

Multicultural Advertising Campaign Sample Entry

Campaign Name

Hum Hain Bollywood

Client Name

DISH Network Corporation

Agency Name

Gravity Media

Campaign Partners

N/A

Executive Summary

Dish Network Corporation, commonly known as DISH, is an American direct broadcast satellite service provider. DISH's main service is satellite television and offers the most extensive portfolio of international programming content for Hispanic, South Asian, Arabic and many other cultural groups. By 2011, DISH was losing more South Asian customers than they could sign up. In an effort to overcome this hurdle, Gravity Media repositioned the brand to focus more on South Asian culture rather than the DISH South Asian package deals and offers. DISH adopted the new headline "The Home of South Asian TV Entertainment" and implemented creative with a heavy Bollywood message that resonated well with the entire community. The campaign ran from June-September 2012 with the following marketing goals:

- Re-energize the DISH South Asian programming portfolio. - Acquire new customers.
- Retain current customers and reduce churn rate.
- Gain brand preference.
- Increase ARPU.

Through the advertising campaign call volumes increased by 25 percent, website visits increased by 30 percent and activations increased by 15 percent, making the third quarter "Hum Hain Bollywood" campaign the most successful quarterly campaign in 2012. In addition, South Asian programming subscribers succeeded all other international programming (German, Russian, Chinese, etc.). DISH now has a better grasp of the growing potential of the South Asian culture and utilizes their advertisements to better connect with the respective sub-cultural group.

Situation Analysis

Dish Network Corporation, commonly known as DISH, is an American direct broadcast satellite service provider. The company provides satellite television, audio programming and interactive television services to commercial and residential customers in the United States. DISH's main service is satellite television and offers the most extensive portfolio of international programming content for Hispanic, South Asian, Arabic and many other cultural groups.

Despite their incredibly diverse international entertainment offerings, they had a problem: South Asian viewers were dropping the service faster than DISH could sign up new subscribers. In 2011, Gravity Media conducted a brand audit to see how advertising would assist with stopping the bleeding. Tapping into the industry's largest database on brands, analysis confirmed that DISH was truly fatigued. Awareness was high, but its differentiation, relevance and prevalence needed significant improvements.

We tested this insight with a series of qualitative focus groups with South Asian adults. It was confirmed— DISH had little to no perceived difference from competitors, DISH had no place in their lives and it was not well-liked. Previous advertising efforts from DISH had been heavily focused on their offers and deals which created a negative perception and pushed DISH into price-driven commodity.

Key consumer insights included:

- South Asians, like many other cultural groups, are positively stimulated by authenticity, not by stereotypes.
- Bollywood strongly resonates with every member of the family regardless of their age, place of birth or acculturation level. Bollywood harnesses a cultural identity.
- Hindi, Urdu, Bangla and Punjabi audiences primarily consume Hindi movies. Tamil audience have their own movie industry called Kollywood and the Telugu audience have Tollywood.

There was an opportunity to re-energize the DISH South Asian portfolio of programming packages.

Campaign Objectives

To heighten the overall DISH brand, our campaign objectives were:

- Acquisition: Acquire new subscribers to DISH South Asian packages,
- Migration: Increase Average Revenue Per Unit (ARPU) by cross selling ad-on + a smaller/bigger package to current subscribers.
- Retention: Maintain current subscribers and reduce churn rate.

Within the advertising tactics, we aimed to achieve the following:

- Build differentiation from competitors; reinforce value of DISH among South Asians.
- Drive relevancy; deeply connect with the South Asian community.
- Gain brand preference; get South Asians to enjoy DISH.

Strategy and Execution

For our strategy, there was a heavy Bollywood focus with the following components:

1. **New, Clear Positioning:** Create an overarching DISH brand message to reposition DISH as the leader in South Asian entertainment.
2. **Differentiate from Self and Competition:** In order to stand out in a fatigued category and differentiate DISH from both itself and competitors, the DISH message had to break through the clutter and deliver an entertaining, authentic South Asian TV experience.
3. **Surround Sound Advertising:** Leverage a multi-channel, integrated advertising campaign to reach South Asians and reach all South Asians—the 50% who reside in concentrated areas and the remaining who are dispersed across the United States and have difficulty staying connected with the South Asian community.

Execution of component #1 - **New, Clear Positioning:** A new brand position was developed and brought to life with a DISH proprietary tag line: “The Home of South Asian TV Entertainment.” This message is used across all advertising touch points to communicate a leadership position that DISH brings the variety, depth and best of South Asian entertainment to the consumer’s home.

Execution of component #2 - **Differentiate from Self and Competition:** Rather than focus on price-driven offers or use the traditional box shot—artwork seen on theatrical release advertisements—we shifted the imagery to be much more dominant and celebratory of Bollywood. In the creative, we used an authentic oil painting design treatment popularized during the Golden Ages of Bollywood and inspired by the work of Baburao Painter.

Additionally, we leveraged DISH Bollywood content as the main reason to believe and reinforced it with the bold Hindi headline “Hum Hain Bollywood (We are Bollywood).” We highlighted legendary characters from both new and classic movies including Vicky Kapoor, played by Amitabh Bachan in the movie Sharaabi (1964), Reshma/Silk, played by Vidya Balan in the movie Dirty Picture (2011) and Vijay Chauhan, played by Hrithik Roshan in the movie Agneepath (2012). Bringing these three characters into the same campaign helped deeply connect DISH with the South Asian consumer. By comparison, the creative dominated about 70% of the advertising real estate.

Execution of component #3 - Surround Sound Advertising: To surround the consumer with DISH message, DISH had to stop relying solely on print ads and now reach the broader audience through a multi-touch point approach that included online advertising. We used a combination of traditional and non-traditional tactics.

Since 50% of the target audience resides in key areas (CA, NY, TX, NY and IL) more traditional media tactics such as geo-targeted outdoor, print, radio and online were used. Historically, DISH and category competitors had taken the easier route of only dominating the primary market areas. Seeing the bigger picture and a 50% untapped market, Gravity Media was determined to penetrate the secondary and tertiary areas as well as anywhere else South Asians reside.

To reach the other 50% living in VA, FL, MD, PA, MI, GA and other areas, we relied on broad reach and non-traditional tactics to introduce the message to the South Asian community. TV and internet advertising efforts were utilized to reach the broad cross section of South Asians. Our nontraditional tactics included signage in over 500 South Asian shops across the U.S., large DISH signage at key grocery shops, hand-selected movie theaters known for South Asian movies and direct mail. To strengthen the new, national positioning, we adapted the “Hum Hain Bollywood” campaign to retail.

This helped create an integrated, cohesive campaign at all consumer touch points and strengthen the message. To make it easier for retailers to use the “Hum Hain Bollywood” creative, we removed all corporate call-to-action and created a white box at the bottom of the creative where retailer could put their contact info. This helped streamline the process and created a national identity.

Campaign Elements

1. Hindi Market Print Ad
2. Tamil Market Print Ad
3. Telegu Market Print Ad
4. :80 Second Radio Spot for Hindi Market
5. :75 Second Radio Spot for Telegu Market
6. 14'x48' Billboard for Hindi Market.
7. 2. 60"x46" 2-sheet Poster for Hindi Market

Supporting Collateral

N/A in this sample entry

Accomplishments & Conclusions

Through the advertising campaign call volumes increased by 25 percent, website visits increased by 30 percent and activations increased by 15 percent, making the third quarter “Hum Hain Bollywood” campaign the most successful quarterly campaign in 2012. In addition, South Asian programming subscribers succeeded all other international programming (German, Russian, Chinese, etc.). DISH now has a better grasp of the growing potential of the South Asian culture and utilizes their advertisements to better connect with the respective sub-cultural group.