

ASIA

Tata Sampann Builds an Always-on Brand Track using Mobile



Industry
Food

Solution
Understanding Consumers, Identifying Target Audience

About Tata Sampann

Known for providing pure and authentic food, Tata Sampann is a household brand in India that believes in bringing moments of delight to every meal, packed with unique nutritional benefits. With a reach of over 200 million households in India, Tata is truly set out to bring out a difference in the lives of consumers.

The Highlights

1st

ever always-on brand track for Tata Sampann

2000+

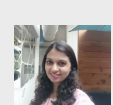
respondents recruited across 3 major cities

3 times

faster recruitment of audiences



"After the pandemic hit, we wanted to replicate random sampling in an online environment for our brand tracks. InMobi Pulse became our partner of choice because of its river sampling capabilities, which helped to create a random sample. We were able to take quick decisions and assess the impact of our campaigns which helped the Spices category immensely in these challenging times."



Kotaki Bhawe
Manager, Consumer Insights, TCPL- Foods

The Brand Objective

The Indian spice market is a highly competitive market with consumers using over 15 different brands as well as non-branded, local spices. To make a mark in the spice market, brands need to understand and identify their consumer mindset, the awareness, and consideration levels of the brand, and key purchase drivers in an always-on manner to position the brand messaging accordingly. With existing offline research methods (in-store interviews etc.) falling short in surfacing the preferences of the modern-day digital consumer, Tata Sampann aimed to leverage mobile-first consumer intelligence to gather data, identify emerging trends, and gauge the on-ground awareness of the brand. At the same time, it was crucial for the insights team to ensure seamless integration between the online and offline channels. As a challenging initiative and an imperative for establishing a strong digital presence and adapting to the needs of the modern consumer, Tata Sampann chose InMobi Pulse as the preferred partner.



The Solution

Using InMobi Pulse, the mobile-first consumer intelligence platform, the brand delved deep into understanding the "know-how" of the market dynamics, consumer choices, and behavior across three major cities in India. Given that Tata Sampann wants to speak with internet-savvy consumers, the brand delivered surveys on the always-on device, the mobile. The transition from offline to online was made simple through accurate targeting and a mobile-first questionnaire.

Reaching the Right Audience with the Right Questionnaire

Recruiting Internet-Savvy, Female Audiences

As a part of the campaign, it was of utmost significance for the brand to reach women - the potential buyers and decision-makers for spice category purchases - across India. Using demographic, location, and other targeting on InMobi Pulse, the brand successfully recruited internet-savvy female audiences.

Maximizing Genuine Responses

Before the partnership with InMobi, Tata Sampann relied on offline research conducted through face-to-face interviews at home through a questionnaire of 40 questions. In the pandemic situation, this method did not hold importance due to constant uncertainties and lockdown. InMobi helped the brand deploy an accurate, always-on online brand track by leveraging the power of mobile. The length of the questionnaire was reduced to one-third for a user-friendly experience. By factoring in historic and real-time data, the brand arrived at a strategically succinct questionnaire that would maximize 'genuine' responses from the target audience.



Understanding Awareness, Recall and Consideration

The questionnaire captured responses on the recency of purchases and the top of the mind and spontaneous recall. This helped identify the purchase patterns of the consumers and the likelihood of considering and purchasing Tata Sampann.

Understanding the Source of Awareness

To understand the preferred source of awareness, the questionnaire included a list of channels that helped respondents learn about the product. By identifying the best and least preferred channels of awareness, the brand aimed to revise its sources of communication and maximize product discoverability.

Understanding Purchase Intent

The research delved deep into the competitor brands and the user's interest in considering Tata Sampann over others. Given that the market is highly competitive, this insight helped the brand understand the purchase drivers, such as preferences and inclination towards competitor brands.



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The Results

A campaign is as successful as the insights behind it. Tata Sampann developed a robust brand track by leveraging InMobi Pulse's mobile consumer intelligence platform for seven months. The brand successfully evaluated the pre-and- post-launch performance of its campaigns and measured the increase in overall brand metrics such as awareness, uplift, and consideration.

