



## ABOUT TETRA PAK

World's leading food processing and packaging solutions company, Tetra Pak, takes pride in providing the best possible food processing and packaging solutions. Established in 1951, its vision is to "make food safe and available, everywhere". In this process, the brand promise is to 'Protect what's Good', a thought which reflects in its logo.

## THE CHALLENGE

### 1 POSITIONING TETRA PAK AS A BRAND

The major challenge faced by Tetra Pak was to position itself as a recognized brand in India. Also, it had to make people aware about its core business goals to gain recognition as a brand which is best known for its unmatched processing and packaging solutions.

### ESTABLISH TETRA PAK AS A BRAND WHICH RESONATES WITH PROTECTION

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Adhering to its Brand Promise of 'Protects What's Good', the aim was to establish Tetra Pak as a brand which resonates with its brand promise in every aspect of their business. It also aimed to educate people how Tetra Pak protects not only the beverages packed inside its cartons but also the environment.

### 3 EDUCATE THE TARGET GROUP REGARDING ITS PACKAGING TECHNOLOGY AND THE GOODNESS OF TETRA PAK CARTONS

The other objective was to educate the end users about the used technology and goodness of cartons. The major difficulty faced by Tetra Pak as a brand was to gain traction or attention of the consumers/ end users as a brand. Tetra Pak had to take the education route to enlighten the end users about the packaging technology of Tetra Pak cartons which helps to protect beverages packed inside without the addition of preservatives.

## WHAT IS IN IT FOR THE TG

Tetra Pak India's Target Group deals with a niche audience. Mothers of young children belonging to the SEC A category were chosen to be the TG for Tetra Pak India and thus, the digital medium formed the most active platform to reach out to this TG.

### 1 EDUCATE

The digital properties of Tetra Pak were developed to form a reservoir of information for young mothers who usually turn to the internet regarding their child's health and nutrition. The focus was to educate mothers who were searching answers related to the two core categories catered by Tetra Pak, namely Milk and Juice. It aimed to educate them about the health benefits of milk and juices packed in cartons while dispelling common myths like addition of preservatives to milk & juices packed in Tetra Pak cartons and others.

### ENGAGE

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While reaching out to the mothers was important, it was equally essential to engage with them and make the communication interactive. The feedback mechanism was an inbuilt part of the main strategy enabling mothers to share their thoughts and concerns which could be addressed by the experts from the respective fields. In order to achieve this, the content was designed in such a way that it could increase engagement and drive conversations on Facebook, including vital information about the core categories along with some interesting campaigns and contests.

### 3 BUILD COMMUNITY

The ultimate aim of building up an active social platform was to build a strong community of like-minded mothers where they could interact, share tips and seek suggestions regarding parenting, health and nutrition of their kids.

## OUR STRATEGY

### REVAMP THE WEBSITE

In order to create a repository of information the consumer website for Tetra Pak India was redesigned keeping in mind key characteristics like:

← User Friendliness- The user interface of the website was designed keeping in mind the ease in navigation for the first time visitor and to provide high-quality user experience.

### DOMINATE FACEBOOK

The social channel chosen for active communication with consumers was Facebook with a target to secure a prominent position amongst the top 10 food brands in the space with focus on the following:

← Multiply Fanbase- A larger & active fanbase was recognised as the need of the hour for establishing the brand presence. Activities were designed to attract new fans who could find relevant content on the page.

### BE ACTIVE ON SEARCH

The ultimate goal was to enhance the social properties of Tetra Pak, making it easy to be searched on Google or any other search platform. This was done with the help of promoted ads (SEM) on Google, for driving traffic to the website.

← Meanwhile optimizing the website for ranking higher on the search engine result pages without the help of promoted ads.

## THEN & NOW

### Old website design



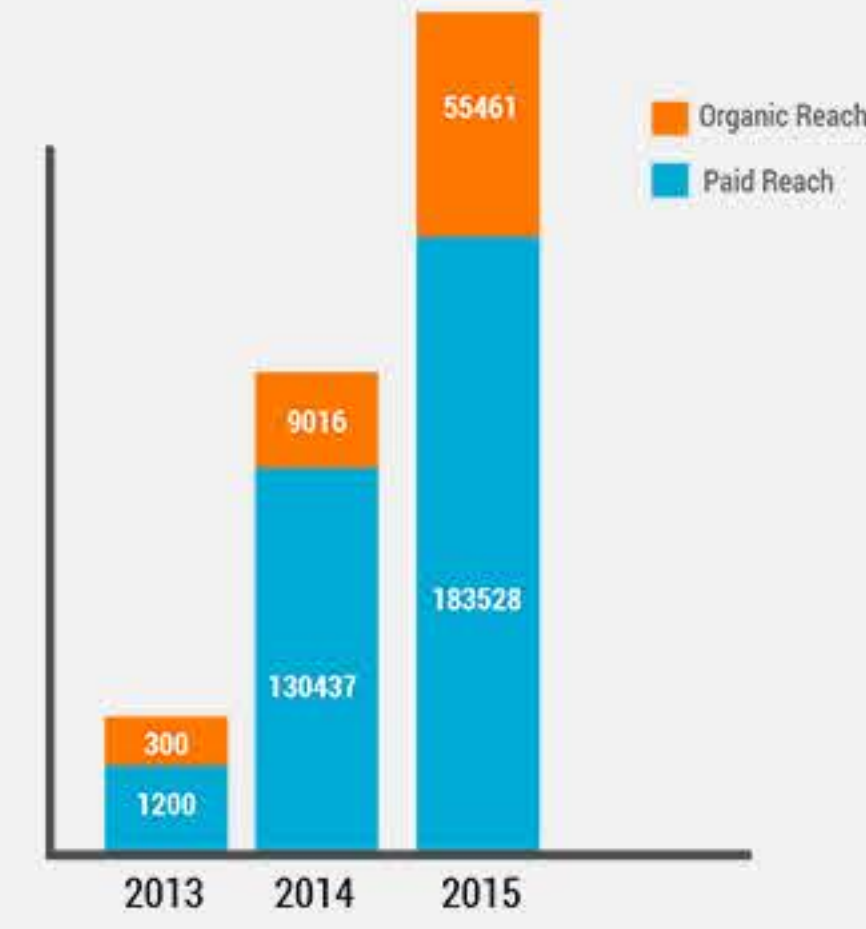
### New website Design



## KEY ANALYSIS

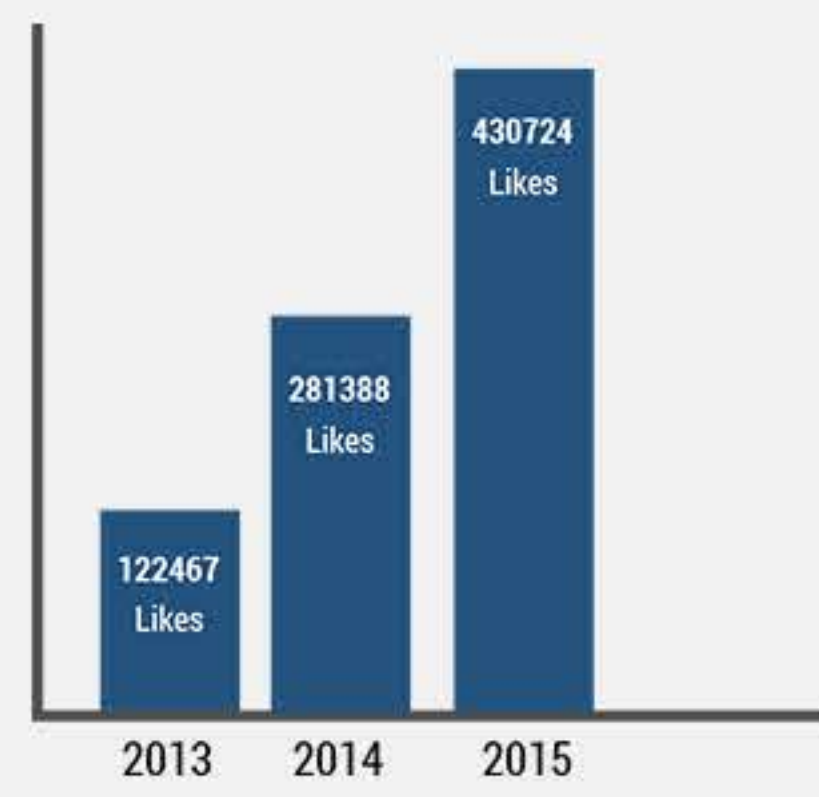
### WEB

The new website generated a total traffic of 148,745 at the end of the year 2013 which is more than seven times the traffic at the beginning of the year. 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.



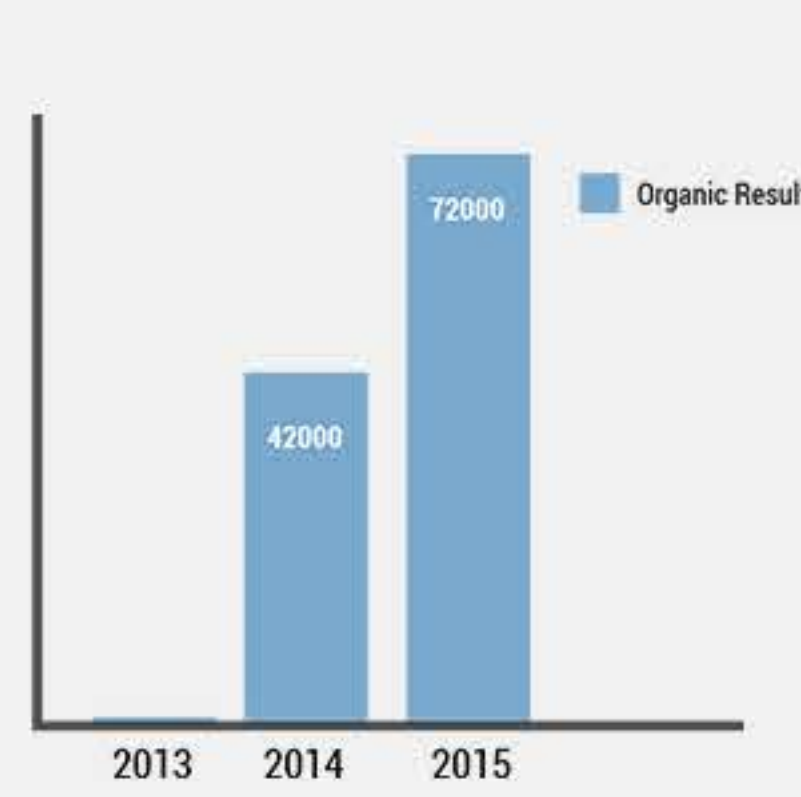
### SOCIAL

The Facebook strategies helped us to double the total fan base on the Tetra Pak India's Facebook page over a span of one year with a sharp increase in the number of likes on the page from 122,467 (dated January 2013) to 281,388 (by end of December 2013). 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 in the above mentioned period from 0.5% to a whopping 6% 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 'Protects What's Good' amongst the consumers.



## MAJOR CAMPAIGNS AND CONTESTS

In total, 6 campaigns and contests were launched at frequent intervals related to various themes of Tetra Pak, that directly targeted the selected audience and mom bloggers.

**LAURELS WON BY THE SAFE FOOD AMBASSADOR**

RTKFS

Tetra Pak's Right to Keep Food Safe public awareness initiative aimed to generate awareness regarding food safety, health and wellness. The campaign comprised of several programmes, aiming to empower mothers to champion the movement around food safety and nutrition and become spokespersons in their own communities to increase awareness on this critical issue. We created custom website for the campaign.

### Highlights of the campaign

Reach	6139162
Clicks	178251
People who attended the workshop	1560
Facebook Reach	1825160
People Engage	169035

**YOUR CARTONS. MY CLASSROOM**

"Your Cartons, My Classroom" encouraged Delhiites to come forward and celebrate the year-long efforts of Project SEARCH school students who collected over 200,000 used Tetra Pak cartons for recycling. The collected cartons were recycled into school stationery and furniture for six schools that were in need of a better learning environment, located in Bengaluru, Chandigarh, Delhi, Hyderabad, Pune and Mumbai.

### Highlights of the campaign

Traffic on microsite	100510
No. of Pledges	1850
New Facebook Likes	7897

**Tetra Pak's SUPER MOM CONTEST**

FROM COOKING TO LAUNDRY, A LOT MORE IN THE MAKING OF A SUPER MOM

SUPER MOM CONTEST

An interactive contest focused on milk, targeted the mothers and was designed in order to support the launch of the TV commercial on air. The Super Mom contest app attracted 2707 visitors with a total participation of more than 250 participants.

### Highlights of the campaign

Contest Reach	2807
Total Participation	357



### YOUTUBE VIDEO CAMPAIGN

In order to promote the TV commercial going on air in August 2013, a promotional campaign was done to promote the ad on Tetra Pak YouTube channel and to provide a cover to the offline campaign. The campaign ended with more than 10,000 video views and engagement rate of 6.6%

### Highlights of the campaign

Video Views on Youtube	511567
Traffic on Contest	2707
Reach of Contest	401721



### THE SECRET INGREDIENT CONTEST

Part of the campaign for Merry Christmas and a Happy New Year, this contest invited mothers to participate in the contest by sharing their healthy recipes prepared using milk/juice packed in a Tetra Pak carton. The contest saw low participation of 56 as against the targeted 250.

### Highlights of the campaign

Traffic on Contest Page	2162
Reach of the contest	639719
New Page Likes	52085



### WORD OF MOM

It was an offline event designed especially to provide a common platform to a group of mothers who are active on social media, so that they could be transformed into socially influential advocates of UHT technology and milk packed in Tetra Pak cartons. The event contest announced at the end of the blog led to participation of 22 bloggers and generated 17 backlinks to the Tetra Pak website.

### Highlights of the campaign

Reach	1345763
Mom Bloggers who attended the event	43
Third Party Articles Published	29