

ABOUT PARRYWARE

Parryware, India's leading manufacturer of bathroom products, originated from EID Parry, one of the country's oldest and most reputed business entities. In 2006, it entered into a joint venture with Roca Corporación, Spain, and became a Roca Group subsidiary in 2008 and turned into a wholly-owned subsidiary of the Roca Group in 2011.

THE CHALLENGE

1 GAIN VISIBILITY

The major challenge faced by Parryware was to get visibility and recall amongst the other socially active brands in this range. It was also necessary to make the people aware that Parryware aims to maintain its status as a modern bathroom solutions brand in India.

IGNITE BRAND AWARENESS

Lack of awareness of products benefits and differentiation from other products available in the market, Parryware unleashed its new refreshed brand identity in June 2015 which offers high quality and aesthetically - appealing bathroom solution for mass segment which aims to increase its presence in all Indian households.

3 IMPROVE BRAND POSITIONING

To elevate the brand image amongst its competitors and to position it as a contemporary brand offering aesthetically appealing modern products against the journal notion of Parryware as a mass brand.

OUR STRATEGY

REVAMP THE WEBSITE

In order to create a repository of information the consumer website for Parryware India was redesigned keeping in mind key characteristics like: Rich content, Easy to navigate and user friendliness.

BE ACTIVELY PRESENT ON SOCIAL

The social channel chosen for active communication with consumers was Facebook, Twitter, Instagram. The idea was to engage consumers with the brand on all these channels as well as to create an impactful presence across all social media platforms.

BE ACTIVE ON SEARCH

A technologically advance website was created with advance URL structuring along with precise descriptive brand content, making it easy to be searched on Google or any other search platform. This was done with the help of promoted ads (SEM).

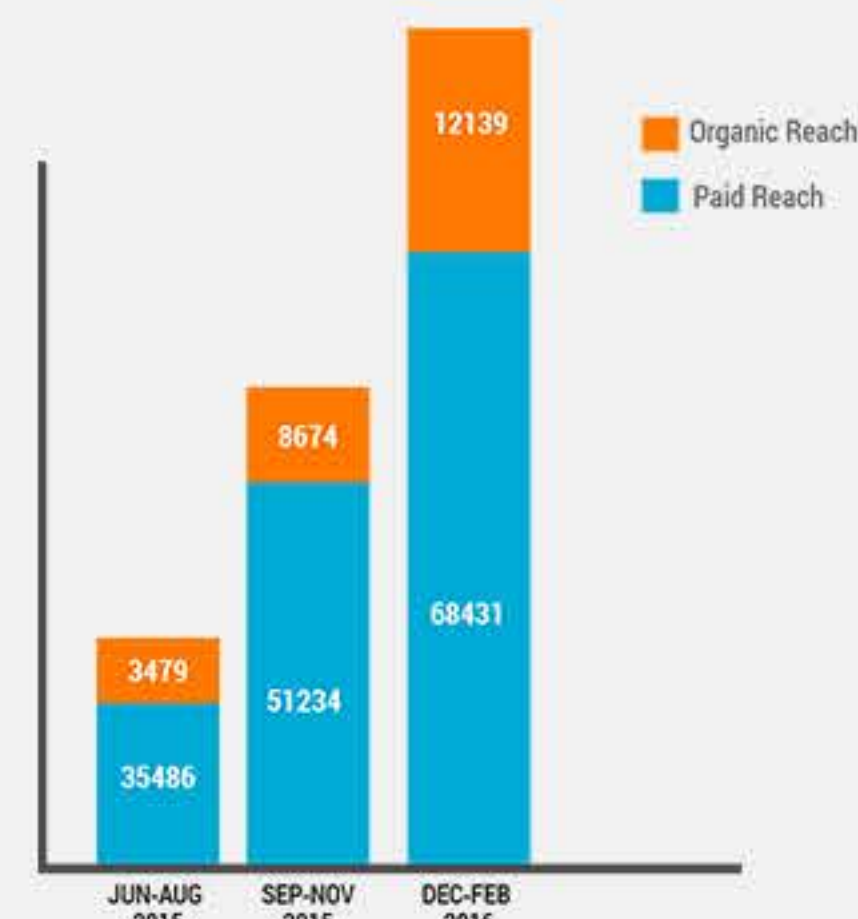
THE BRAND NEW WEBSITE



KEY ANALYSIS

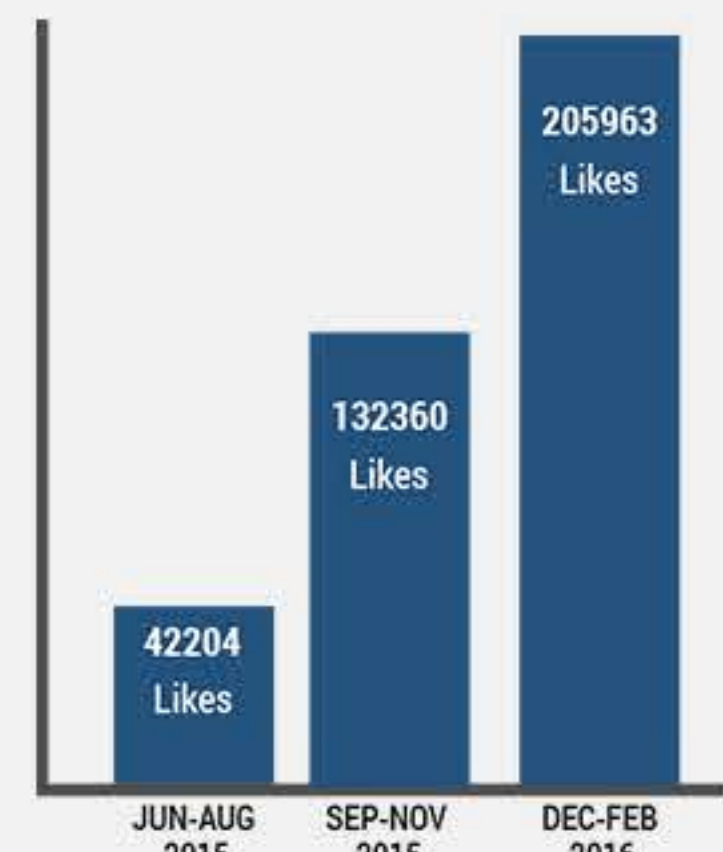
WEB

The new website generated a total traffic of 179,443 from June 2015 to February 2016. This surge in traffic was due to the improved user experience of the website which also resulted in an increased number of returning visitors to the website.



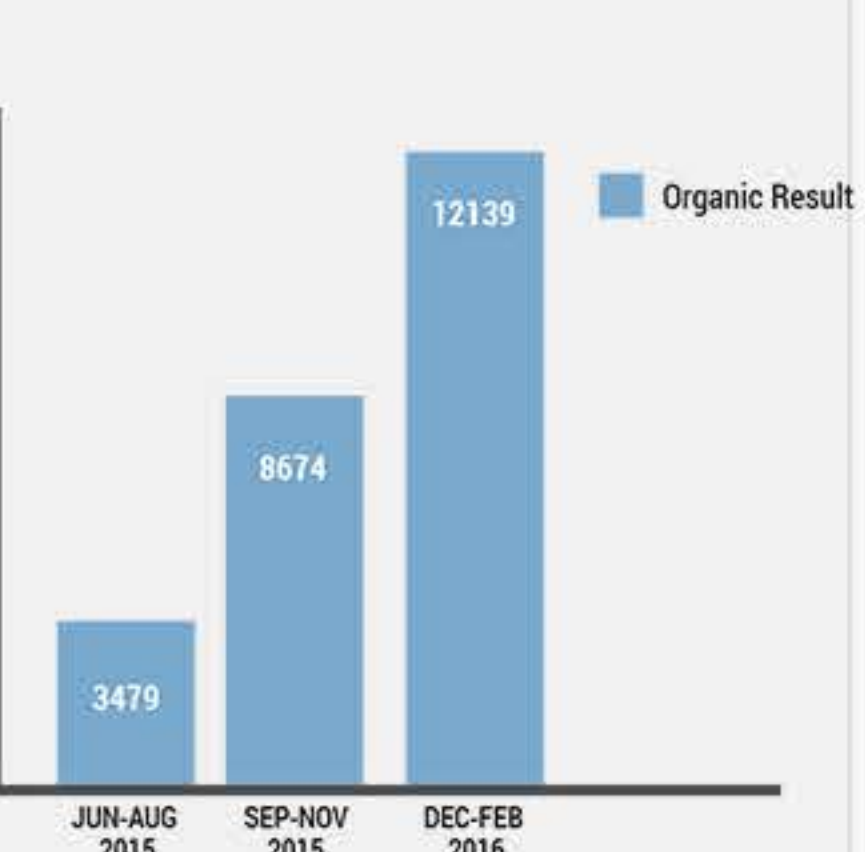
SOCIAL

The Facebook strategies helped us to start Parryware's page from the scratch and reach out to 248, 616 users with a brand engagement of 7%. While recruiting new fans on the page was an integral part of the strategy the emphasis was on increased engagement with these fans which saw a marked improvement from the initial phase to a whopping 8% mark.



SEARCH

To make our presence very prominent on Search Engines in the long run, dynamic content was chosen as the vehicle to drive search engine results. It also dealt with creating more awareness regarding the brand message of introducing high-quality & premium sanitaryware products among the target audience.



MAJOR CAMPAIGNS AND CONTESTS

In total, 5 campaigns and contests were launched at frequent intervals related to various themes of Parryware India that contributed towards higher reach and engagement

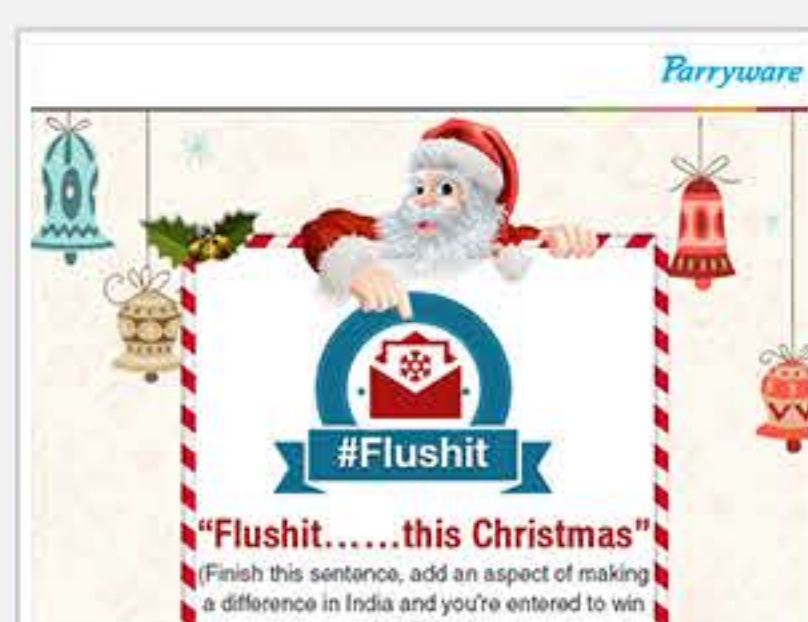


MY SPACE MY MEMORIES

As we believe that 'Special memories need a special space' with bathroom being home to many such sweet little memories & moments, we launched the #myspacememories contest. It achieved 11,117 likes, 107 shares and an engagement rate of 7%

Highlights of the campaign

Total no. of Likes	11,117
Campaign Engagement	7%
Contest Participation	218



FLUSH IT CAMPAIGN

Launched during Christmas and New Year time, the contest called out the target audience to share aspects related to their life which they would like to flush out and start a new beginning. It was a path-breaking contest which received 51553 likes 1021 shares and an engagement rate of 17.7%

Highlights of the campaign

Total no. of Likes	51553
Campaign Engagement	17.7%
Contest Participation	782



MOM SAYS CONTEST

Revolving around the theme of mother's day, the campaign asked the target audience to participate in the #MomSays contest share their mother's favourite saying that she uses most often, especially when she is annoyed. The thought behind it was to cutely apologise to the moms and thank them for their support. The campaign received 49,853 likes 562 shares and engagement rate of 9%.

Highlights of the campaign

Total no. of Likes	48,853
Campaign Engagement	9%
Total no. of comments	938



COLOUR STORY

This campaign revolved around revealing the 12 new colored sanitaryware products launched by Parryware last year. During the campaign, it was unleashed how the selected colours have been inspired by nature and classified to suit the tastes of the elegant, graceful or contemporary consumers. The campaign received 7,211 likes 732 shares and engagement rate of 8.5%.

Highlights of the campaign

Total no. of Likes	7,211
Campaign Engagement	8.5%
Total no. of comments	445



WORLD WATER DAY

Stressing on the emerging water crisis in India, we launched a mini-campaign on World Water's Day to make people pledge about water conservation and its needs. The campaign received 5604 likes 279 shares and engagement rate of 8.2%

Highlights of the campaign

Total no. of Likes	5604
Campaign Engagement	8.2%
Total no. of Pledges	3143