

Disney “Ratatouille”(Rat.a.too.ee) *Direct Mailer*

Promotion
Marketing
Awards
of Asia



Silver @ the PMAA 2009
Best Business to Business Campaign

Promotion
Marketing
Awards
of Asia



Bronze @ the PMAA 2009
Best Use of Direct Marketing in a Promotion Campaign



Order of Merit @ the Globes 2009
Best Use of Direct Marketing in a Promotion Campaign



EVENT & EXPERIENTIAL MARKETING
AWARDS 2009

Bronze @ the WOW 2009
Direct Marketing Activity of the Year

Brief

- To create the buzz around the India TV premiere for the Movie “Ratatouille” on Disney Channel
- Deliver the message in a manner that brings alive the experiential value of the movie



ACTIVATION OBJECTIVE



Offer a personalized & unique experience

Through innovative packaging of the message

Generating word-of-mouth publicity around the activity and the event

ACTIVATION CHALLENGES

- To reach out to 250 key clients ..
- spread across 6 cities..
- in 2 days..
- offering a personalised & unique experience

Campaign Strategy

- The need was to reach a large number of people in just two-days:
- Our Strategy was: to reduce the risk of rejection & delivering a personalized message yet keeping the communication at the epicenter. So we kept following check points:
 - Personalization: Each D.M. with the name of the recipient
 - Product Experience: Ratatouille movie is about a Rat who wants to become a Chef. We were to ensure this essence is delivered in the best possible manner
 - Packaging: Innovative packaging in order to create pull factor
 - Delight: Create & Capture recipient's delight feedback is captured in the 'bill-book'
- All these factors enabled us to focus on the creating a unique D.M. exercise.

Campaign Concept

- ***Master Chef at Your Service***
- The need was to reach a large number of people in just two-days:
- Out Strategy was: to reduce the risk of rejection & delivering a personalized message yet keeping the communication at the epicenter. So we kept following check points:
 - Mr. Chef was created: one each for one recipient
 - Delivery of the dish (the message: story of mouse who wants to become a chef) to be hand-delivered
 - Serve the message as being served for a feast; right at the desk of the recipient
 - Message was tailor-made into An intriguing Salt-N-Pepper Shaker
 - Recipient feedback was captured via the bill-book

CREATIVE RECIPE

- INNOVATIVE PACKAGING OF MESSAGE



Branded Salt-N-Pepper Shaker set

CREATIVE RECIPE

- INNOVATIVE PACKAGING OF MESSAGE



CREATIVE RECIPE

- INNOVATIVE PACKAGING OF MESSAGE



Not too many people would believe a rat can cook. Even fewer will let him. Does that stop Remy from following his dream? Should that kind of thing stop you from following yours? Much like the great chef Gusteau who said “Anyone can cook”, we believe you can do anything you dream of.

Go ahead. Follow that dream.

Life will be a lot less bland when you do.

ACTIVATION RECIPE



- Personalize each package with the name of the recipient
- Have a team of delivery personnel dressed up as **Chefs** carry the message to the recipient's office
- Serve the 'dish' (message) right at the desk of the recipient
- Recipient feedback is captured in the 'bill-book'

The Ingredients



MAIN COURSE



Brand Activation via Consumer Connect Strategies

Campaign Execution

- In just 4 days campaign was executed from planning to delivery phase across 6 cities.
- Database of a select few trade decision makers was screened out & targeted
- Message was delivered in the offices of recipients right at their desk
- On the spot information was passed over via interaction
- Immediate feedback was recorded

 **HDFC BANK**



HDFC Bank

CAMERAS



's first air taxi,
n't have taken off
anywhere else.

IBELIEVE
IN BANGALORE

DNA
English Daily











WIRE AND WIRELESS
WITH THE WIRELESS
Industry No. 1 Choice To Recruit



Outcome

- Pulled out all stops to execute the activity in a record 4 days from the day of brief. Even at such short notice, the quality of execution was maintained. It generated positive word-of-mouth buzz and most essentially brought Disney's art of story-telling alive. The T.G. were delighted the way communication touched them. Here are some of the feedbacks:

: NAME :

BEENA KOSHY,

: COMMENTS :

"Really taken by surprise but really
pleasant!" Damn good promo for
KalaTonline

: SIGNATURE :

Beena



: NAME :

Suzanne

: COMMENTS :

- ① Concept is cute - chef should be a state, or have ears or a tail.
- ② Concept on the whole is excellent.
- ③ He should come alone and explain whole concept if allowed in the *Yes*



: NAME:

DIWANI KANT

: COMMENTS:

Excellent creative thought. The presenter
was also very courteous. Keep up the
good job and keep spreading smiles

: SIGNATURE:

BAJAJ ELECTRICALS LT.
RECEIVED

18 SEP 2008

Sign.
51, M.G. Road,

: NAME :

Milind D. Karrik

: COMMENTS :

I felt privileged to receive the gift on a/c of Ratanaville & the way it was given was fantastic - I will always remember the experience. Thanks.

: SIGNATURE :



: NAME :

On behalf of Manita Panjwani

: COMMENTS :

Looks beautiful. Very
soft may to define

: SIGNATURE :

Manita Panjwani



: NAME :

Neshe Salokhe

: COMMENTS :

This a very new concept. I liked
it. Never heard of this before.

: SIGNATURE :

Salokhe





Results

- 0% spill over delivering excellent ROI while reaching 250 key trade decision makers in 6 cities
- 75%+ response to the activation with a high recall post campaign
- Excellent personalized brand experience delivered
- Create a delight for the target group & communicated the message (see feedback above)
- Excellent feedback from the sales team
- Delivered Word of Mouth in the trade circle



Thank You