With the Coronavirus



Economic c Fallout

THE ECONOMIC TIMES

COVID-19: IMF anticipates sharply negative economic growth fallout since the Great Depression

Given the containment measures to slow the spread of the virus, the world economy is taking a substantial hit.

RBI sees inflation plunging to 2.4% in Q4 of this fiscal

Adds caveat that demand collapse can take CPI further down

Coronavirus impact: Evidence mounts that the global recession is already here

The whole system – the whole aggregate of supply chains has been rocked quite significantly.

Economic c Fallout

Global economy is devastated

Spending power is at an all time low

Economically weaker parts of society
worst hit

Premiumisation projections based on
the trends observed earlier now stand
defunct

As of now,
the premium segment
and by consequence,
Surf is likely loose
consumers more than
they can possibly gain

Present Day Sentiments

TAs Situational

Perception

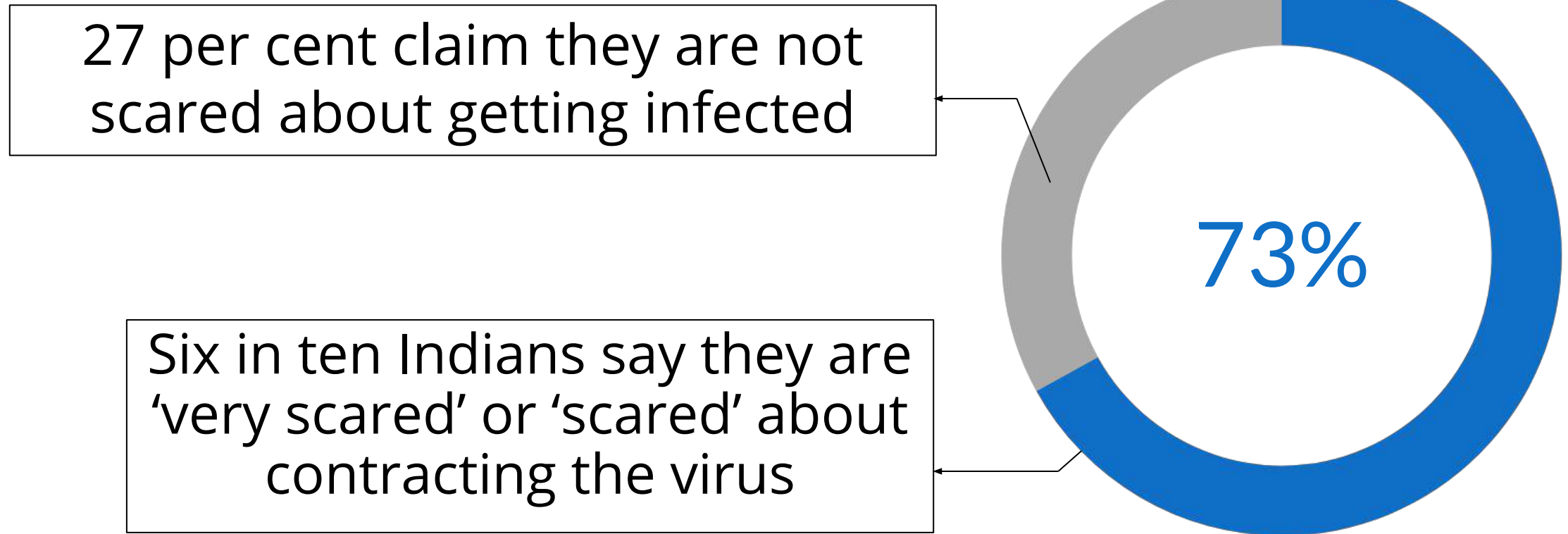
- Lockdown was received positively by most, citing it as a 'necessary step'
- Respondents are understandably scared, many have adopted excessive hygiene measures

'Me and my circle do subscribe to the theory that this is possibly a form of biological warfare started by China'

'This time has made me realize the importance of my maid'

'I Dip packets of milk or chips into soap water because I read somewhere that it kills the Virus'

Public Sentiments



27 per cent claim they are not scared about getting infected

Six in ten Indians say they are 'very scared' or 'scared' about contracting the virus

Migrant Worker

Woes

The Delhi government has made arrangements to feed close to one million people at 2,700 centers across the capital region

As the world's governments call for social distancing, migrant workers in Delhi do not have that luxury to do so. For them, life is now a race for survival

The government has also set up temporary shelters in schools to house migrant workers, and keep them from making the long journey home.

But workers often find themselves unable to reach these centers owing to the restrictions on movement

"We tried to go home, but all of the bus stands and stations were closed,"

"The police told us to stay here."

Migrant Worker Woes

"I was waiting for April 1 thinking at least I would be able to collect my salary, but that did not happen. I was sent back,"

"We are unable to reach our employers, nor are they coming to our locality to give us our salaries. I do not have a bank account either,"

"I was scolded and showed dandas,"

"Told I was risking my life and other's lives too."



Migrant Worker

Woes

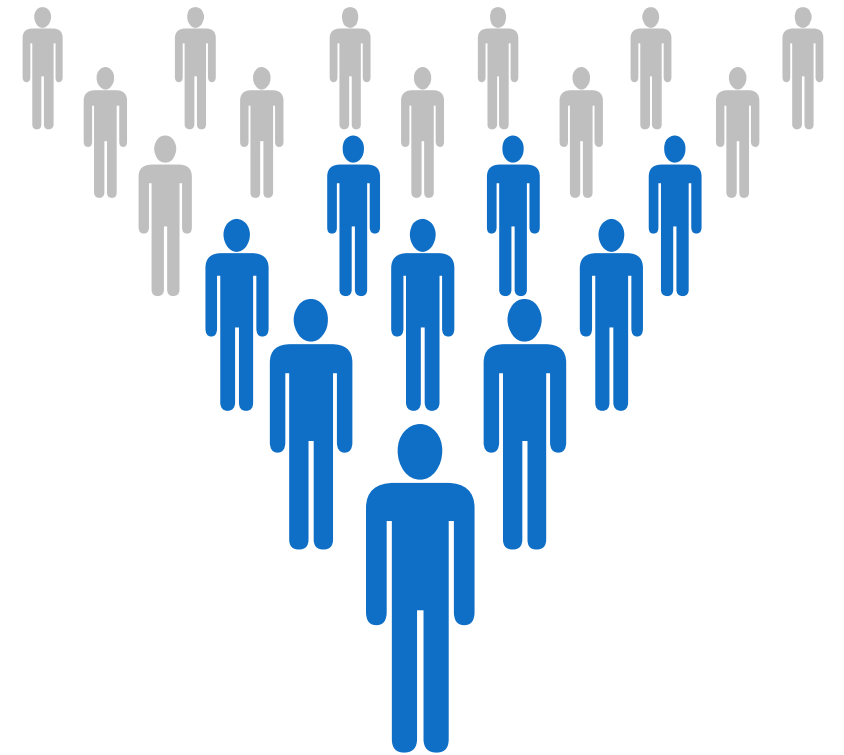
- This is not to say that the all police are wrong in their actions
- While it may seem harsh, a police constable on duty said:

“We are just following orders”

“Housemaids are not in the list of ‘essential services”

Emergent Problems

- Migrant workers being laid off/mistreated and overlooked
- North-easterners subjected to blame racism
- Essential service persons (Doctors, delivery person) being harassed and mistreated
- Patients in quarantine and their families being secluded from society
- A state of irritability, anxiety, and isolation prevails



**This is where we
come in**

What is

Surf?

A Namesake of
its entire
category

A Market Leader

A Habit

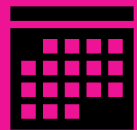
A Superior Product



What is

Surf?

A
popular
household
brand used by
many but
known by
all

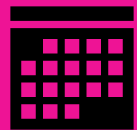


What is

Surf?



The only
detergent brand
to have ascended
from speaking
like a
conventional
detergent



**The detergent that
doesn't talk like a
detergent**

Difference in

Communication



Surf promotes the idea that it has got your back', wherever you want to go, whatever you want to do

Using kids heavily for its depictions it leverages their sense of exploration and curiosity in life

Surf talks about the philosophy of stains and what they represent



Communication focuses more on the ease of washing clothes through Ariel

Sets of ads which show messaging about sharing the load on household chores

Multiple mentions of the science behind the working of the detergent and its superiority over other options



Other points of Comparison



'Tide kare white'

Created niche for the detergent for your whites

Quirky ads like "chauk gaye?"

doesn't venture into smells, stains or science

Sticks to a central point of whiteness



'Chamakte Rehna'

Personifies clothes

'Brighter clothes = Brighter personality'

Focus on ease, speed and effectiveness of cleaning



'Pehle istemaal kare, phir vishwas kare'

Archaic brand

Recently launched campaign with Amitabh Bachchan

Has been repeating same messaging across generations

**What can we say/do
right now?**

Daag

Har kaam karta

Safai

Accha Hai

Social Message

Bharosa

Mita Sakta

Dhulai

Bacche

Campaign - Har Daag Dhul Sakta Hai

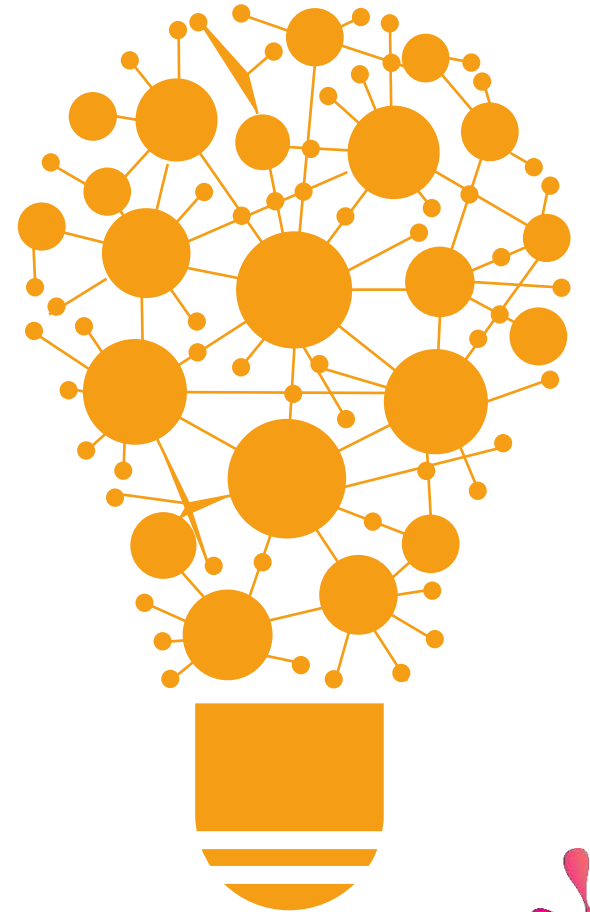
Big Idea: Hope

To remind society that all problems/stains, big or small, good or bad, can be washed away

Central Message: Unite

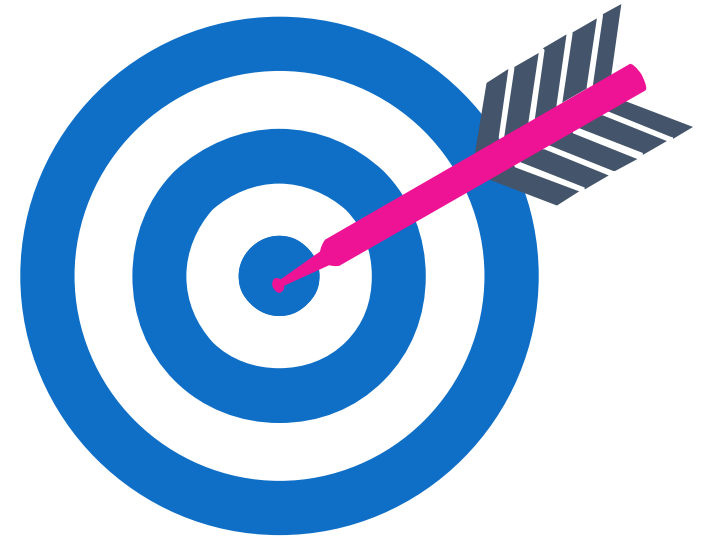
Society today is plagued by problems, ranging from violence and abuse to racism and corruption

This campaign aims to bring out solutions to such ill mindsets of society through children's viewpoint.



Campaign Objective

- Throw light on the problems faced by general society
- Redefining stains yet again, taking the conversation to talk about higher, more important societal issues



'Ab har daag dhul sakta hai, aapke kapdo ke bhi, aur aapki soch ke bhi' Bas koshish ki baat

During Corona



Creative #1 - TVC

Angry Child

7-year-old Rahul is sitting with his father when news says migrants are being left to suffer without any help from the people or the government. When he asks his father why they are being treated like this, he says 'Hum kya kar sakta h beta, log toh aise hi hai.' He then goes to his elder sister's room, who is 10-years elder to him. She is watching this video on her laptop where a North-East girl narrates a horrifying incident. Rahul asks his sister why are people like the way they are, she says 'Rahul, log aise hi hote hai.' He then goes to the balcony to sit alongside his mother, who is watching this video of a doctor being shouted at. Rahul, visibly angry, just leaves the spot as his mother looks behind, then stares at empty space for a few seconds and gets back to her phone.



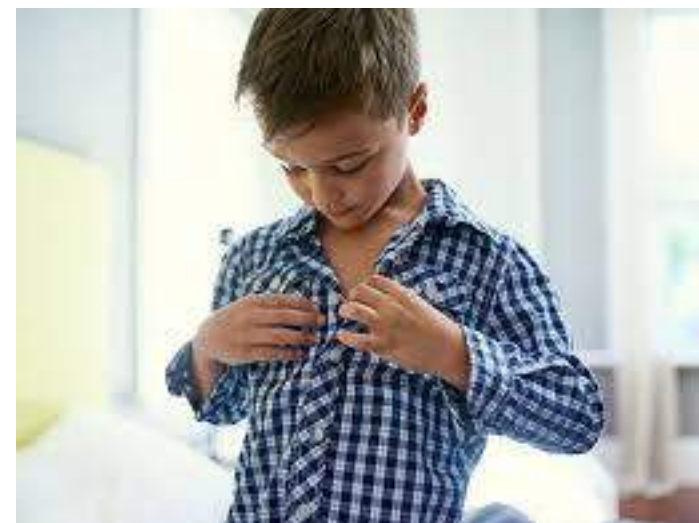


Creative #1 - TVC

Angry Child (contd.)

Rahul gets his school uniform, notebooks and starts scribbling on it with his father's pen. He is stopped by his family who assemble in the drawing room. When they ask Rahul what happened, he says, 'School mein sab kuch galat padhaya hai mujhe, akhir unity kaha hai? Sab ladd rhe. Koi bhi accha nahi hai, sab ladte rahte hai, kya all indians are actually my brother and sister?' The family members are in a spot of bother and find themselves without an answer. The mother moves ahead to pick her son up from the ground and says, "Har daag dhul sakte hai beta, ye tere shirt ke bhi aur logo ke man ke bhi, I promise." The next day, Rahul is wearing the same school shirt, which is as white as a sheet. He is participating in online classes and seems to enjoy it, while his mother from a distance looks at him, smiling





Creative #2 - TVC

A Doctor's Worry

The TVC opens up with a doctor getting in her small chamber, keeps her mask on the table and settles down on her chair. She looks tired. She has marks of the mask on her face. The fatigue is visible on her face. Her coat has stains of mud all over. Suddenly her phone vibrates. It is a call from her mother.

Mother: Beta how are you? Tum bohot thakki hui lag rhi hoo? Kuch khaaya abhi tak? Bahar gyi thi na? Aakar handwash kiya?

Doctor(with a little smile): Arrey maa ek saath itne sawal. Doctor mei hoon ya tum?

Mother: Haan par mei doctor ki maa bhi toh hoon. Sach mei beta harr jagah log tumhare pure profession ki tareef kar rhe h. So proud of you beta.

Doctor (smile fading away) : Kaash log samne bhi utna hi samaan dete jitna social media aur news wale bol rhe h





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alamy stock photo

Creative #2 - TVC

A Doctor's Worry (contd.)

Mother: Kya hua beta? Aur yeh itne daag kaise lage coat par?

Doctor (with deep tone) : Maa aaj hum sab itni mehnat kar rhe h. Hospital ke compounder tak 2 2 din ghar nhi jaa rha h. Hum dosro ki ladai roz ladd rhe h. Ho sakta kal ko mujhe bhi yeh bimaari ho jaye. Itna risk h but fir bhi hum jab mohalle ya apartment mei jaate h toh log hume bhaga dete h, kuch ghar se pathar tak fekte h. Mujhe laga tha ki doctor hone ka isse accha mauka nhi milega kuch karne ka. But bahar ke haalat dekh kar lagta h ki hum hi samaj ke dushman h

Mother: Arre beta log abhi daare hue h. Sabko apne parivaar ki chinta h. Sab yeh baat jante h. Yeh sab jane do jaise asaani se yeh coat ke daag dhul jayega ussi tarah jald hi logo ke soch ka daag bhi dhul jayega.

Doctor: Tumbhi na maa.





Creative #3 - TVC

Cheering Children

Man (daily milk supplier) approaches

Man 01 (from balcony)- Darwaze se door rakh

Woman 01 (taunting tone) Pata nai kaha kaha se aate honge ye, aap please idhar hi rakhe

(Day 02, day 03 in small clips, no dialogue required)

Man (worker): becomes gloomy

Kids on seeing this (on call):

Kid 01: Agar ye log nahi aaenge toh mummy mera favourite shake kaise banaaegi?

Kid 02: Aajse mere superhero yahi log hai

Kid 03: Guys, mere paas ek idea hai!





Creative #3 - TVC

Cheering Children (contd.)

Next day:

Man approaches

All kids gather in their respective balconies and start applauding at once

(In this process Kid 01's t-shirt gets stained from the plants in the balcony railing)

Parents notice this and look down in guilt

Man smiles with gratitude

Man 01 from the first clip (notices dirt on the kid's shirt)

"Arre beta tumne apne kapdo Mai daag lagadiye"

Kid: papa, ye daag toh chale jaaenga, par inn Mann ke daago ka kya?

Man 01 pauses and both of them smile

Fade away





Creative #4

Poster



Har Daag Ki Dhulayi - Activity

Every Sunday, starting from a week during this pandemic, Surf Excel releases a video across platforms (owned) where kids narrate the good news that have happened that week and what they've learnt in that week as well, in a measure to create a kid-oriented news channel that only showcases positive news. There will be a segment where they talk about a famous historical figure or a famous event from the past that if revisited, can teach us a lot about how we can do 'har daag ki dhulayi.'



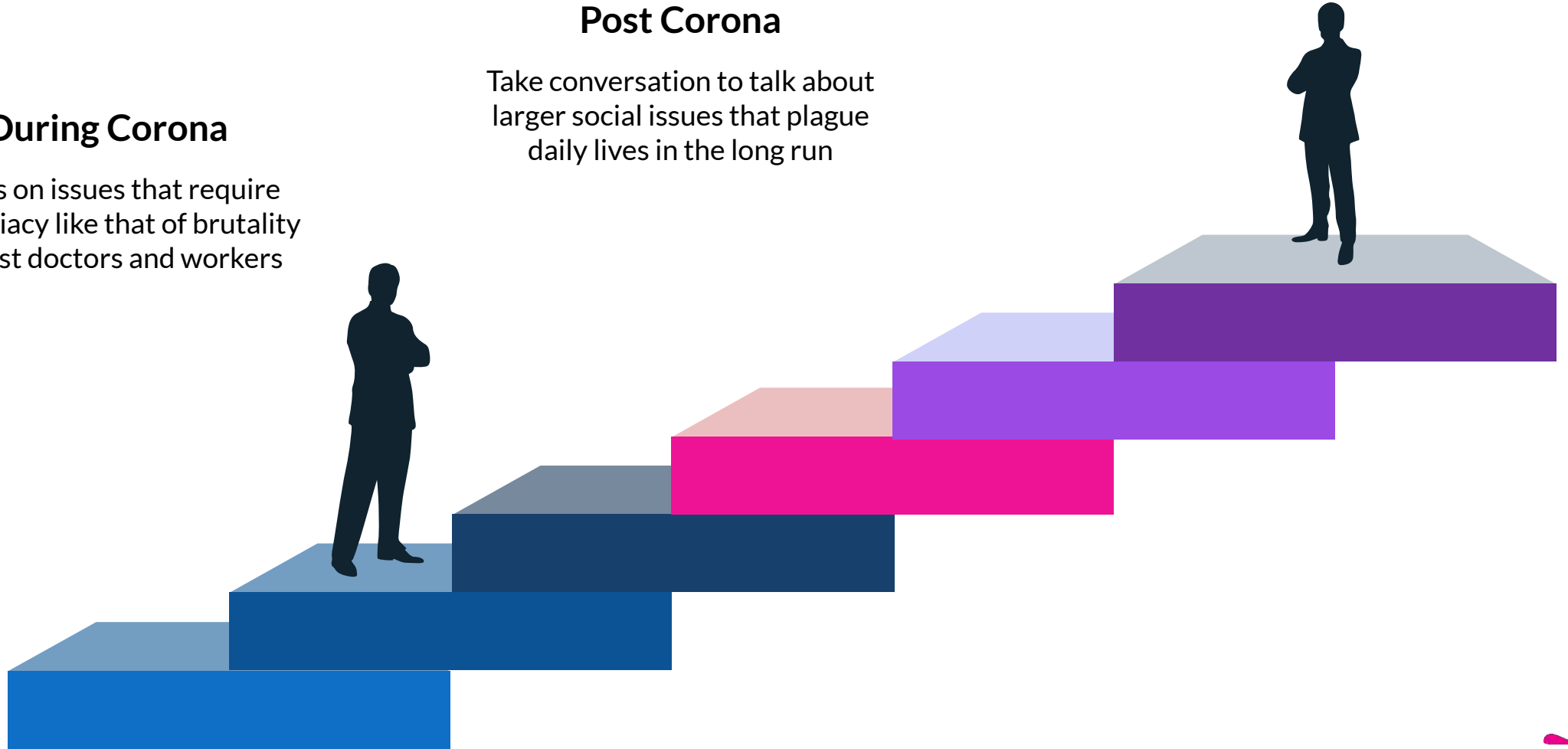
Post Corona

During Corona

Focus on issues that require immediacy like that of brutality against doctors and workers

Post Corona

Take conversation to talk about larger social issues that plague daily lives in the long run



Creative #1 - TVC

Eve-teasing

Scene 1-two men are seen making inappropriate comments at a girl



a few kids in the same restaurant observe this



one of the boy goes and spills ketchup on the shirt of the guy



Creative #1 - TVC

Eve-teasing

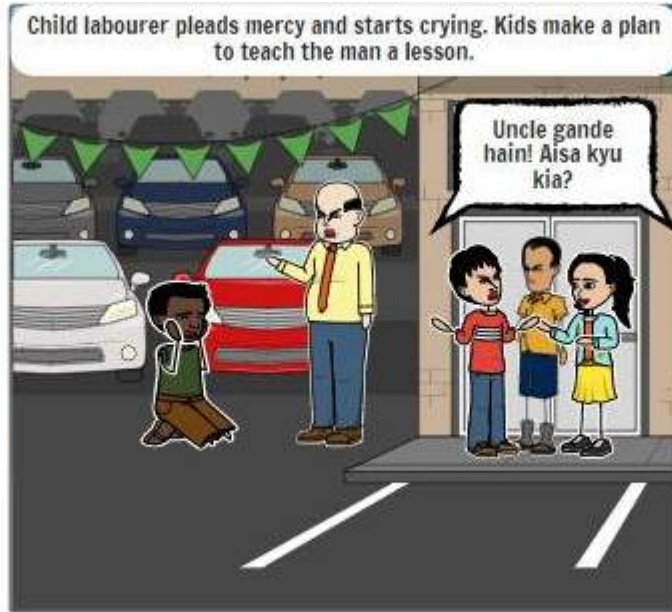


Har Daag Dhul Sakta Hai



Creative #1 - TVC

Child Labour



Creative #1 - TVC

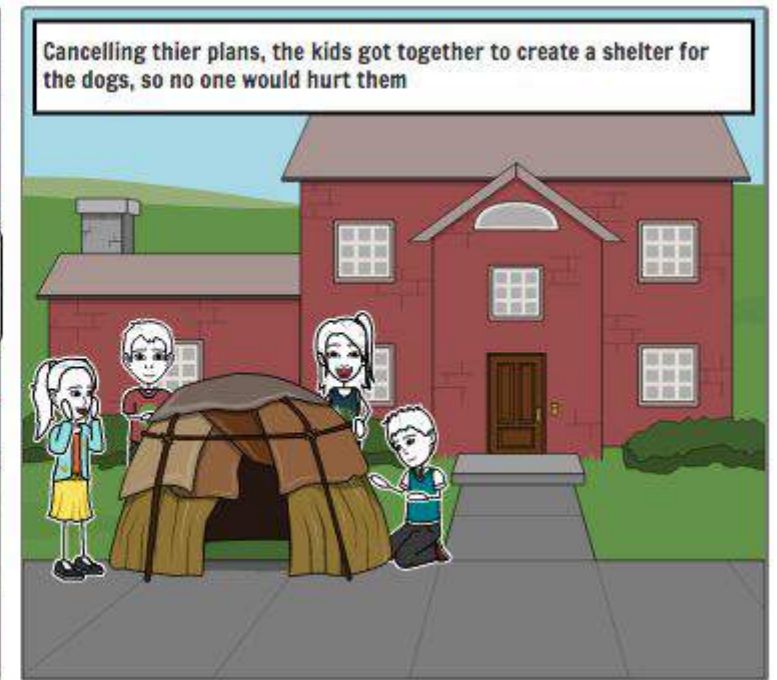
Child Labour



Har Daag Dhul Sakta Hai

Creative #1 - TVC

Animal Brutality



Creative #1 - TVC

Animal Brutality



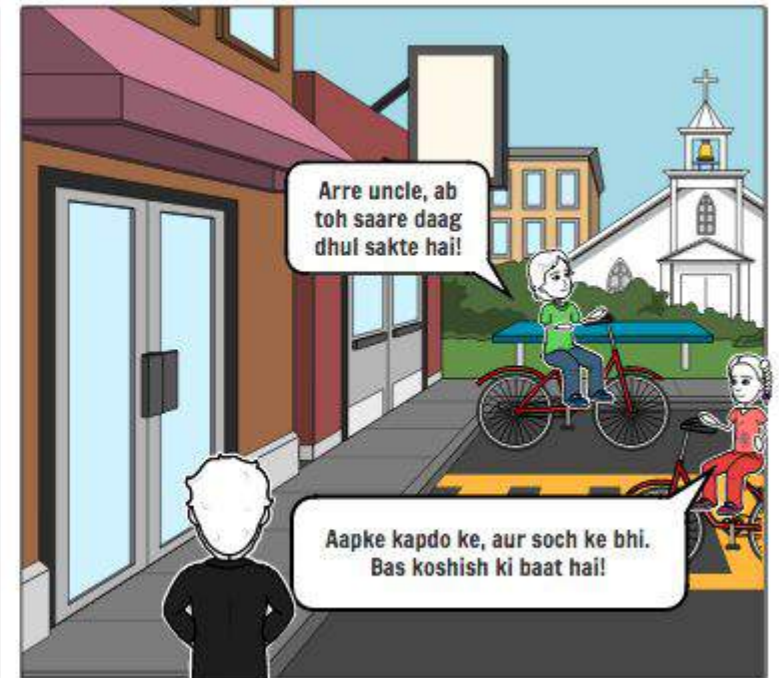
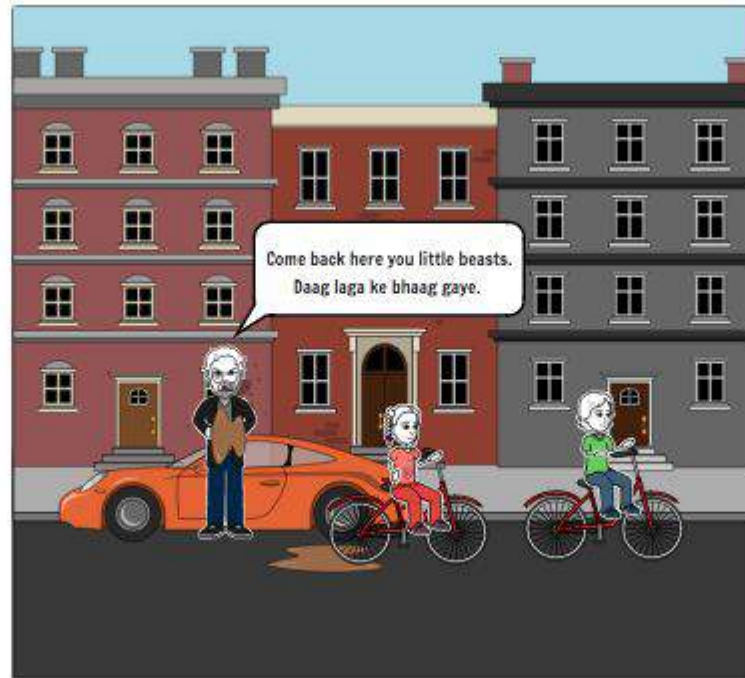
Creative #1 - TVC

Bribery



Creative #1 - TVC

Bribery



Creative #2

Poster

- The anchor of the campaign, the Kids Army are the warriors of tomorrow, who with their buckets, wipers and surf, are out to clean the society's mindset



Creative #2

Poster



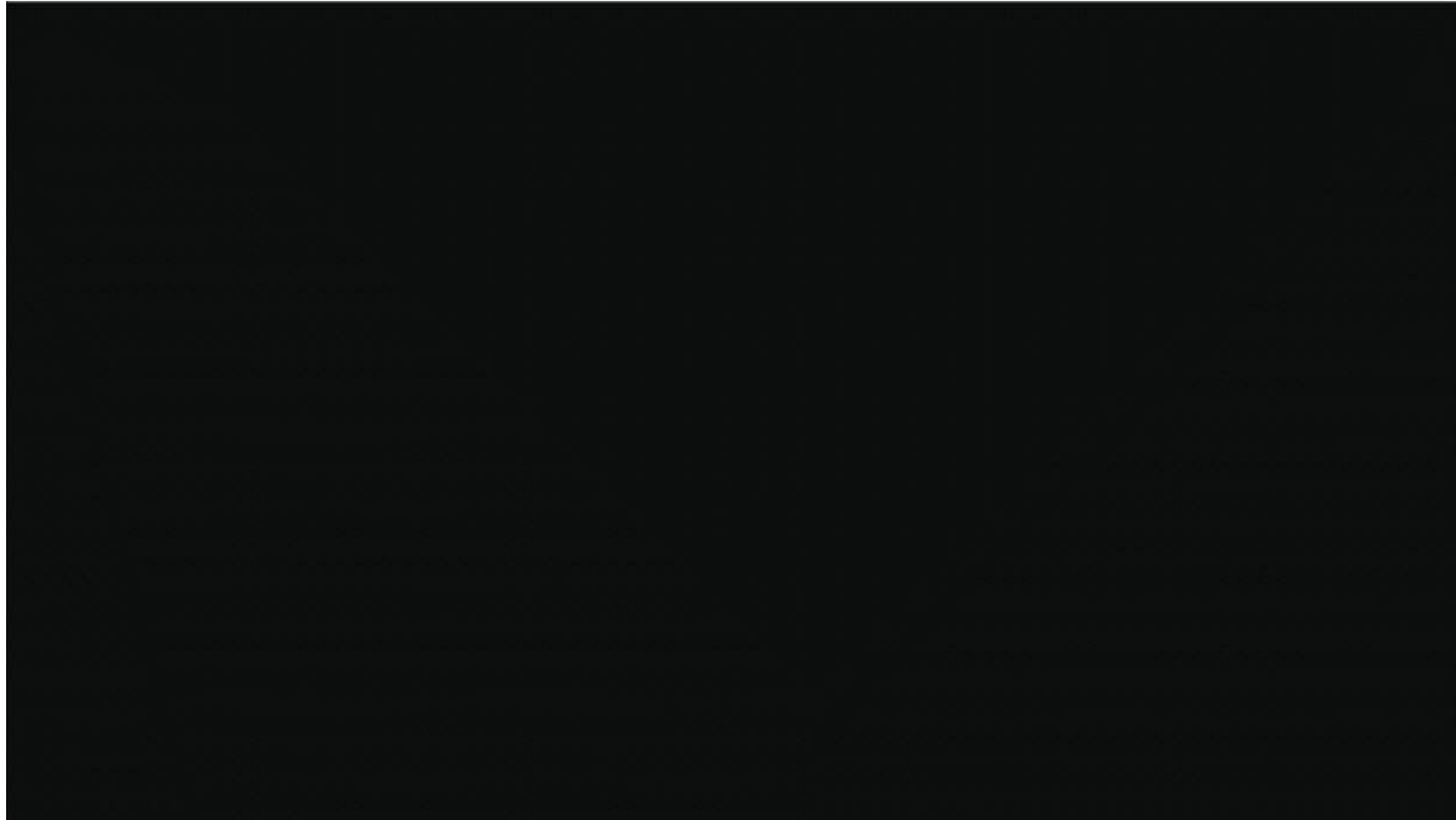
Creative #2

Poster



Creative #3

Radio Spot/Digital Video





#kidsarmy

Creative #4 Social Media

WHAT WOULD YOU DO FOR
YOUR SOCIETY WHEN YOU
GROW UP?



send video of your kids @surfexcelindia and
win exciting prizes



Creative #5

PR Activities

Poetry Competition:

A platform for kids to narrate their worldview and how they see the problems as mere hurdles in achieving betterment for the tomorrow.

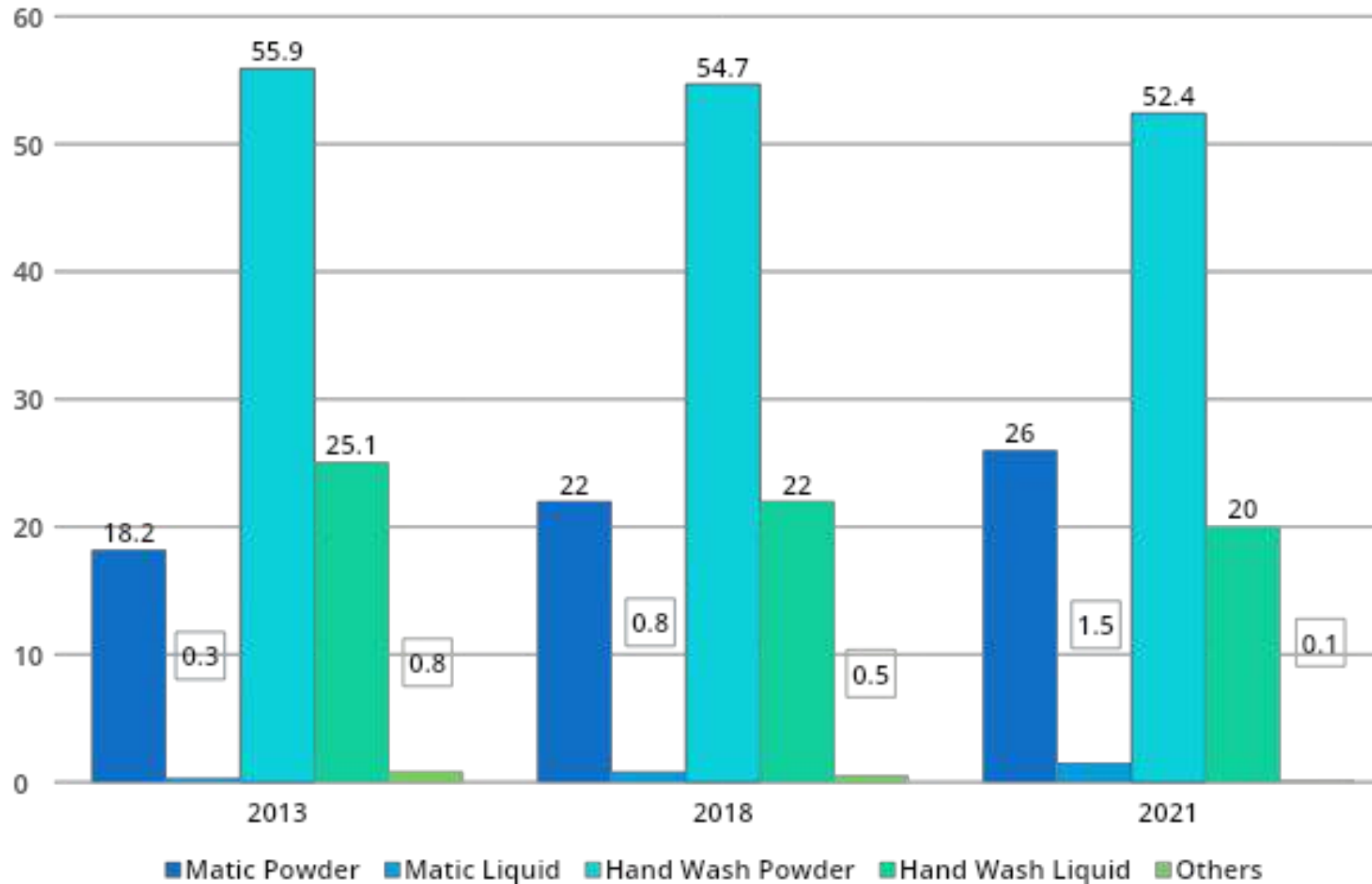
Heroes of tomorrow:

Hero Kids Awards, for bravery and standing up for right deeds and actions

Thank you



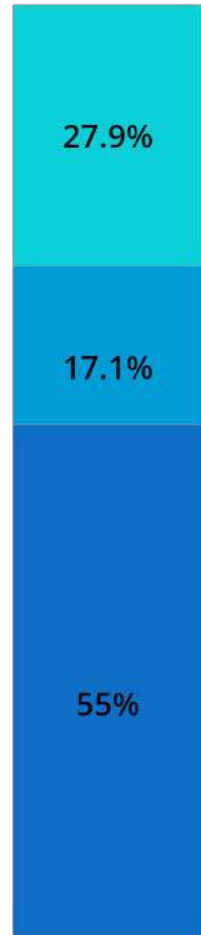
Segments By Type



*Source: [Philip Capital Report](#) (2019)

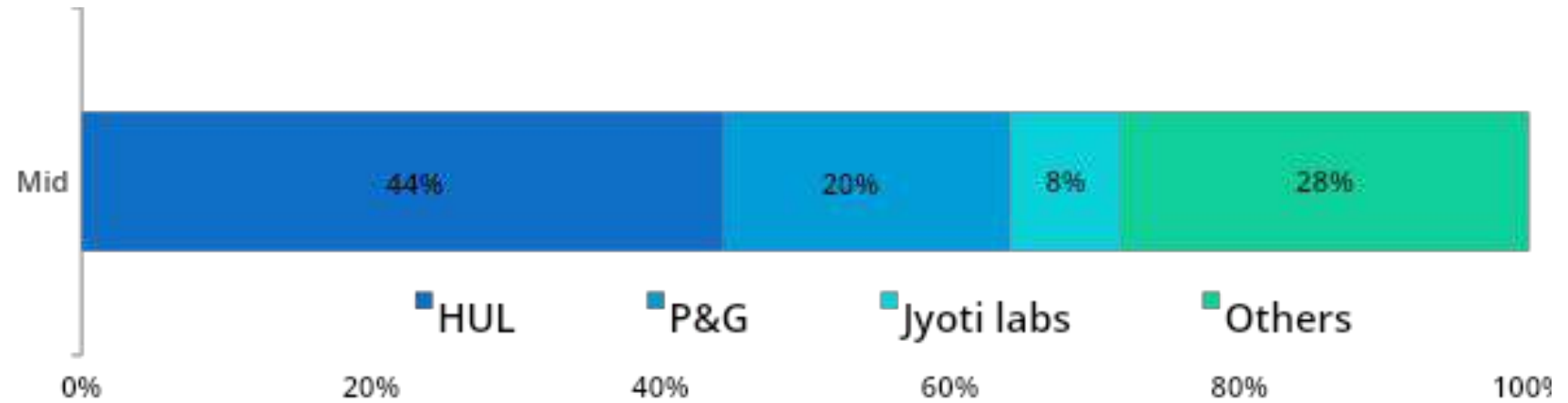


Segment Worth (2019)



■ Mass ■ Mid ■ Premium

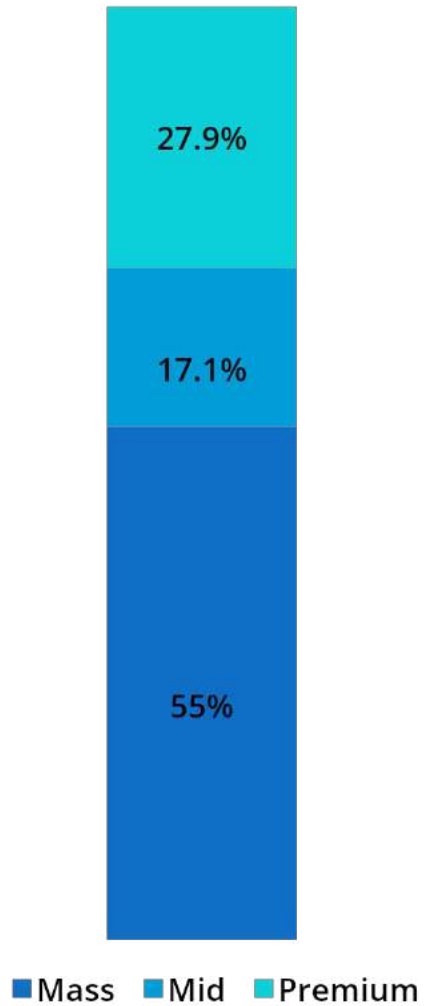
Segments By Price



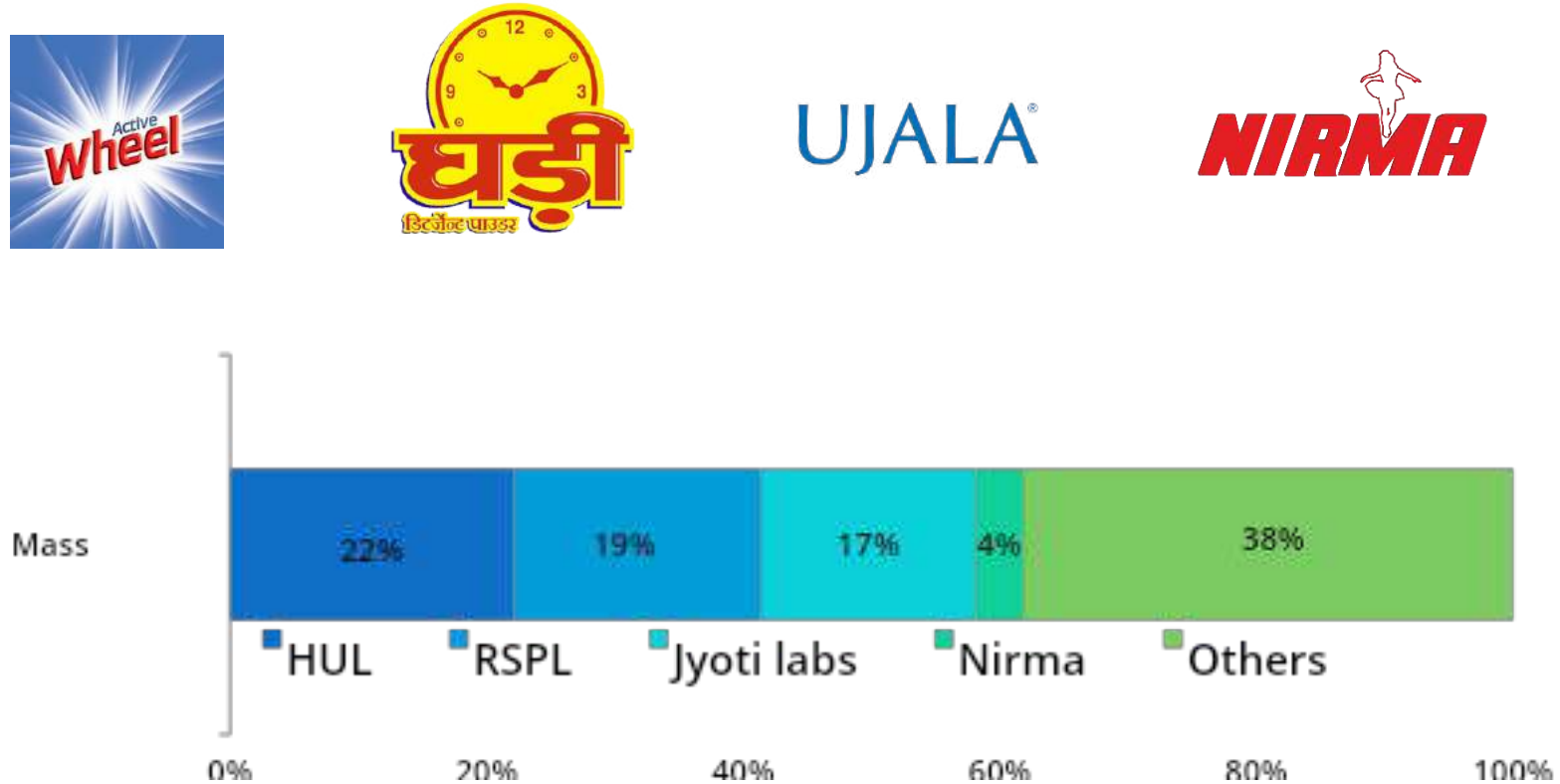
*Source: [Economic Times](#); Nielsen (2019) | P&G, Jyoti labs annual reports



Segment Worth (2019)



Segments By Price



Segments By Region

West



North



South

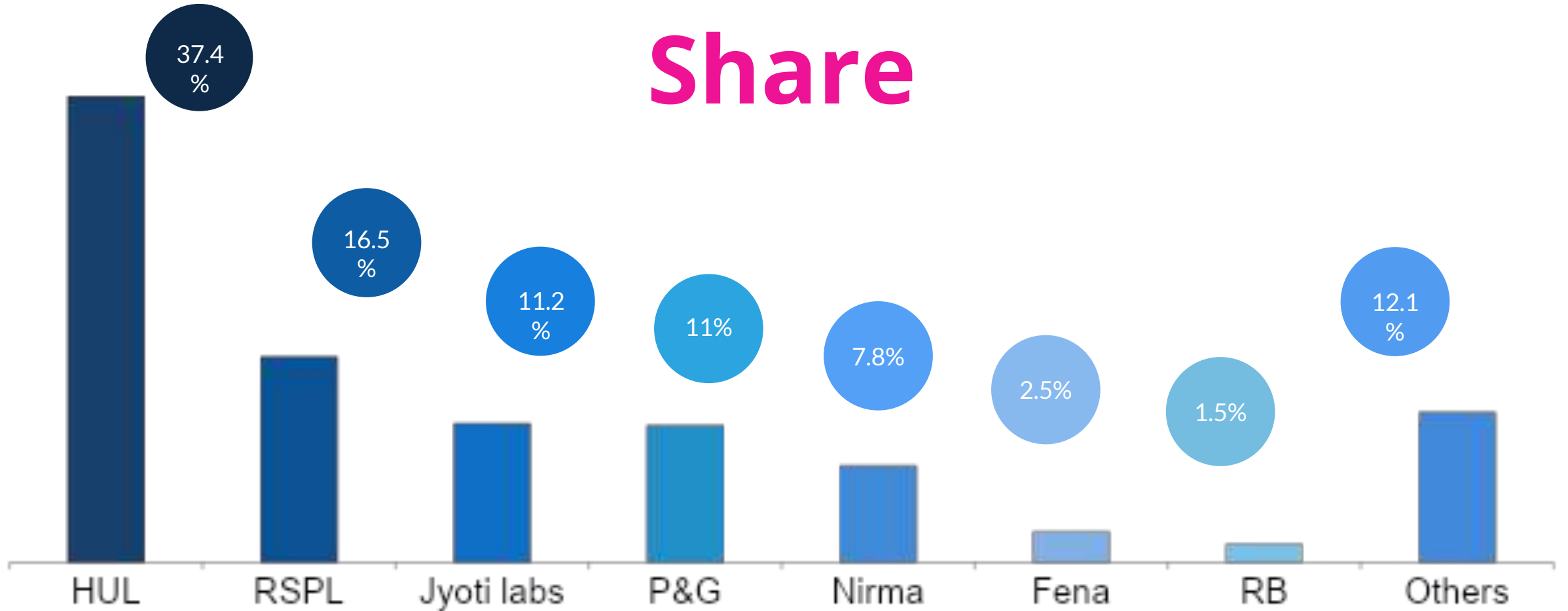


East

- Jyothy Labs Ujala is market leader in Southern India
- Except for the state of Kerala where HUL's Sunlight detergent dominates

HUL's Sunlight detergent holds the top spot in the state of West Bengal

Market Share



*Source: [Economic Times](#): Euromonitor (2016)



Surf Marketing Highlights



Surf ki khareedari mei hi samajhdaari

- This ad shows famous household name of 60s “Lalita ji”
- She is a no non-sense, aggressive and cost-conscious lady who believe in value for money.
- The ad tells us how buying Surf is the best choice as it gives better cleaning and maintains the whiteness of your cloth.
- **Strategy used:** It provides value for the little extra amount you pay to get the best detergent which comes along with various added benefits.



Puddlewar

- They show small siblings on their way back home from school. The element of innocence is used.
- The ad wants people to celebrate the stains they bring home as each stain symbolizes a lesson they have learned while trying something new.
- **Strategy used:** They try to break the stigma of stains. The ad focuses on the reason behind a particular stain



Ready for life

- Aimed at inspiring kids to share more and invoke empathy which they will carry through life
- Worked on how 'privileged lifestyles' are 'distancing' their children from reality
- **Strategy used:** Inspired kids to share celebrations, sports kits, old favourites like toys, books and clothes and something as diverse as time with elders
- Helped mothers encourage their kids to share through inspiring and giving them the option to kick start the process by signing up and registering for a set of events during the summer break (SMILE FOUNDATION and HelpAge India)



Haar Ko Harao

- Our society is very achievement oriented where failure is considered a taboo which leads to children struggling when they face failure
- Surf excel talks about, If kids get dirty in the process of learning how to defeat failure, then dirt is good
- **Strategy used:** Is trying to change the perspective on failure from being negative to it being a learning experience
- Failure is not the end of the world but the start of a new journey



Rang Laaye Sang

- Tells people not to resist doing good deeds because of the fear of spoiling your clothes. Dirtying your clothes is good if it is for a good cause
- Focuses on 'Dirt is good'
- **Strategy used:** Melting differences and bringing people together



Ariel Marketing Highlights



Safai ho sirf ariel jaisa

- The ad tries to break the stereotype that only women are supposed to wash clothes
- The ad showcases a husband who tries to wash clothes and surprise his wife
- **Strategy used:** Ariel gives better washing experience at less quantity and keeps your cloth safe



Removes stains in 1 wash

- Ariel started coming up with a series of ads with chef Sanjeev Kapoor who challenges other brands of detergent.
- This ad shows how Ariel can remove tough stains from different parts of countries in just a single wash



The brand behind it

all

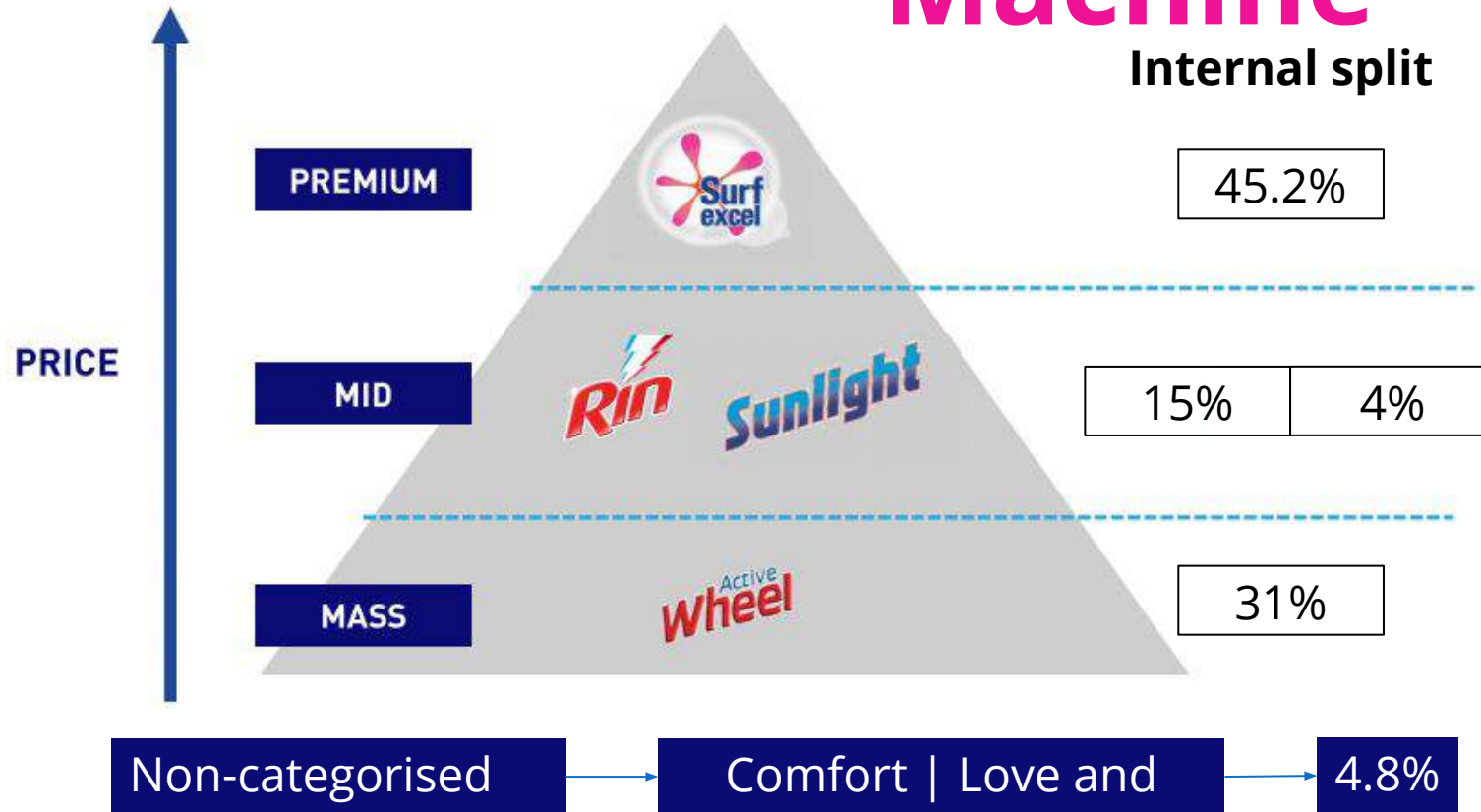
The brand behind it



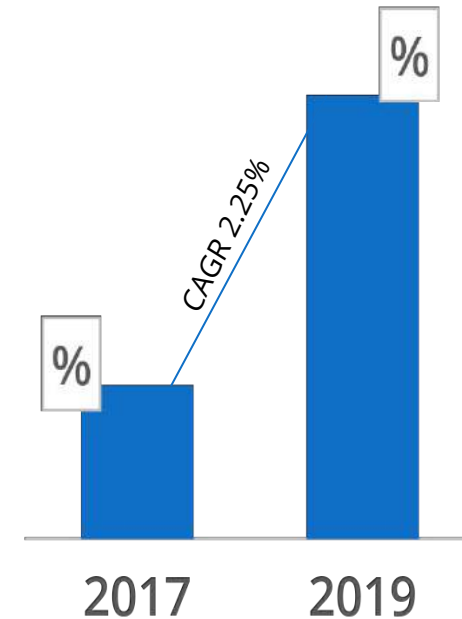
Hindustan Unilever Limited

The HUL Machine

Internal split



HUL Market Share



*HUL detergent total worth ₹ 11,864 CR
 Total detergent market worth - ₹29,958 CR

*Source: [Economic Times](#); Nielsen (2019)



The HUL

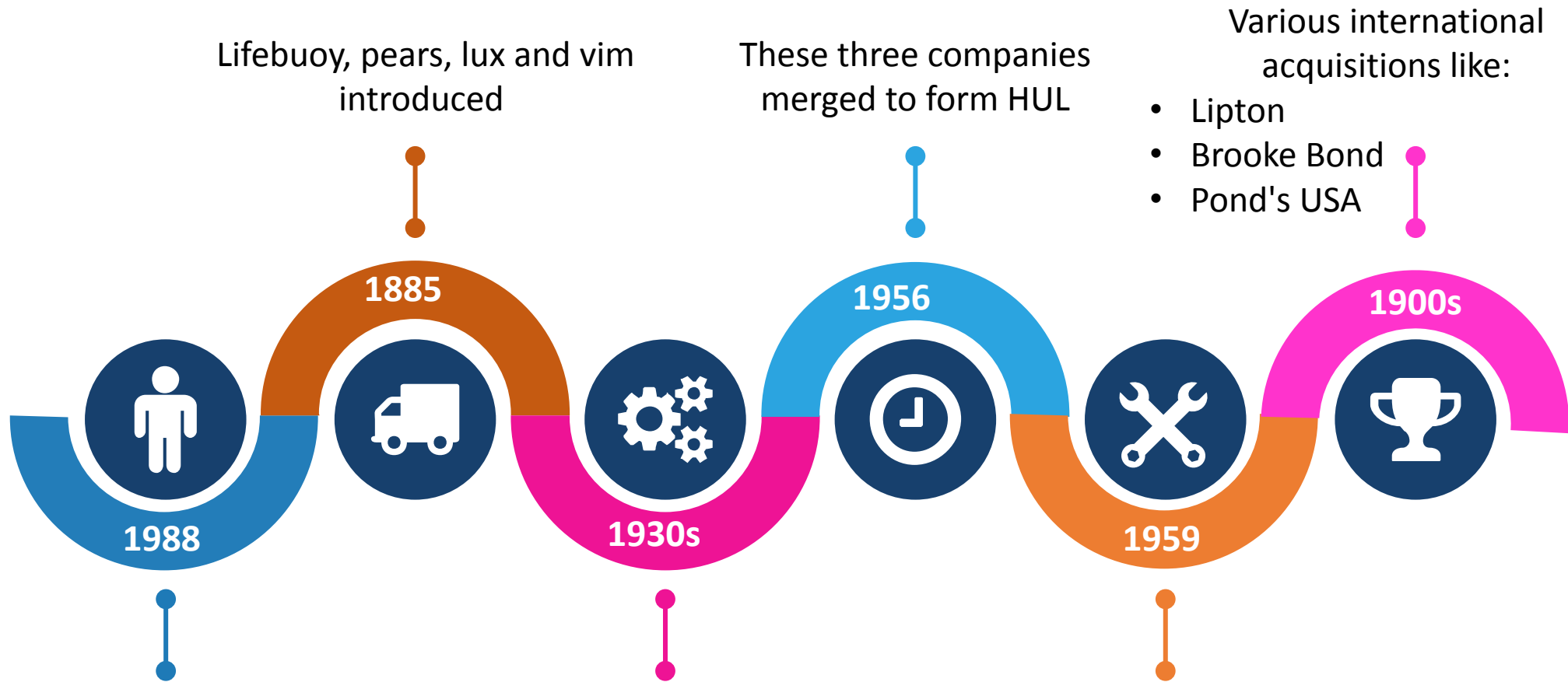
Sustained premiumisation in detergent can change the fortunes of home care seg

	POWDERS						LIQUIDS	
Segment	Popular	Mid-end	Premium				Super-premium	
Brands	Wheel	Rin	Surf Excel				Surf Excel	
			Easywash	Quickwash	Top load	Front load	Top load	Front load
Price Per Kg	50	80	105	160	225	250	209	225
COGS	37.5	52	58	80	105	112	105	110
Gross Profit	13	28	47	80	120	138	104	115
% margin	25%	35%	45%	50%	53%	55%	50%	51%
% Contribution to HUL detergent sales	33%	23%	42%				2%	
Blended Detergent Gross margin	39%							

*Matics/liquid gross margin are being calculated excluding the offers that are available in the market. FMCG companies are giving higher promotional offers to encourage adoption of matics Source: PhillipCapital Estimates

*Source: [Philip Capital Report](#) (2019)





Lifebuoy, pears, lux and vim introduced

These three companies merged to form HUL

Various international acquisitions like:

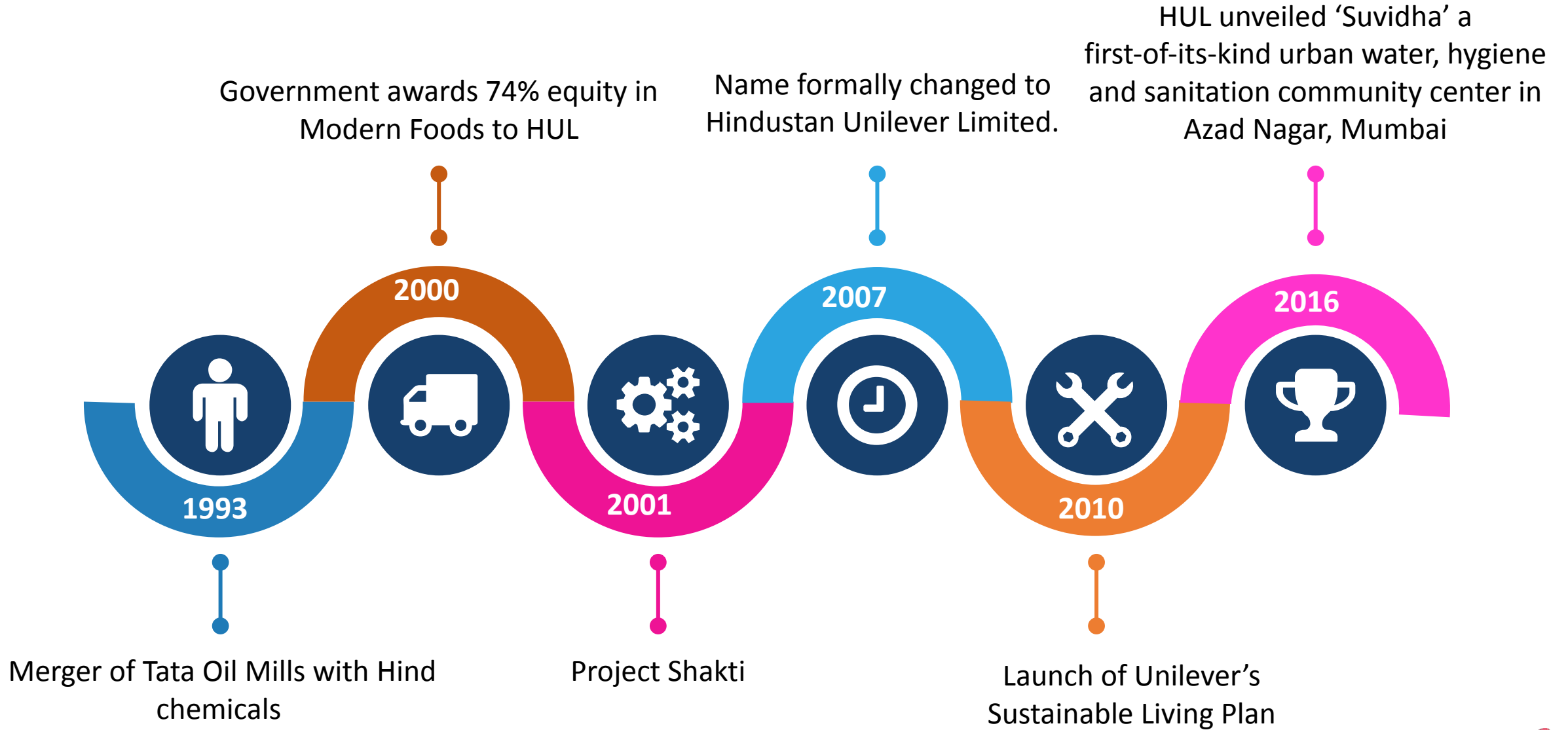
- Lipton
- Brooke Bond
- Pond's USA

Sunlight soap by Lever Brother imported and sold in India from England

- Unilever sets up first Indian subsidiary, Hindustan Vanaspati Manufacturing Company - 1930
- Followed by Lever Brothers India Limited – 1933
- And United Traders Limited - 1935

Surf launched. Later renamed to Surf Excel





Consumer Feedback

Primary suggests that in **62.5%** of the cases, people prefer Surf Excel over other brands

When asked about the quality of product they are using, Surf Excel almost always receives favorable reviews.

43.6% believed the quality is very good while **50%** said it's good.

In **64.6%** cases people have said that they are satisfied with the product, while **24.1%** say they are highly satisfied.

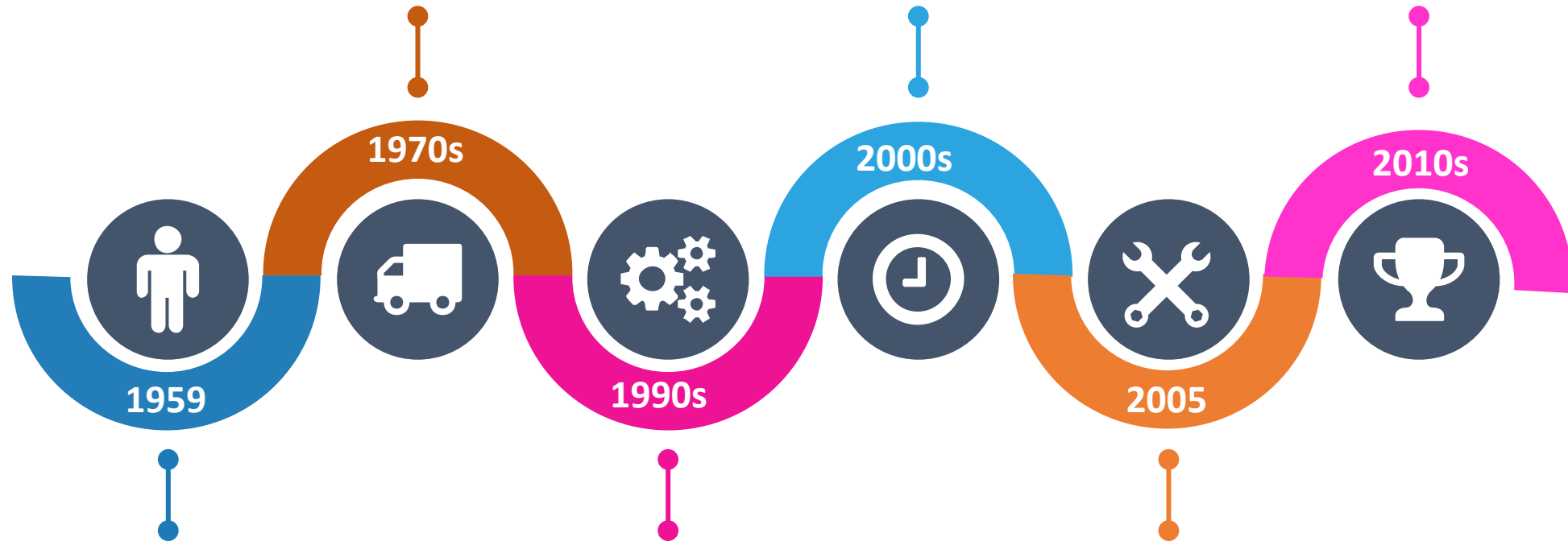
The major attribute of Surf Excel that draws people is its ease of use and effectiveness, with **52.6%** of the overall cases confirming the statement.

When asked what comes to their mind first when Surf Excel said, here are few responses we got from the respondents -
Good quality wash, Reliable, Forever, Bharoosa, Quick & Easy, Kuch bhi saaf ho jaayega, Trustworthy, Great Wash, Value for money and Quality,

- Launch of Nirma disrupts market, 80% sales slip
- Reposition to be a quality brand through sasti cheez - achi cheez campaign

- Launch of Surf Excel matic in 2002
- Surf Excel quickwash launched in 2004
- Change in to removing stains with ease and less effort

- Surf Excel liquid is launched
- Hits ₹5000 cr value in 2019*



Surf launched in India by HUL with emphasis on superlative whiteness, acquires up to 90% of the branded detergent market

- Increased competition from new brands, like Ariel
- Shift from 'whiteness' to 'stain removal' through 'Daag Dhoondthe reh jaaoge' campaign
- Renamed to Surf Excel in 1996

- Dirt is good campaign is launched
- Surf excel bar is launched

*Source: [Economic Times](#); Nielsen (2019)



Brand Definition

Surf Excel is a brand that has always had your back. It is gentle on clothes but not on stains. It encourages all 'children' to experience and explore life carefree, without being marred by stains or dirt. because stains are an integral part of growing in life, stains are good

Marketing Objective

Pre-corona

Attract the converting customer moving from aspiring to affluent detergent segment to pick our product over our competitor's to retain and expand our dominance within the premium segment

Post-corona

To give back and support the people who have helped Surf become the best in what it is.

Role of Advertising

To recover from the recent advertising slip-ups that ended in parts of our audience being alienated and upset. Re-establishing surf as a brand for all. Uniting the masses to stand and fight together in this hour of crisis

Target Market

- Females
 - 25+
- Tier 1 and 2 cities
 - Pan India
- Households with children

Where Are We

Surf excel is a namesake for the laundry detergent category. A consistent brand with high recall, positive perception and a deep sense of familiarity. Surf stands to lose some customers in this jittery zeitgeist owing to unanticipated economic circumstances.

Where Are We Going

At a time when people are secluded. Surf Excel intends to assure people that its there, both in their hearts and their shelves. And will continue to be there for them.

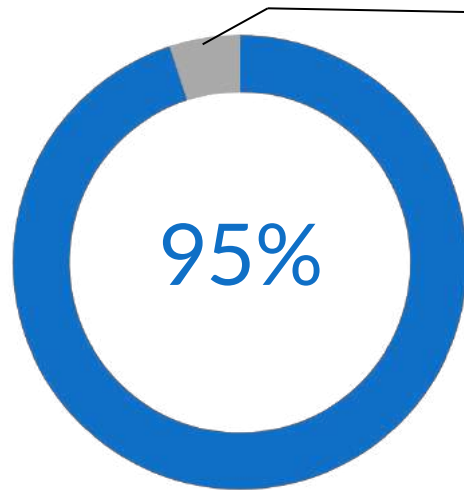
Primary Analysis (Home Makers)

- Interactions with friends and family have increased, so have politics conversations
- Day to day life and how they try to cope with the situation is also discussed
- New hobbies or practice that they have developed over the period of this lockdown, and the family participates in activities to pass time

"We talk about the lockdown; have political discussions, as well as discuss precautions that are being taken and can be taken to stay safe. I narrate the story of my childhood to my children." -

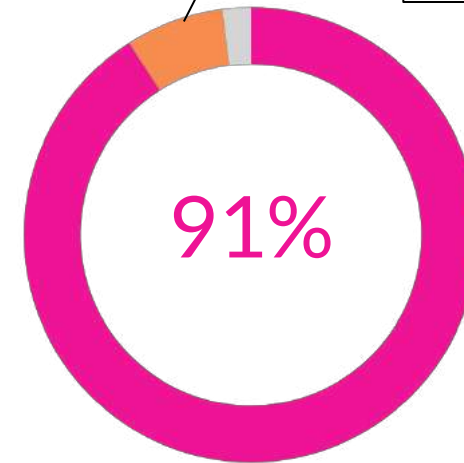


Public Sentiments



Remaining 5% - either unsure or do not agree with this solution

95% urban Indians - either 'strongly agree' or 'agree' that a lockdown will help fight the spread of Covid-19



7% now thinks they are doing very or badly

Nine in ten said the Government is doing 'very well' or 'well' in handling the issue of the Coronavirus

What do the people need **right** **now?**

In this time of commotion stirred amidst the lockdown, people need a change in the narrative to simmer down their anxiety by bringing positive



What is something only we can

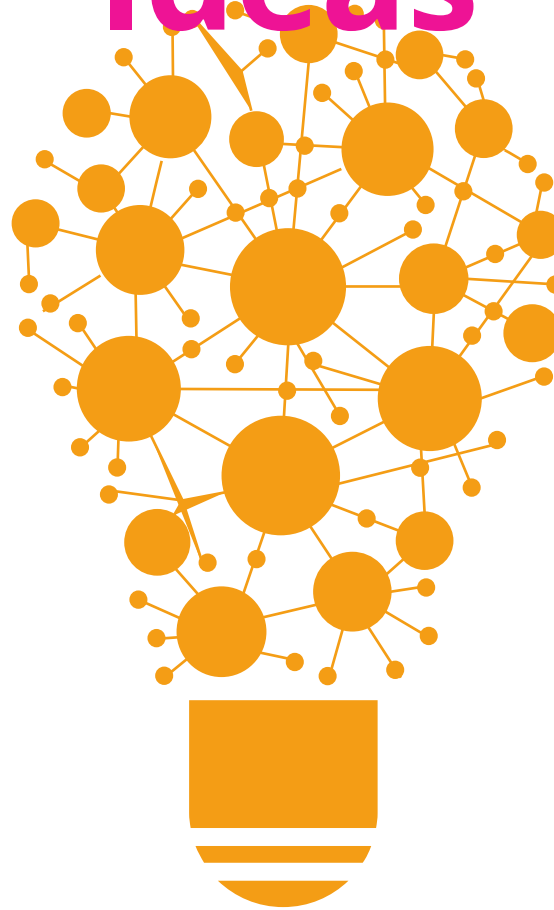
do?

- Surf has been a leader in communicating ideas rather than fixating on product.
- Surf is one of the few brands that surround the consumer these (lockdown) days. This puts us in a unique position to reiterate our message- to not cease doing things, despite stressful times



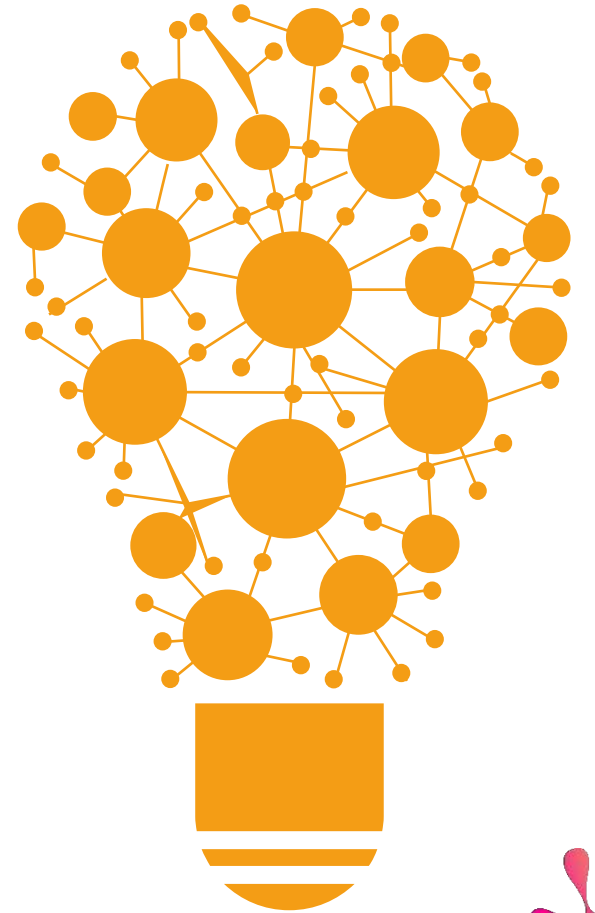
Campaign

Ideas



Campaign #2

Daag ab bhi ache hain

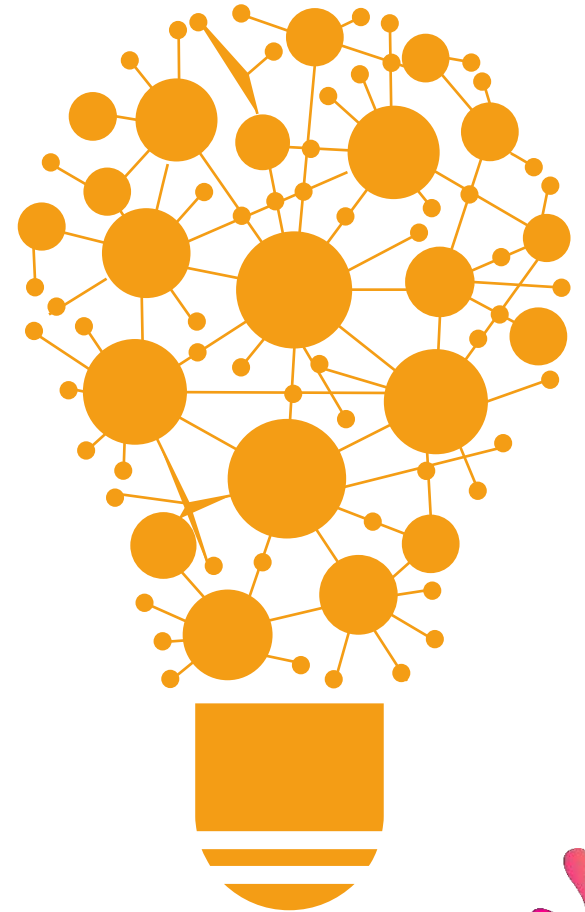


Campaign #2

Daag ab bhi ache hain

Big Idea:

Persuade consumers to continue being active during this lockdown instead of being intimidated by it



Campaign #2

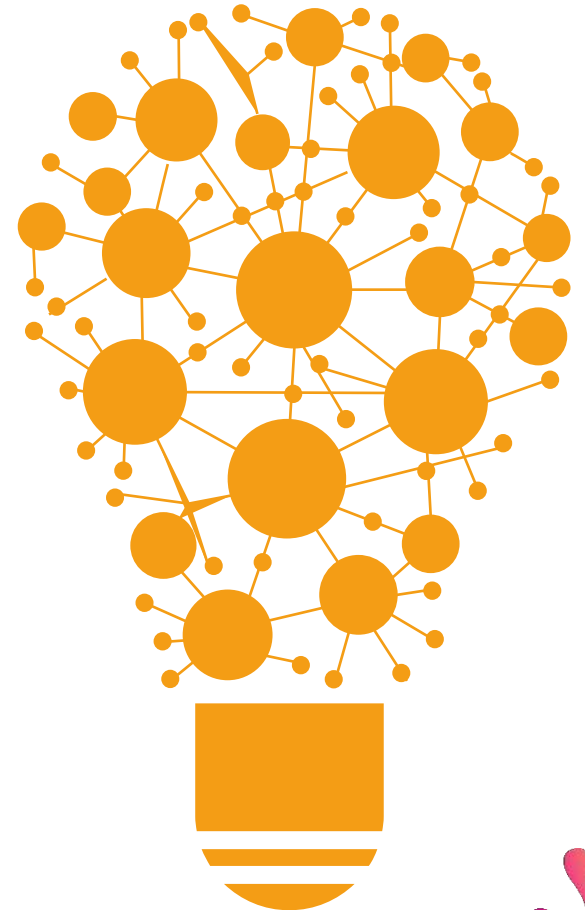
Daag ab bhi ache hain

Big Idea:

Persuade consumers to continue being active during this lockdown instead of being intimidated by it

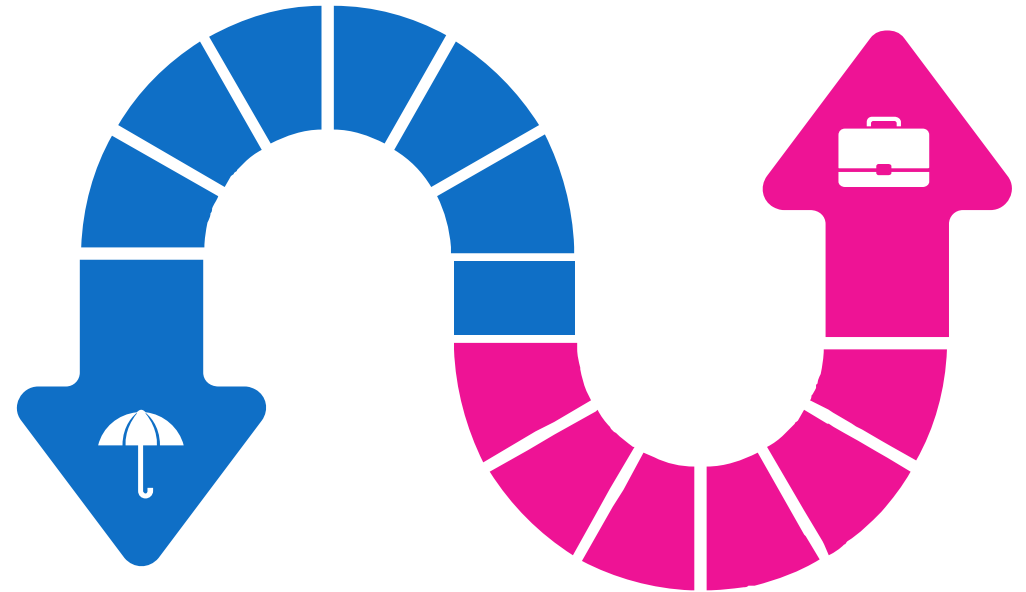
Central Message:

Stay indoors, yet continue to share love and joy through small activities



Road Map

- People are trying to keep away from any visible/invisible dirt these days.
- We want them not to hesitate getting on “daag” while exploring new avenues indoors since they **STILL** have Surf to back on.



Creatives TVC



Creative Idea #1

House help - 1 (TVC/Digital)





Creative Idea #2

House help #2 (TVC/Digital)





Creative Idea #3

House help #3 (TVC/Digital)



Creative Idea #4

Child activity #1 (TVC/Digital)





Creative Idea #5

Child activity - 2 (TVC/Digital)











Creative Idea #6

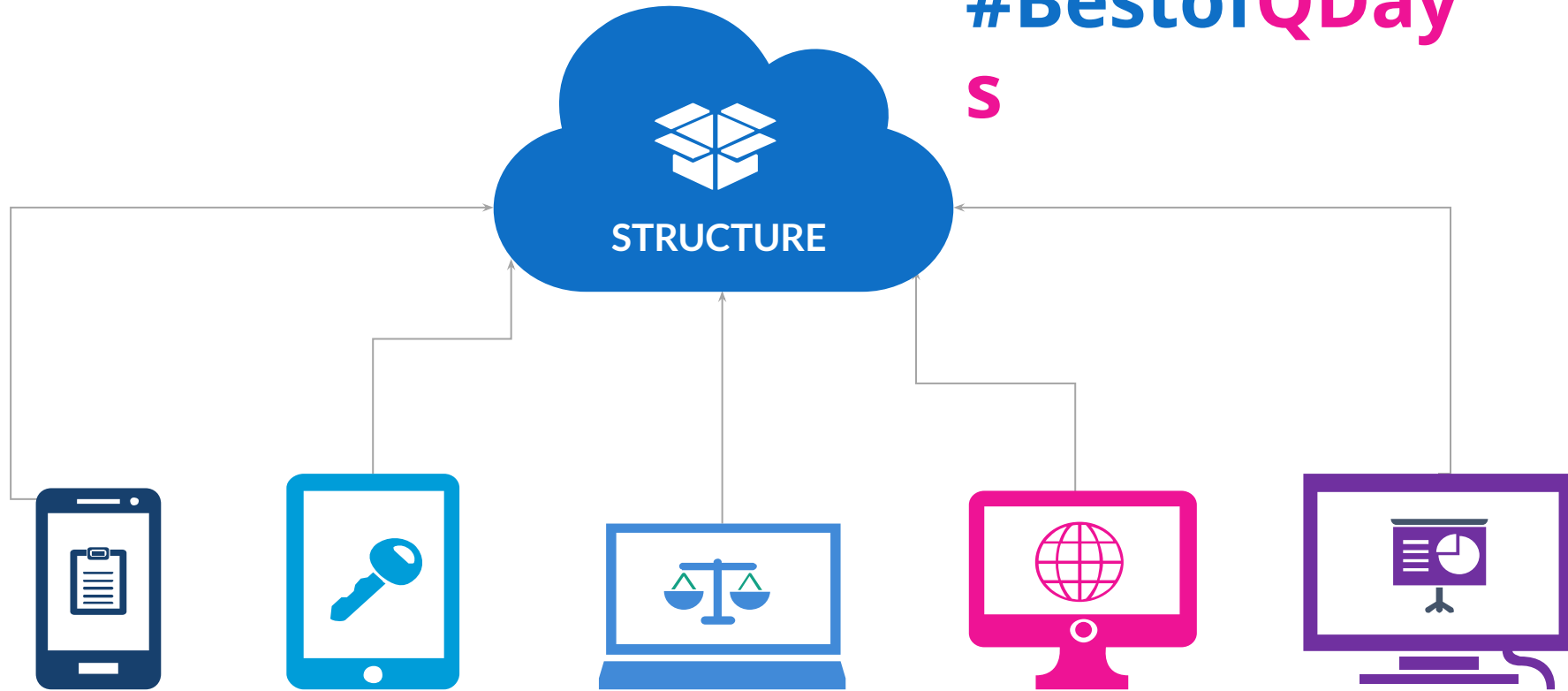
Random acts of kindness (TVC/Digital)





Social Media Campaign

#BestofQDay
S

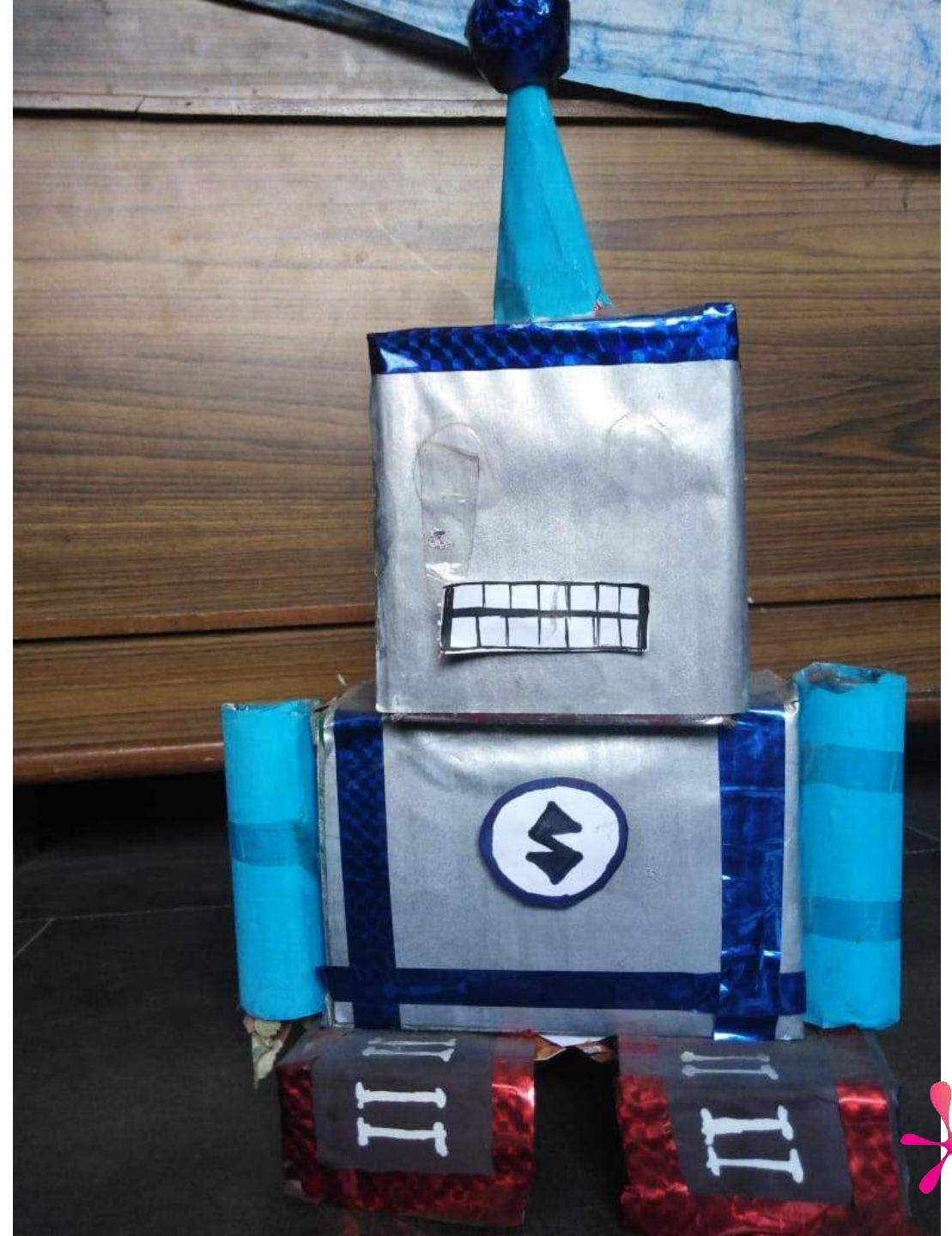


SURF BINGO CHALLENGE

Have u done these things during quarantine

Took out old albums/books	Looked through your childhood memories	Started working out	Helped in cutting vegetables
Done deep cleaning of the house	Taking out the garbage	Tried making a natural facepack	Spilled food on the bed sheet
Done jhadoo pocha	Cleaned your room	Taken out old DVDs	Painted something during quarantine
Given your pet a bath	Done art and craft	Started gardening	Tried cooking a new dish

Best of Q Days



Live Sessions

DIY on clothes

- Tie and Dye
- Restyling clothes
- Animal Houses

Organizing house

- Cupboard
- Managing laundry

Counselors:

- Activities for mother to do with her son
- How to create bonds during time of lockdown
- Mental health during isolation





#Daag Ab
hi Achhe
Hain







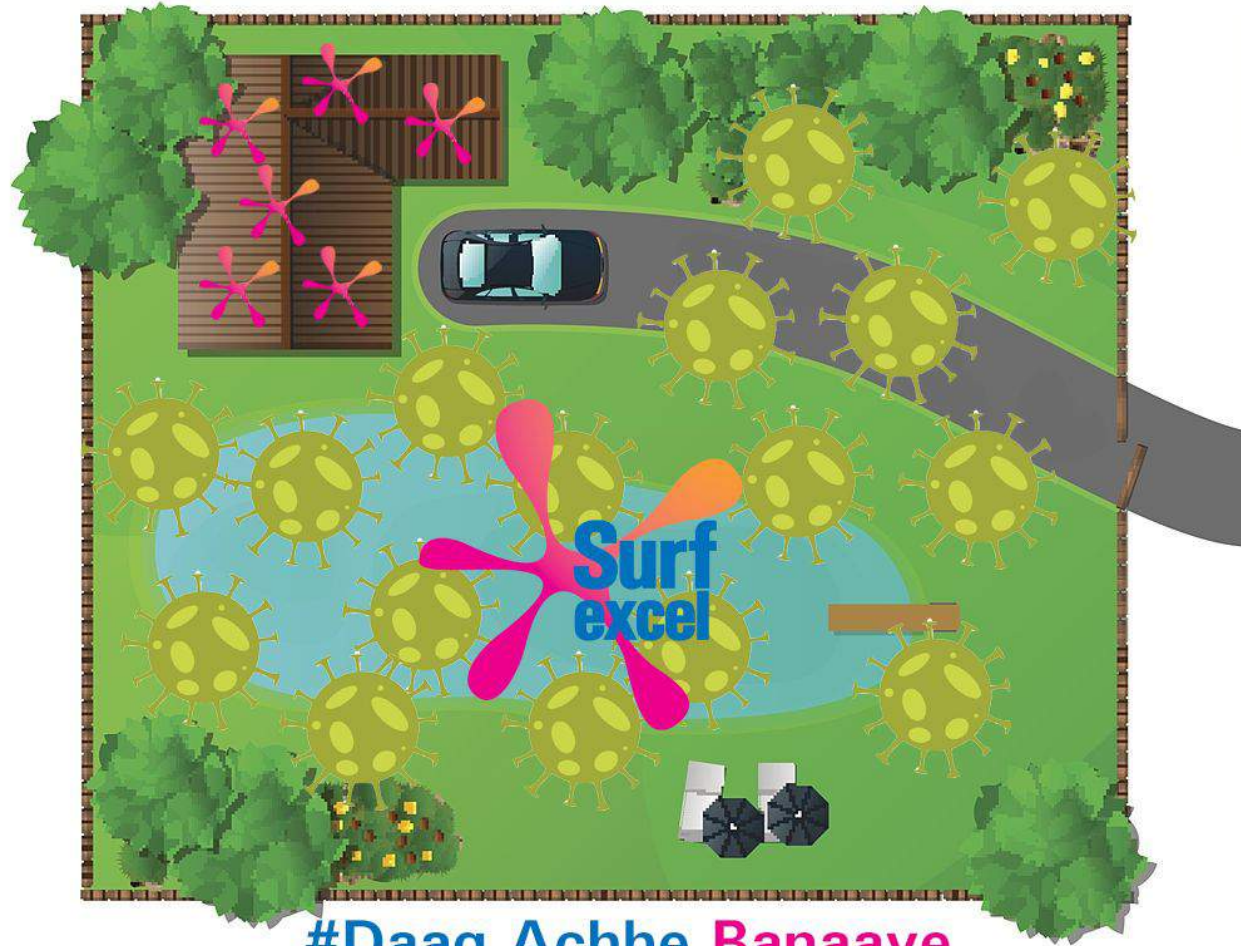
#Daag Ab hi Acche hai





#Daag Ab
hi Achhe Hain





#Daag Achhe Banaaye

Dear Rohan,

We need to stay home to stay safe. Once this is over I want to play cricket again. I tried practising inside but mom and dad are busy working. I even tried to cook and work with mom but she got angry at me for spilling things.

These days I am trying to build that rocket we tried building last summer, but it is tough doing it alone. I am still waiting to go for morning walks with daddu. Just like me, he also watches TV all day now. I thought playing games on the mobile all day long would be fun but I miss being outdoors. Oh, also, I have reached level 7 in my game and I cannot wait to show you my high score.

Yours truly,
Cheenu



What are our core values and how to contribute to something aligned with them?

- Not being obsessed with cleanliness
- Encouraging to get dirty, instilling trust on product
- Being righteous
- Teaching new social values
- Communicating a larger social message

These are very crucial and stressful times, which is why Surf wants to cheer the masses and inspire them not to be disheartened but use this time to the fullest

What do you want customers to walk away telling one another?

Staying indoors is not all that bad, rather a long-awaited chance to explore your creative side and other avenues

How does your new story relate to brand's history?

Our new story encourages the audience to be zestful indoors despite the quarantine. Relates to our brand history because Surf always has been a helping hand, taking care of daag's that come along, and will continue to. Surf will help them fight their boredom while being their silent caretaker



Creative Idea #3

Types of stains (TVC/Digital)

Migrant Workers being mistreated

- A person tells the audience he/she will show them types of stains and how to clean them
- Pulls up a shirt with a stain on it and explains what it is (The situation at hand) and tells us how to clean the stain

“Yeh daag h mehnat ka. Yeh daag unn pravasi aur majdooron ka jo iss seher mei rehte the. Yeh unn logo ka h jo din raat humare ass pass ki saaf safai aur kayi zaroori kaam karte the. Jab desh ke haalaat badle toh humne unhe road par akela chodh diya. Yeh daag humari laparwahi ka hai. Aaye uss samay yeh daag mitate h aur unki madad karte hai.”



Creative Idea #3

Types of stains (TVC/Digital)

Seclusion of Quarantined patients

- A person tells the audience he/she will show them types of stains and how to clean them.
- Pulls up a shirt with a stain on it and explains what it is (The situation at hand) and tells us how to clean the stain

“Ye daag hai akelepan ka, aur humari ek bhool ka. Self quarantine mein reh rahe patients aur unke pariwaaron ko humne apne aap aur pure samajh se door kar diya hai. Jab ki quarantine ke baad wo Corona se puri tarah mukht aur pehle ki tarah theek ho gaye h. Aaiye, hum aaj iss daag ko apni soch se nikalte hai, unko ek samaan aur pehle ki tarah zindagi jeene mei madad karte hai.”



Creative Idea #3

Types of stains (TVC/Digital)

Violence against doctors

- A person tells the audience he/she will show them types of stains and how to clean them.
- Pulls up a shirt with a stain on it and explains what it is (The situation at hand) and tells us how to clean the stain

“Ye daag hai ghanto bina soye rahe ek doctor ki. Yeh daag he humare unke prati bure vyavhaar ki. Ye wo doctor hai jo apne parivar se door, kisi aur ke parivaar ko bacha rahe hai. Ye wo doctor hai jo dusro ki ladayi lad raha hai, jo shayad aage jaakar unki khud ki ladai banjaye. Ye wohi doctor hai jo ab haspatal ke ek kone mein sota hai, kyuki usko achut keh kehke uske ghar aur colony se usse nikaal diya h. Ye samay hai unko aadar karne ka, Unki iss bahaduri ko samaan karne ka, yeh samay h unke parivaar ki madad karne ka, yeh samay h yebhi daag mitane ka”



Creative Idea #4

#HeroesofToday (TVC/Digital)

There is a need to evoke a sentiment of gratitude towards the unsung heroes, who despite of the risks to their lives are serving people so that each of us can stay safe at home. The stains on their uniforms are not a negative symbol, they recite the stories of their hardwork and sacrifice in such times.

Poster: Nurse

An ode to the stains on the capes of these unsung heroes!

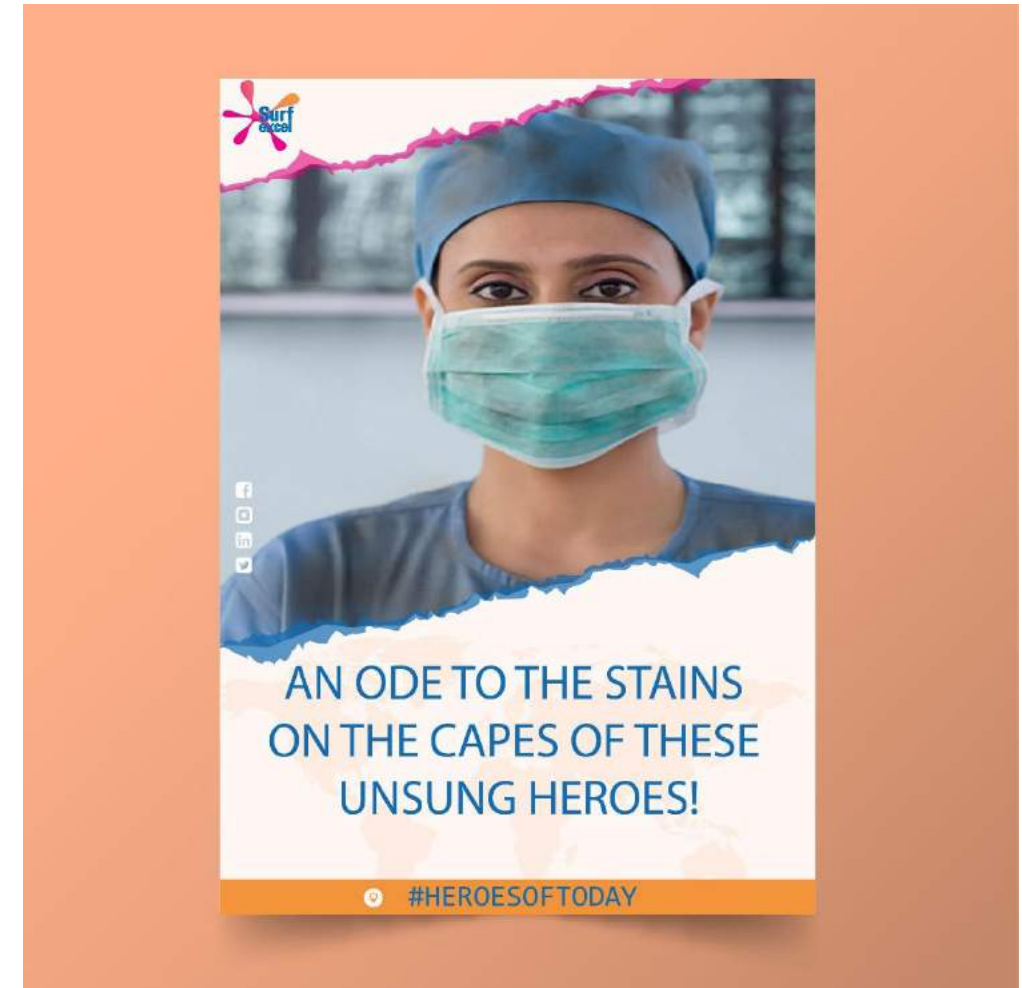
"God watches everything, the "seva" never goes wasted"

For Laxmi Iyer, who has been a nurse since she was 19, it was the real test of her job and training. She has previously been working odd hours, yet these times are a lot tougher.

After 20 hours of her nursing shift, she still takes out half an hour to pray. Her white coat now stained with dust from the day is the only thing that takes break. The red stain from tonic is familiar yet appears to be different in these different times. Sometimes when they get a break, she sits with various staff now with masks on and talk about the world outside of the hospital.

Her family has adapted to this change, even in times of fear they stay optimistic. "Sometimes my younger asks me what if I get this disease, I tell him it is my job I can just be precautious. "She hopes things get back to normal, but we all need to stay brave.

[#HeroesofToday](#) [#HeroesofCorona](#)



Poster: Delivery Man

An ode to the stains on the capes of these unsung heroes!

Sanju wakes up every morning and goes to deliver basic requirements like aata, dal, handwashes and detergents to people around the locality. He has been working as a delivery man since the last 4 years and has never been in such high demand before.

He goes to different houses to deliver things so that the people of that locality can be safe inside their houses and get their daily requirements while following certain rules. He comes back home at night with stains of work and sweat from these break free tiring days and even then he is not off his duty as he has a lovely family to look after and enjoy.

After cleaning himself up and changing his clothes after putting them to wash he enjoys playing board games with his son before putting him to bed. Then chats with his wife over a cup of tea and watches a little bit of television to relax and lighten the mood before falling asleep. The next day he goes back to duty and continues to be a hero of the society.

#HeroesofToday
#HeroesofCorona

