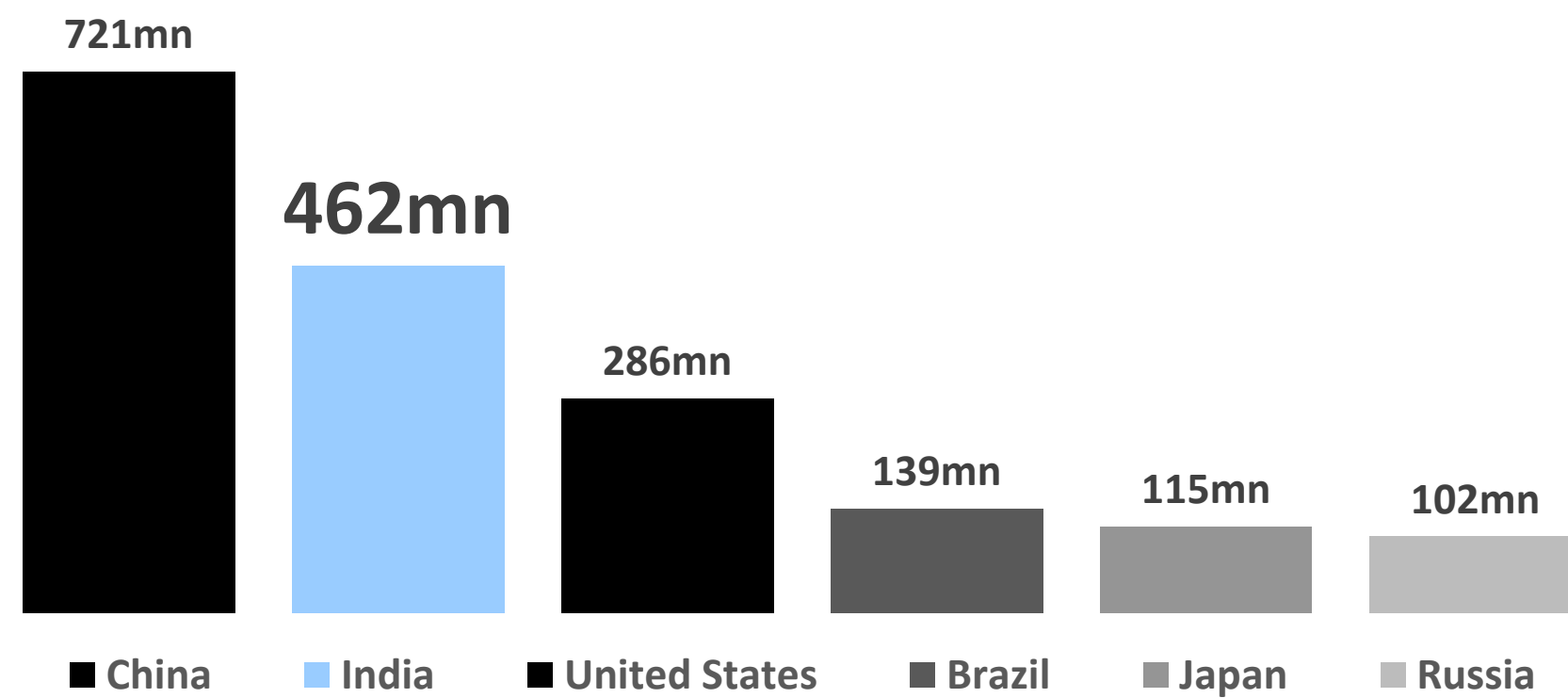


A network diagram consisting of several overlapping circles of varying sizes, connected by a dashed line that passes through the centers of the circles. The circles are arranged in a roughly horizontal line, with some overlapping vertically. The background is dark grey.

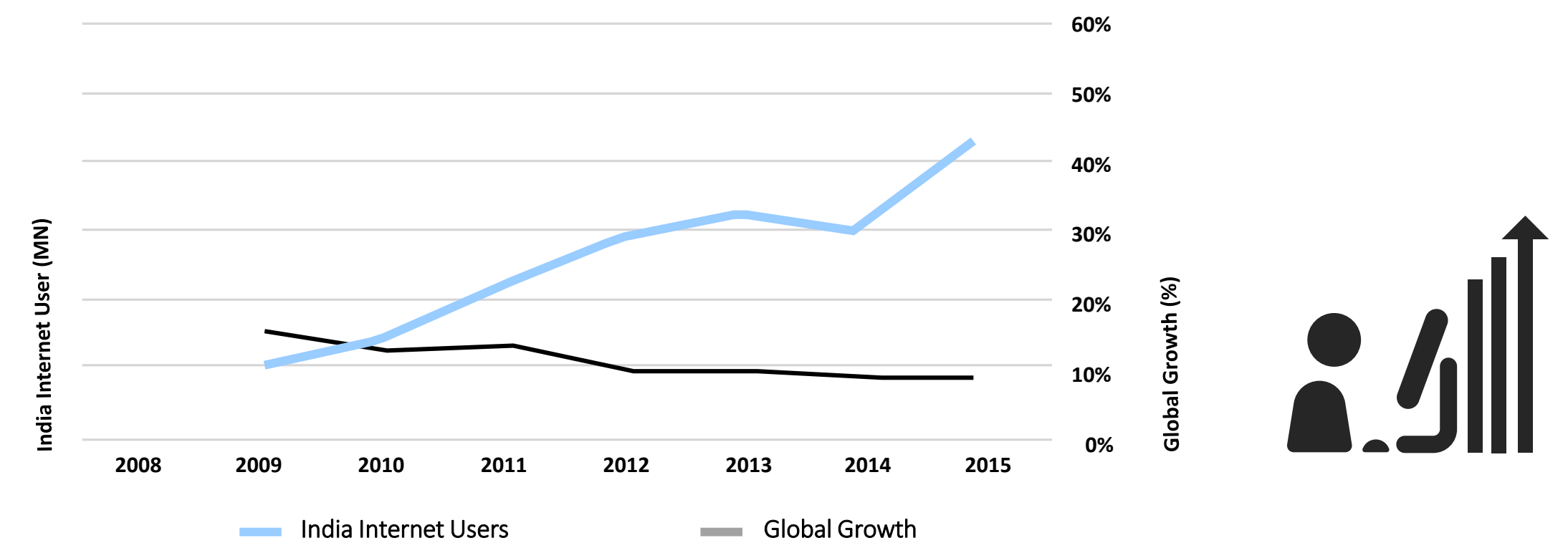
Marketing in a **Connected World**

India: A Unique Market

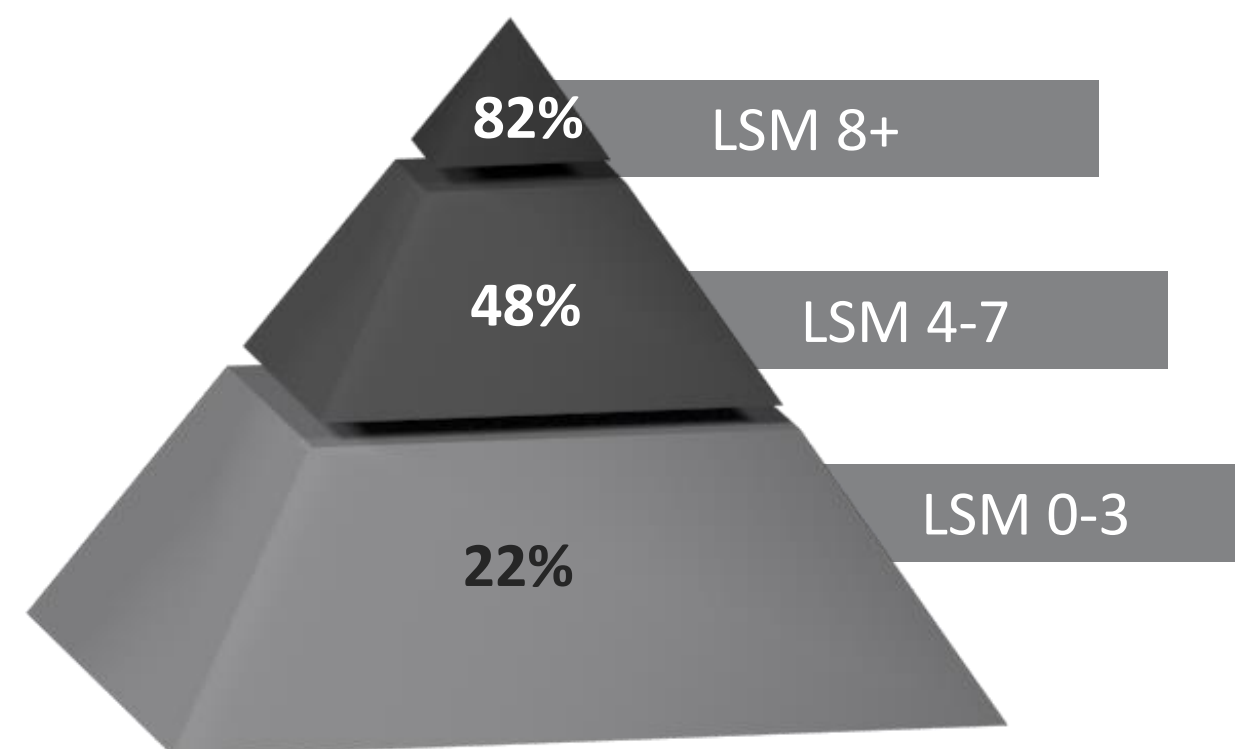
India #2 country behind China



India growing at 44% vs. rest of the world at 9%

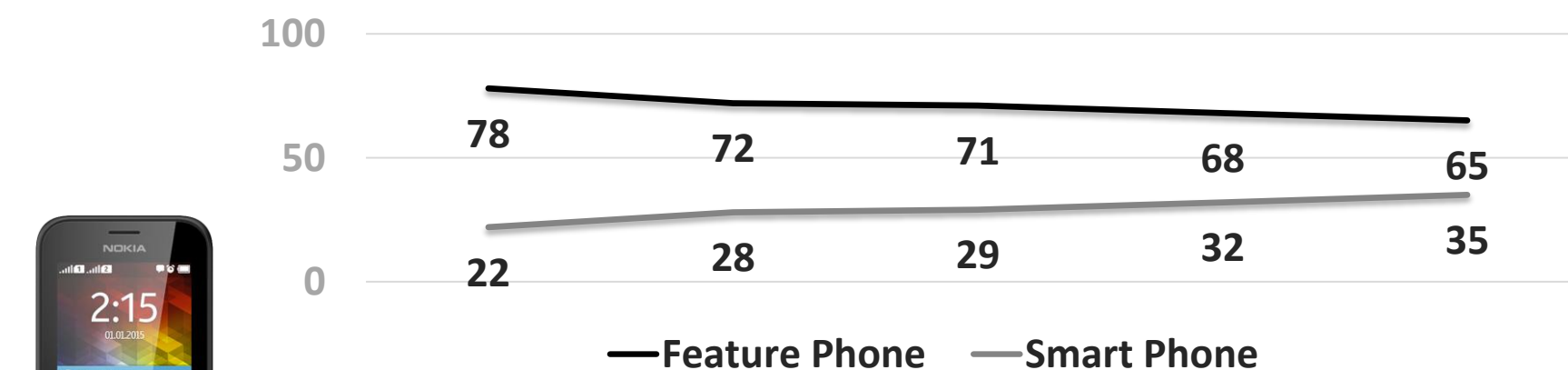


Internet usage across the pyramid



Large feature & growing smartphone segments

Smart Phone vs Feature Phone: Market Share In India



VS



Enablers To Win in India

Pioneer and Experiment



Deploy with Scale



Build Partner Eco-System



Pillars to win in a connected world

INTERNET



Win across micro moments of search



Lead Trends

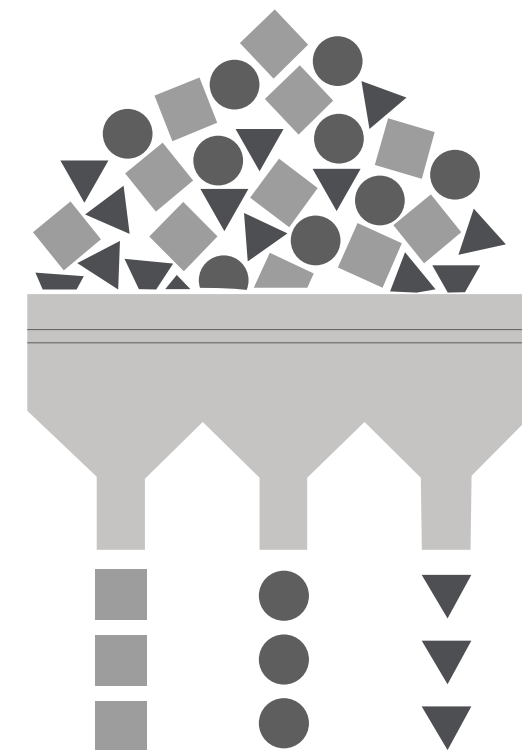


Harness ecommerce

MOBILE



Entertain and connect via voice

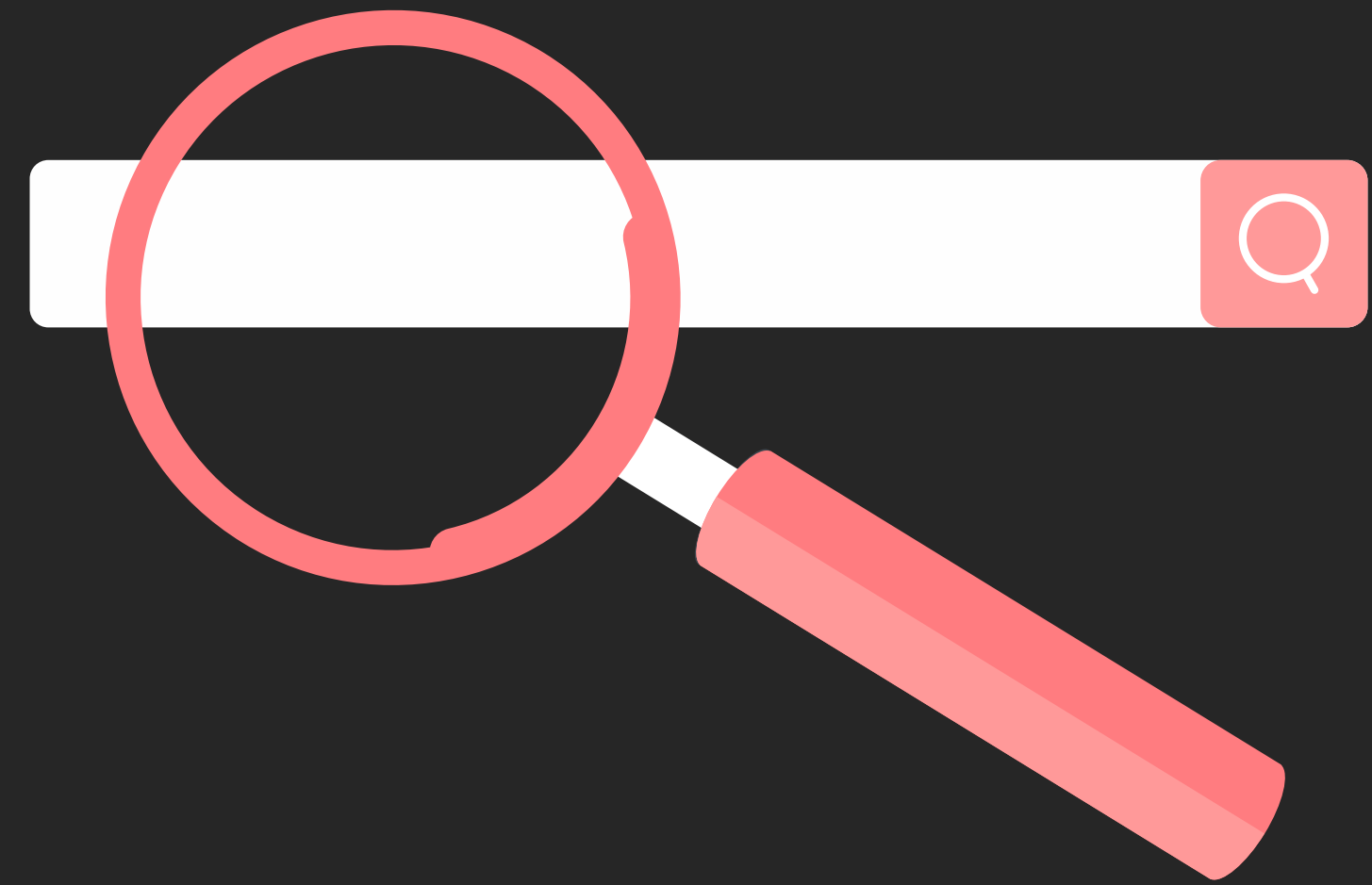


Democratize video



Build rewarding relationships

Winning on search



It's about pull not push

YouTube video player showing a man in a suit. Video title: Daniel Bauer Makeup & Hair | TRESemmé The Uber Pout Hair. Channel: Daniel Bauer Makeup & Hair. Views: 38 views.

39 Views

YouTube video player showing two women on a couch. Video title: The Casual Sleepover Look. Channel: Lakme India. Views: 9,046 views.

9142 Views

YouTube video player showing a woman with long hair. Video title: How to get the day to night work to party look. Channel: Lakme India. Views: 25,035 views.

25293 Views

Google search results for 'the braided bun hairstyle'. Search results: About 20,30,000 results (0.76 seconds). Images for the braided bun hairstyle.

2.2M Searches

Google search results for 'how to get a party look'. Search results: About 40,10,00,000 results (0.87 seconds). 10 Easy Ways To Look Party Ready | StyleCaster. 3 Ways to Look Good for a Party - wikiHow.


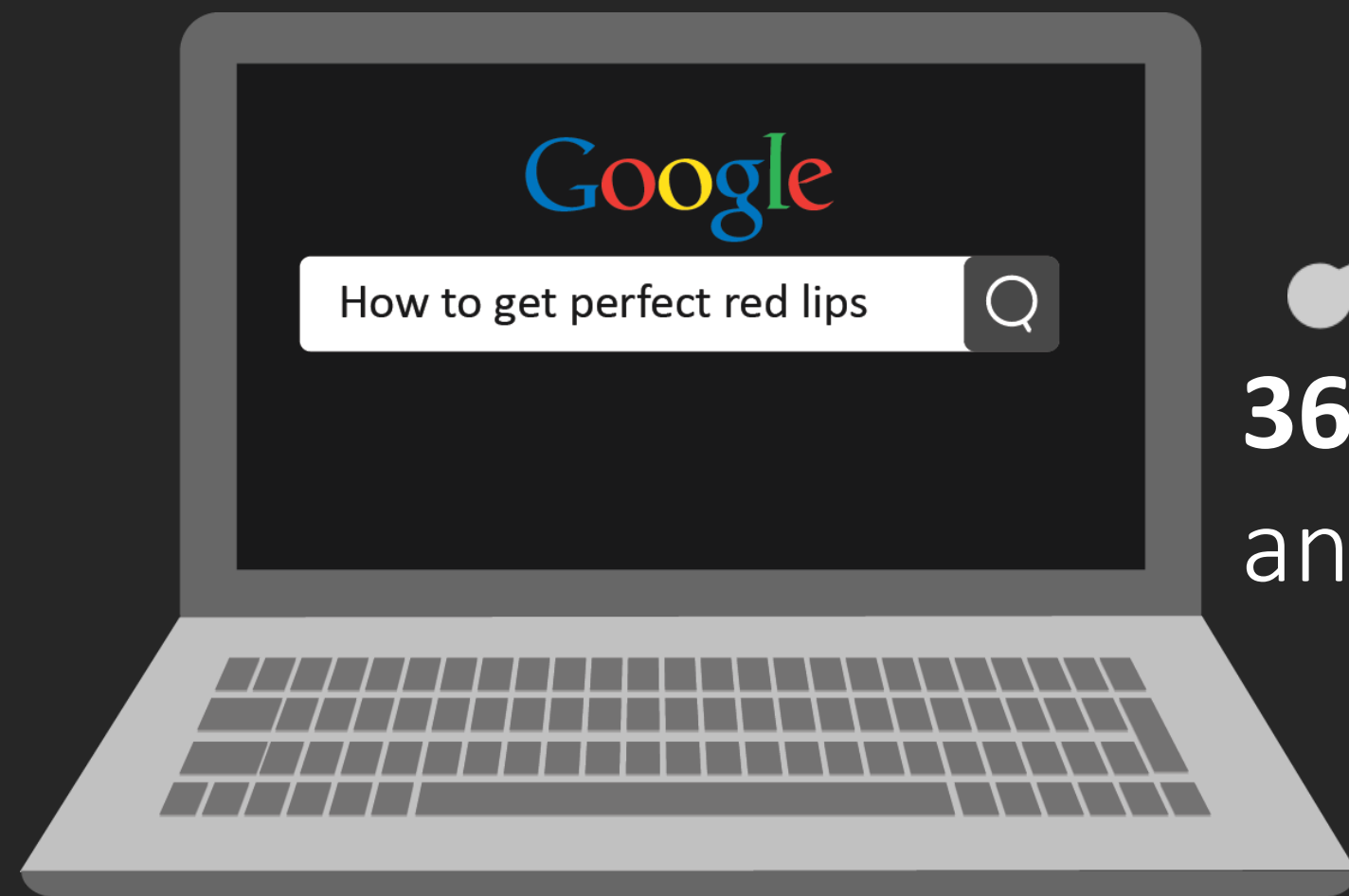
250k annual Searches

Google search results for 'face makeup'. Search results: About 7,37,00,000 results (0.79 seconds). Get Flawless face make-up - bebeautiful.in. Images for face makeup.

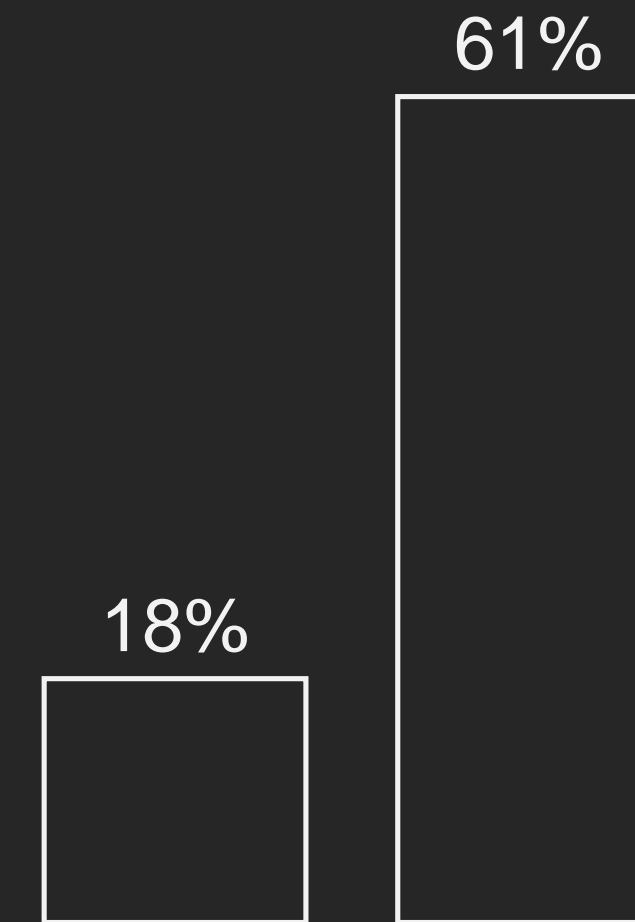
1.8M Searches

*Source Info: Google

Be the Wikipedia of Personal Care



360M Beauty searches annually growing at **44%**

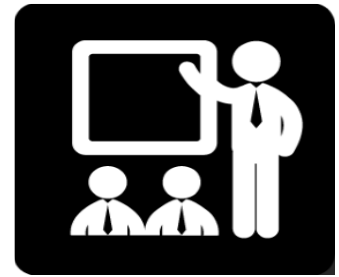
A line graph with five data points connected by a grey line. The line starts at a low point, rises to a peak, dips slightly, and then rises again to a higher peak than the first one. The data points are represented by small grey circles.

Dramatic rise in mobile searches vs **2013**

THE VISION

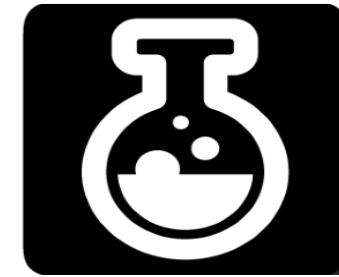
Be the **WIKIPEDIA Of PC** with Unilever brands serving **70%** of all beauty searches organically

The Micro-moments of Search



KNOW

- How to use
- Which outfit
- Latest Trends



GO

- To salons



DO

- Experiment
- Use perfectly
- Occasion led looks



BUY

- A specific brand
- Best product
- The complete look

In Depth Understanding of Searches



Skin

18M monthly

12M unbranded

2.6M branded

3.5M

irrelevant



Hair

23M monthly

13M unbranded

2M branded

8M

irrelevant



Make-up

12M monthly

5M unbranded

4.5M branded

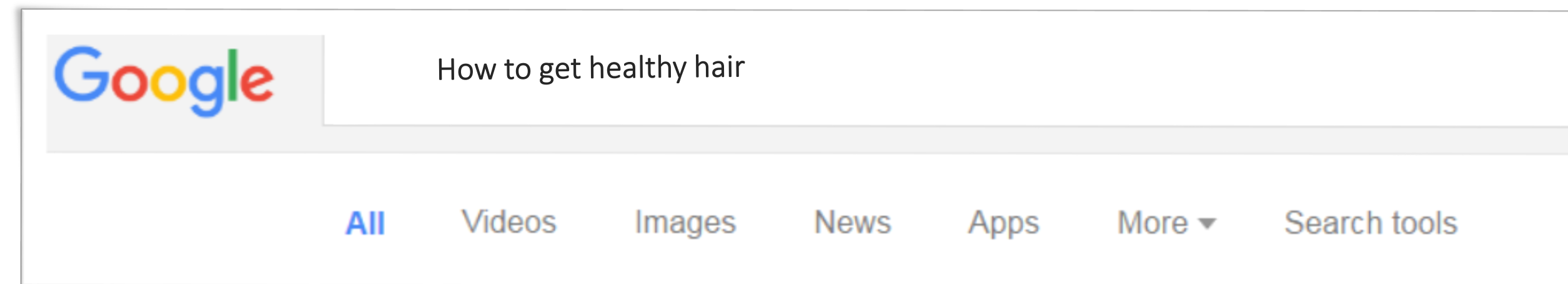
2.5M

irrelevant

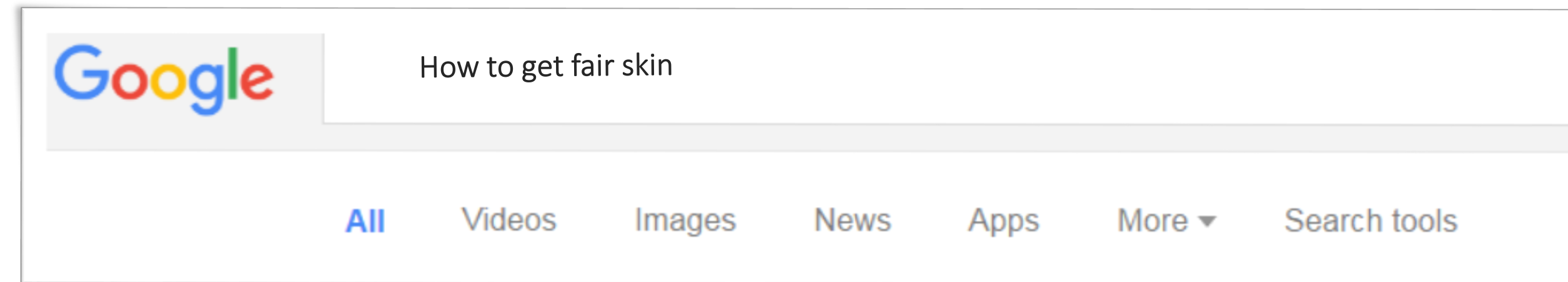
Searches Are Surprisingly Basic



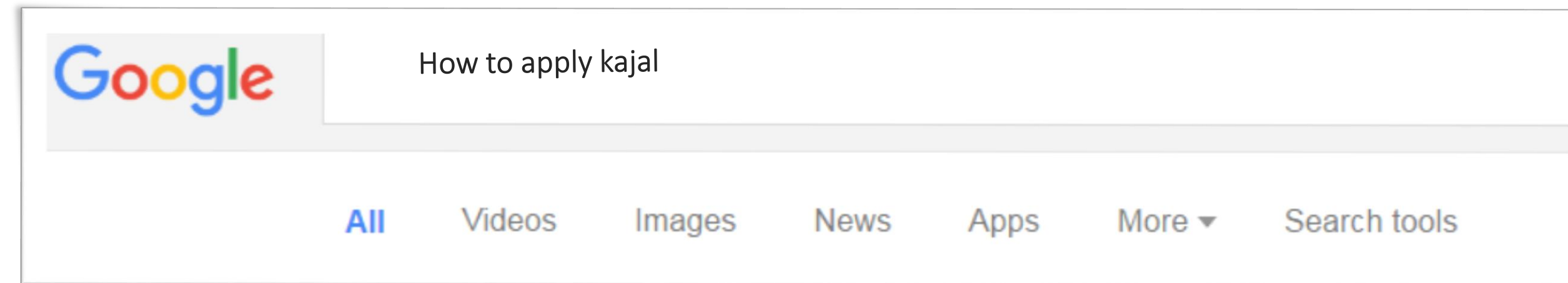
Hair



Skin



Make-up



The Beauty Wikipedia



SEARCH

TYPE WHAT YOU'RE LOOKING FOR

ENGLISH ↕

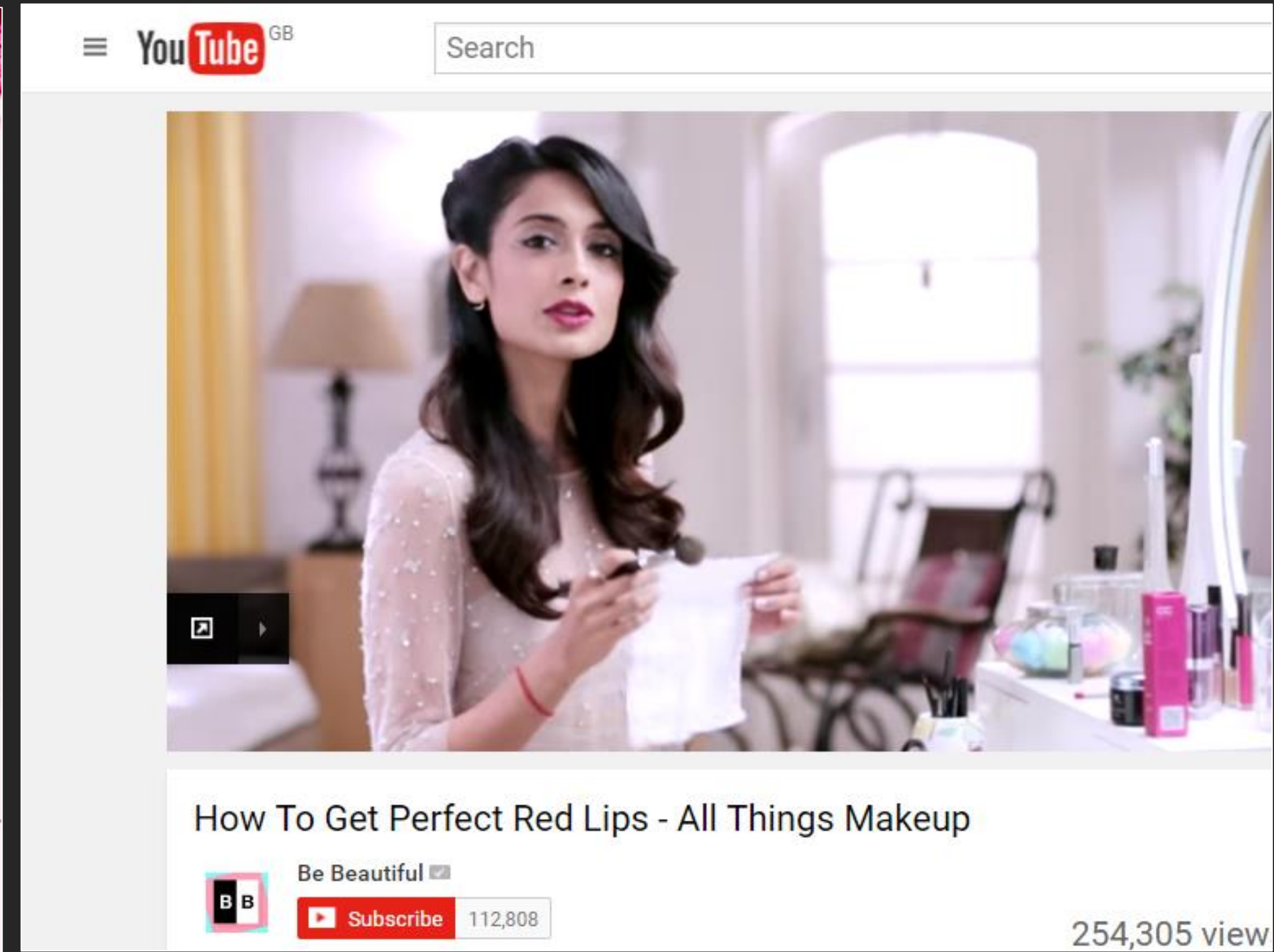
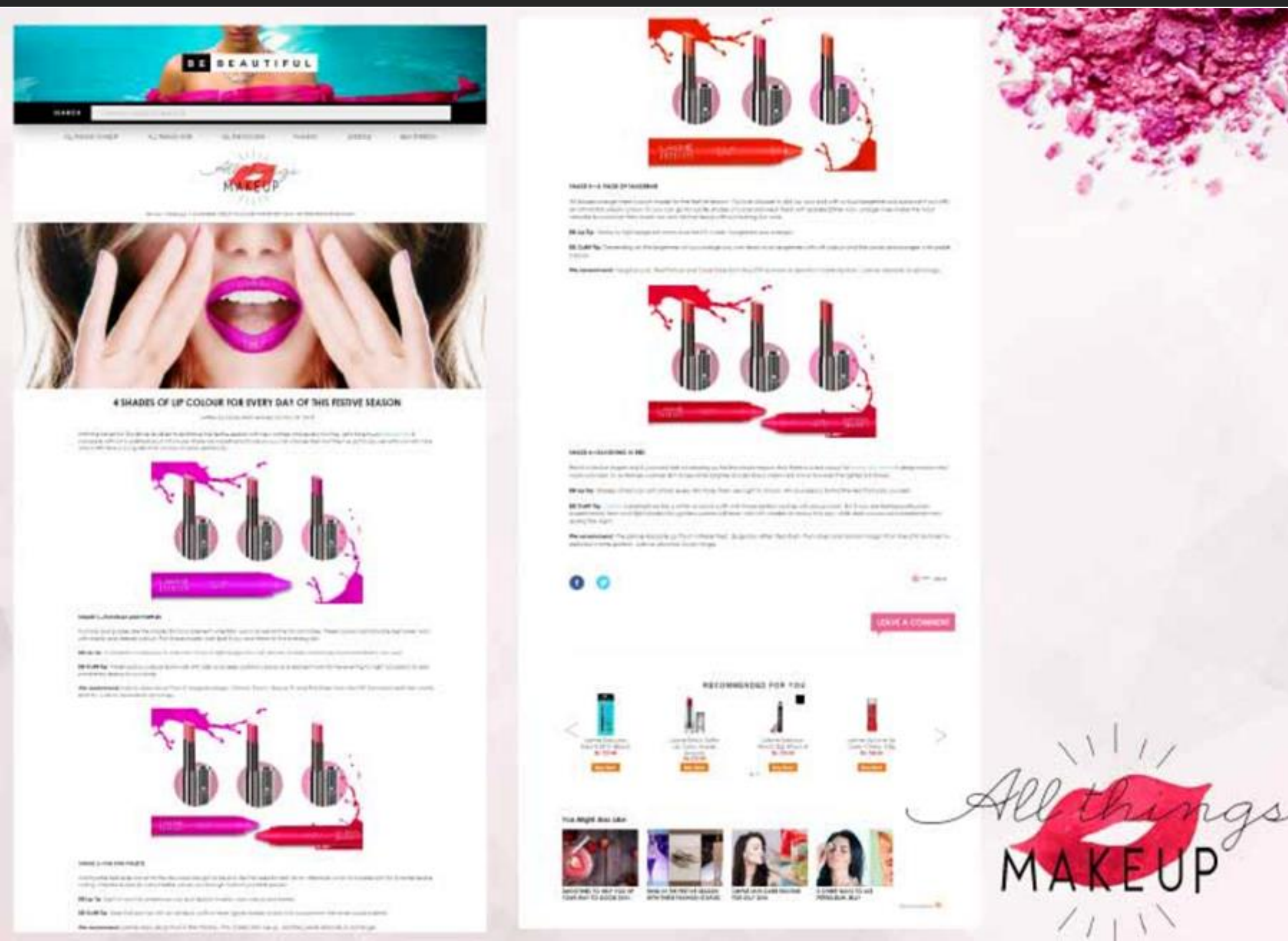
The Be-Beautiful Ecosystem



Extensive Text & Video Content

350+ Articles

100+ videos



Covering Regional Languages Too

3M Hindi searches in 2015

42% Growth in language searches



कोरी वालिया और सारा जेन से सीखिए कॉकटेल लुक के गुर

written by Girija Naiksatam on May 03, 2016

हम जानते हैं कि कई दुल्हनें कॉकटेल लुक को 'एक और पार्टी' के रूप में देखती हैं। हो सकता है कि यह सही हो, अगर आपको अब भी दुल्हन की तरह दिखना है तो आपको दिखने में सुन्दर दिखना होगा। इसकी शुरुआत के लिए हमारे पास मेकअप विशेषज्ञ कोरी वालिया के साथ हमारी पसंदीदा बीबी गर्ल सारा जेन भी है जो लक्मे अबसलूट ब्राइडल मेकअप मास्टरक्लास से कॉकटेल लुक का पुनः सृजन करेंगे।



You Might Also Like



BB PICKS—AVIANCE'S NEW HYDRA BALANCE & WHITE INTENSE RANGE



HOW TO DO A FRENCH JUDA HAIRSTYLE



5 WAYS WOMEN CAN IMPROVE THEIR BONE HEALTH



THE ONLY SQUAT ROUTINES YOU NEED TO ADD TO YOUR WORKOUT

Recommended by

படிநிலை 1

பேலெட்டிலிருந்து ஐ ஷேடோ பிரஷில் பழுப்பு ஐ-ஷேடோ பவுடரை எடுத்து, அதை உங்கள் கண் இமை முழுவதும் பூசுங்கள்.



படிநிலை 2

வெளிர்நிற ஷேடைத் தேர்ந்தெடுத்து, அதை பழுப்புடன் கலந்து, உங்கள் கண் இமைகளைக் கீழள்ள இயல்பானபடி பூசுங்கள்.

You Might Also Like



5 HAIRCUT STYLES TO TRY



HOW TO REPAIR DAMAGED HAIR

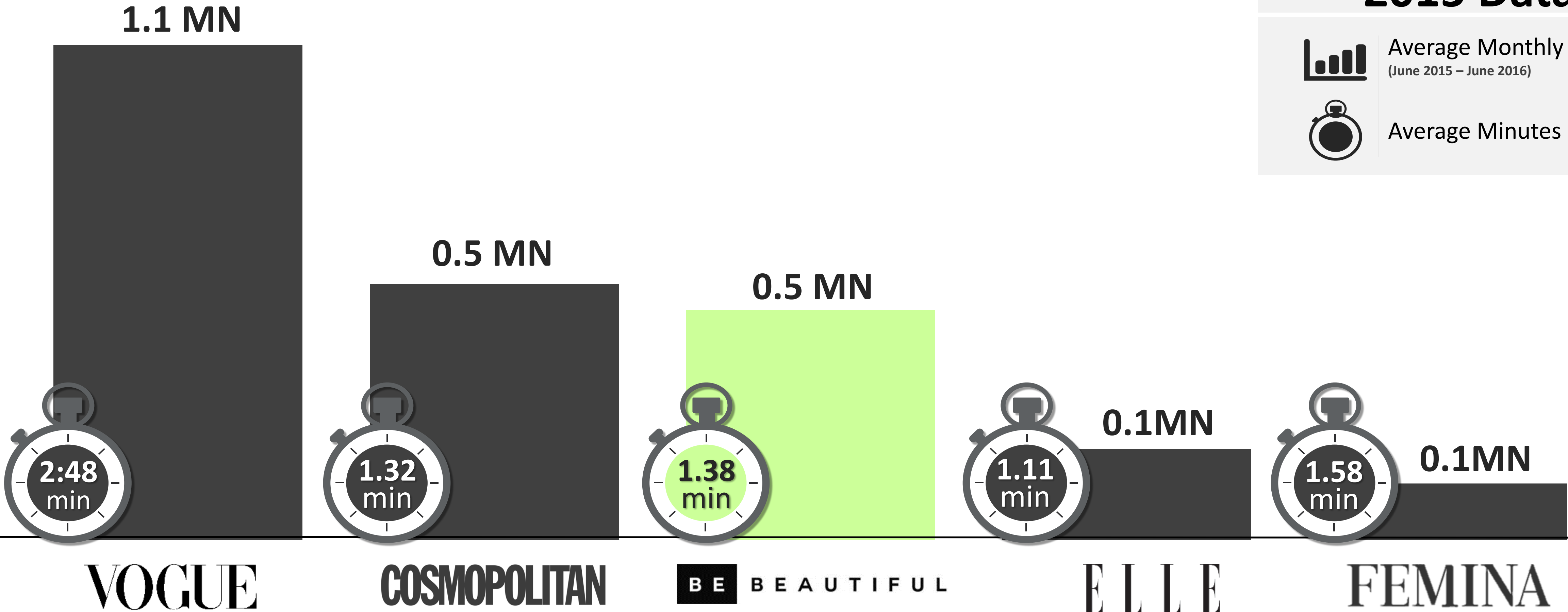


HOW TO GET FAIR SKIN AT HOME





HOW TO MAKE A FACE PACK FOR GLOWING SKIN

Making Be-Beautiful A Leading Beauty Publisher



2015 Data

 Average Monthly Visitors
(June 2015 - June 2016)

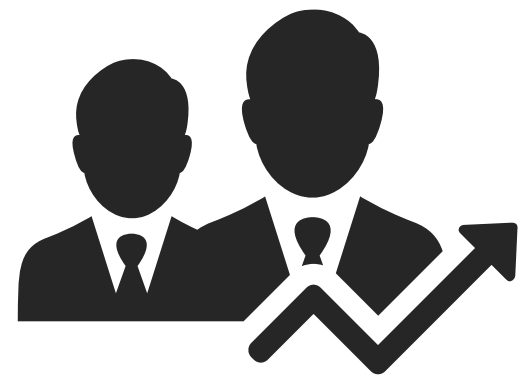
 Average Minutes per Visit

*Sourced from a similar web

Helping Our Brands Win On Search



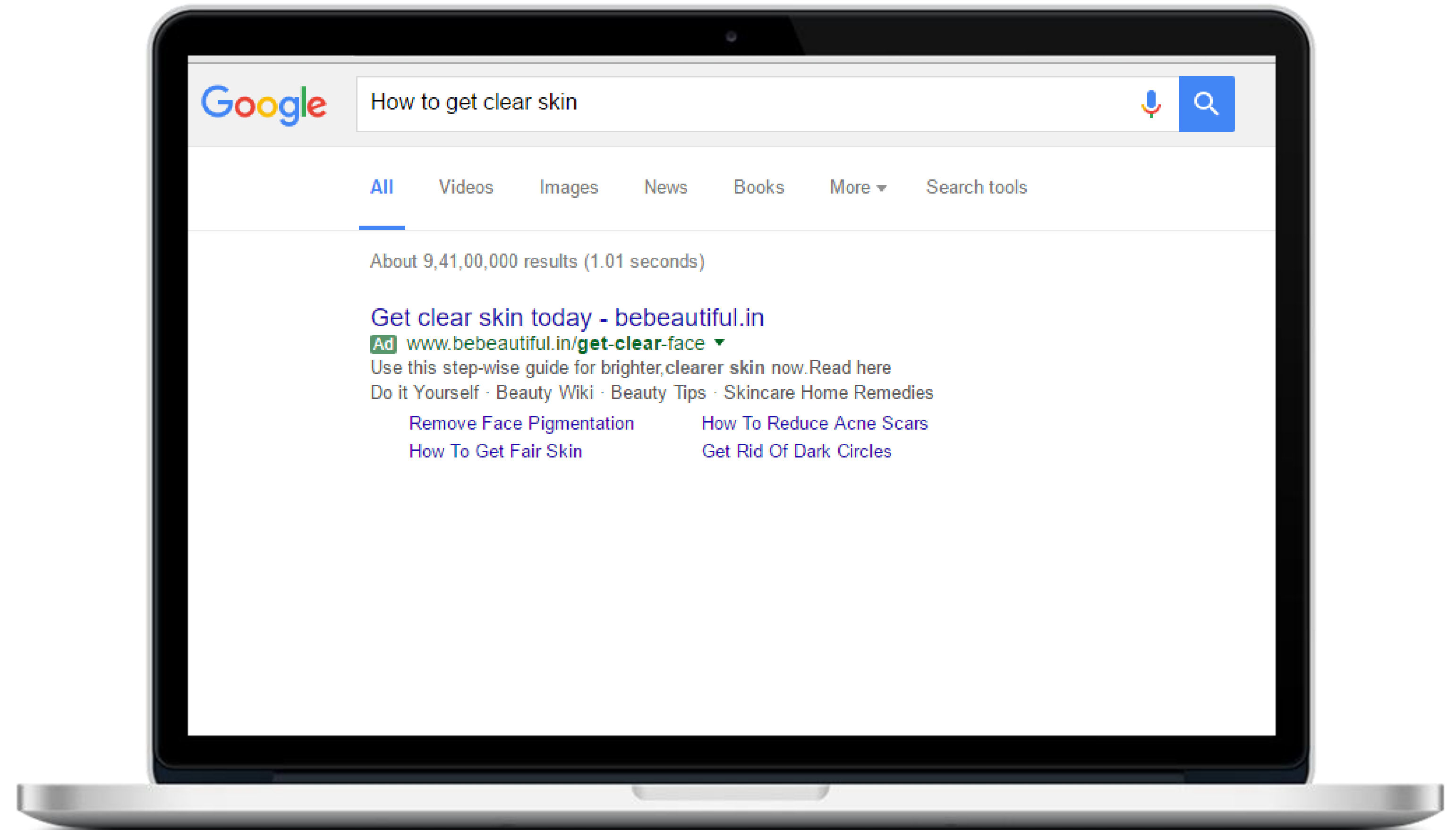
3X CTR vs
benchmark



Doubled
website traffic
to a million (June 2016)

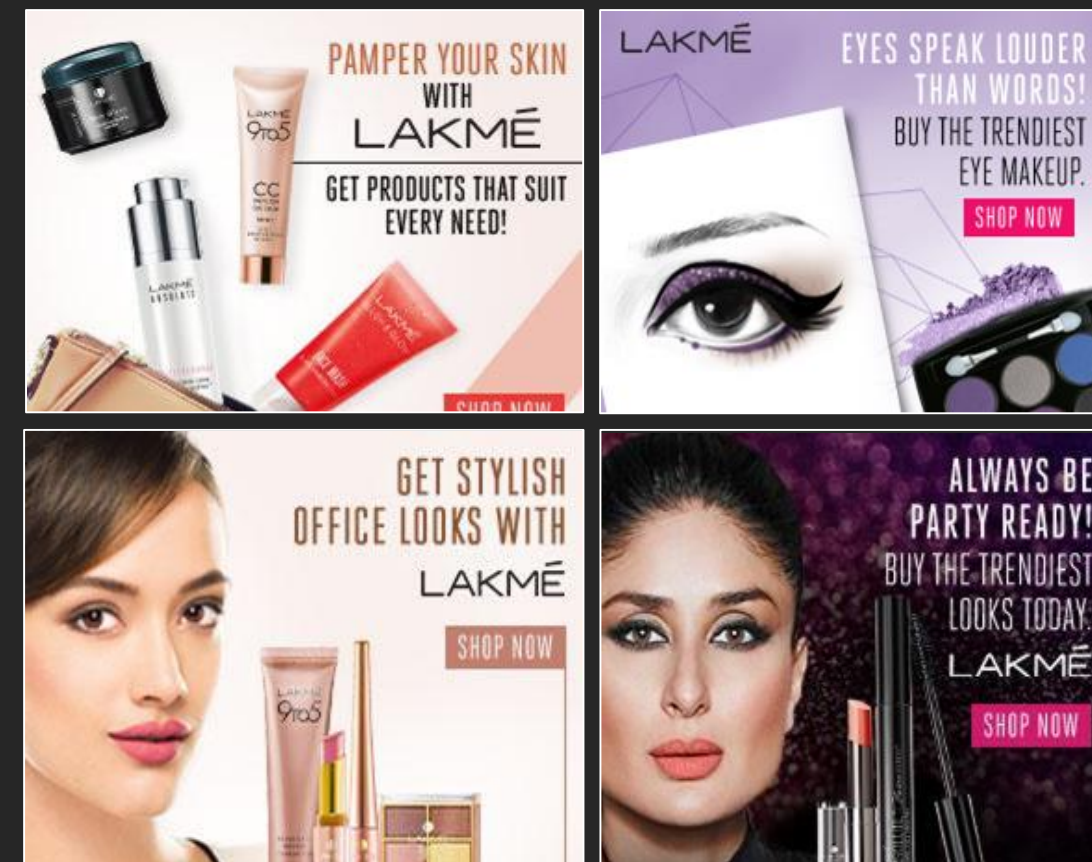


+700bps
consideration
amongst viewers*



Leveraging Be-Beautiful Further

A gateway to a relevant and engaged audience

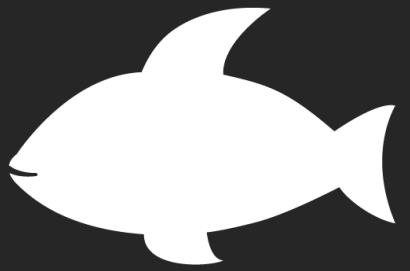


Defined sharper target audiences

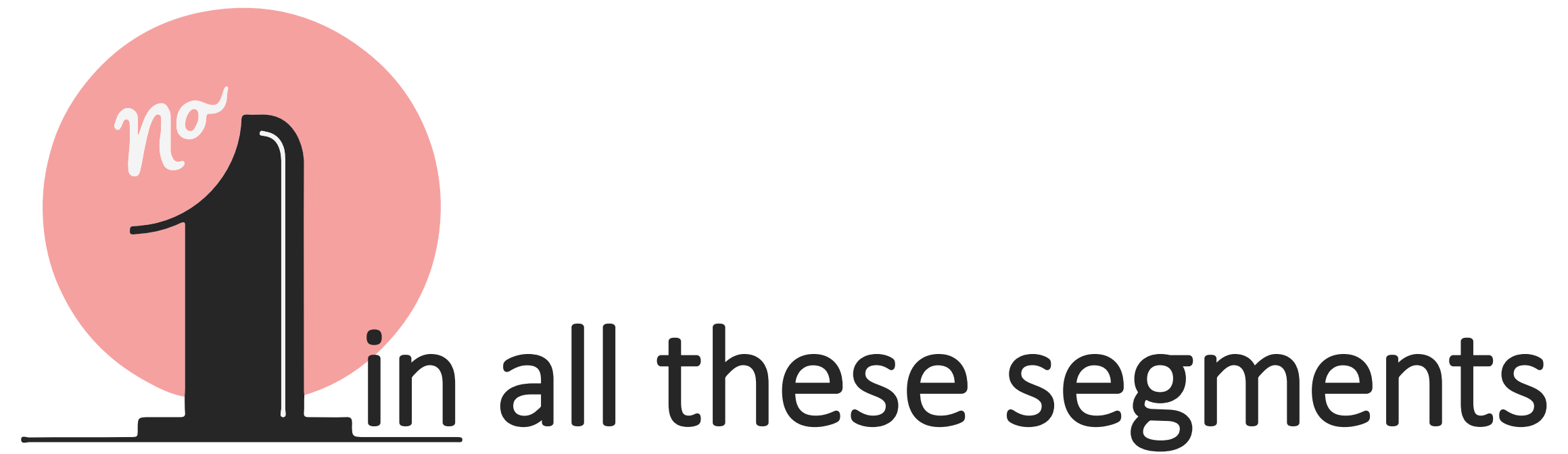
Customized creative for each audience profile

Leading to **10x** better conversion on E-commerce

Leading Trends



We Are Trend Leaders In New Segments

in all these segments

Fabric Conditioner



BB Cream / CC Cream



Green Tea



Hair Conditioner



Pioneer Beauty Trends at Lakmé Fashion Week

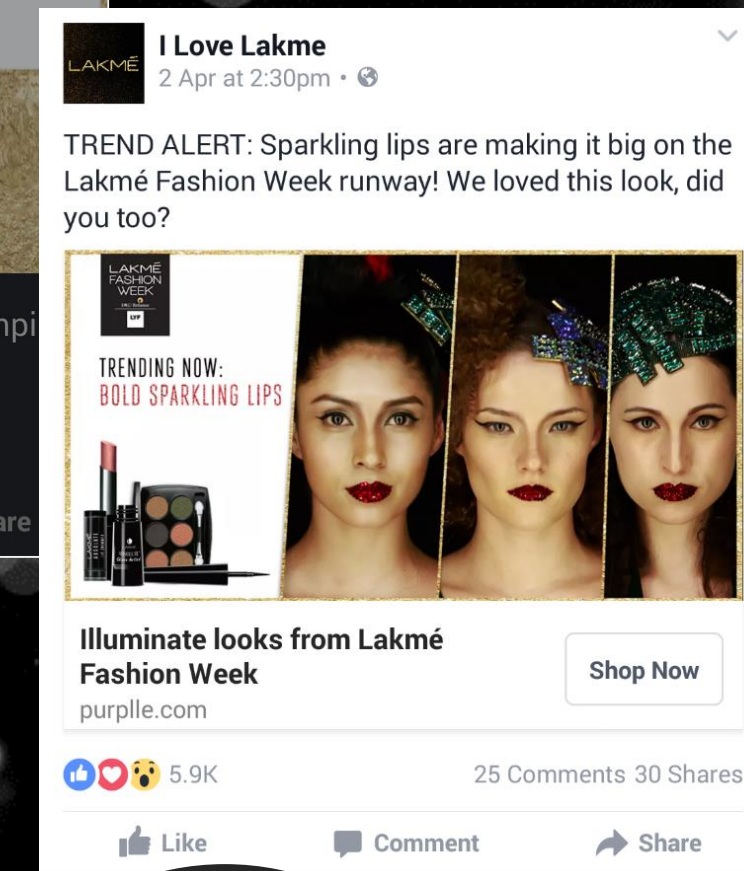
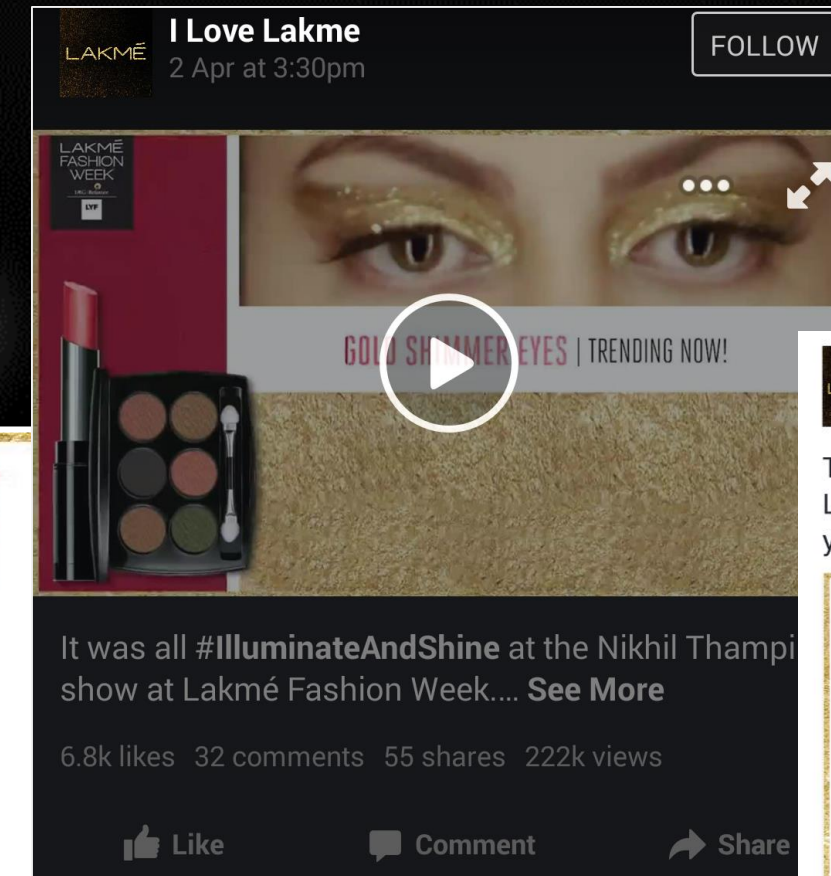
LAKMÉ
FASHION
WEEK

IMG | Reliance

LYF



Amplified To Millions Real time



50%

Unique Reach of TG in 5 days

>5X

Engagement rate vs norm

+710bps

Increase in LFW awareness on FB

+1310bps

Increase in Purchase interest on Twitter among those engaged



FAL

Beauty on duty



8.98M Views



8% increase in awareness among viewers (“best-in-class” as per India benchmarks*)

*Source- Google Brand Lift study



Fair
Loveli
#BEAUTYCO

Lakmé Make-up Pro India's 1st Real Time Make-Up App

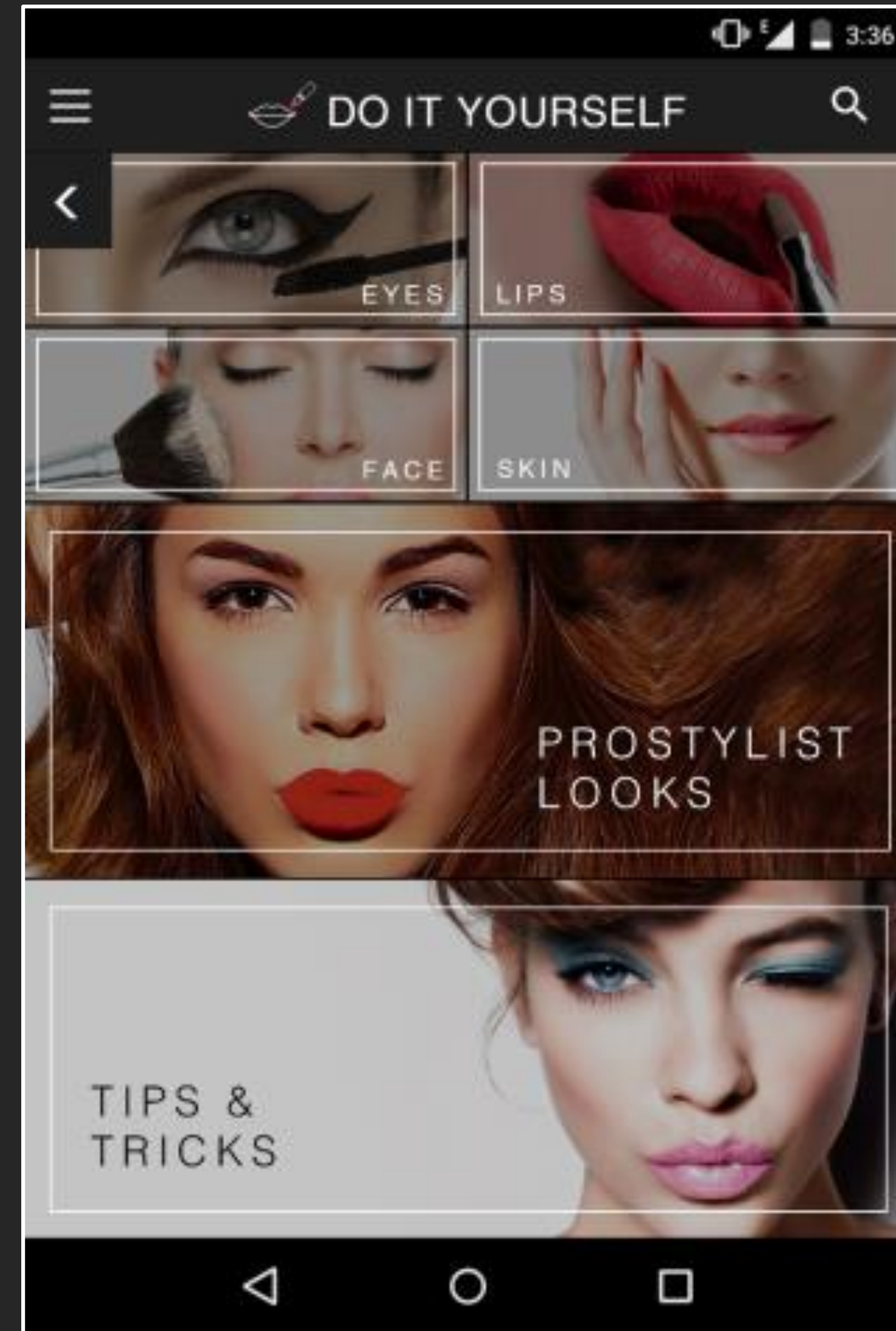


- ▶ Revolutionizing Make-up Trial
- ▶ Choose from 100+ pro-stylist looks
- ▶ Shop the look on the app
- ▶ 1.8M downloads in a year

Status in 2015



Make-up Pro 2.0





SHRADDHA KAPOOR'S SAPPHIRE SHIMMER LOOK
Shraddha Kapoor's look was all about Illuminate, Shine and Shimmer at the Lakme Fashion Week! Read more about how to sport her divalicious spunk st...




KAREENA KAPOOR'S LAVENDER LOVE
Kareena Kapoor's look was all about Illuminate, Shine and Shimmer at the Lakme Fashion Week! Read more about how to sport her divalicious spunk st...

Teal Tale
This summer sport blue! Shraddha's teal eye game had us craving the colour throughout this season. It was pure magic and mayhem on the runway. The vivid blue shade on her lids, made her eyes look much brighter and more defined.



Lavender Love
The look was completed with a shimmer surprise! Her lips were a lavender pink shimmer to go with the eccentric tint on her eyes.





THE PRODUCTS



LAKMÉ ABSOLUTE SCULPT NEW HI DEFINITION MATTE LIPSTICK_MAROON MAGIC



Harness E-Commerce



E-commerce in India: An Exploding Opportunity

220M online shoppers by 2020

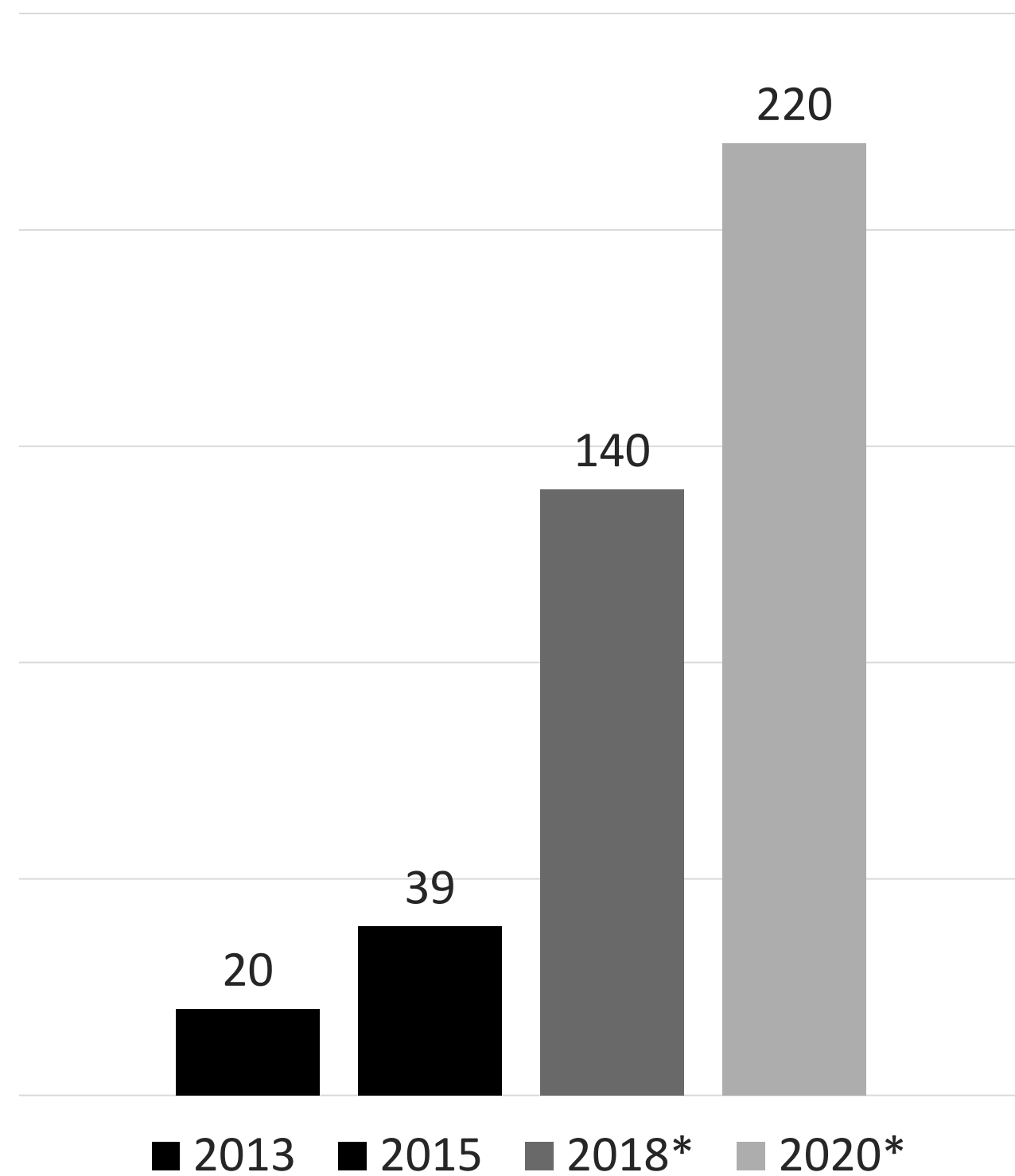


Figure 3. Online shoppers (in million) of internet user in India (includes only B2C e-tail excluding online travel and classifieds)

*Google Bain Study 2015

Spend to increase 5X vs 2015

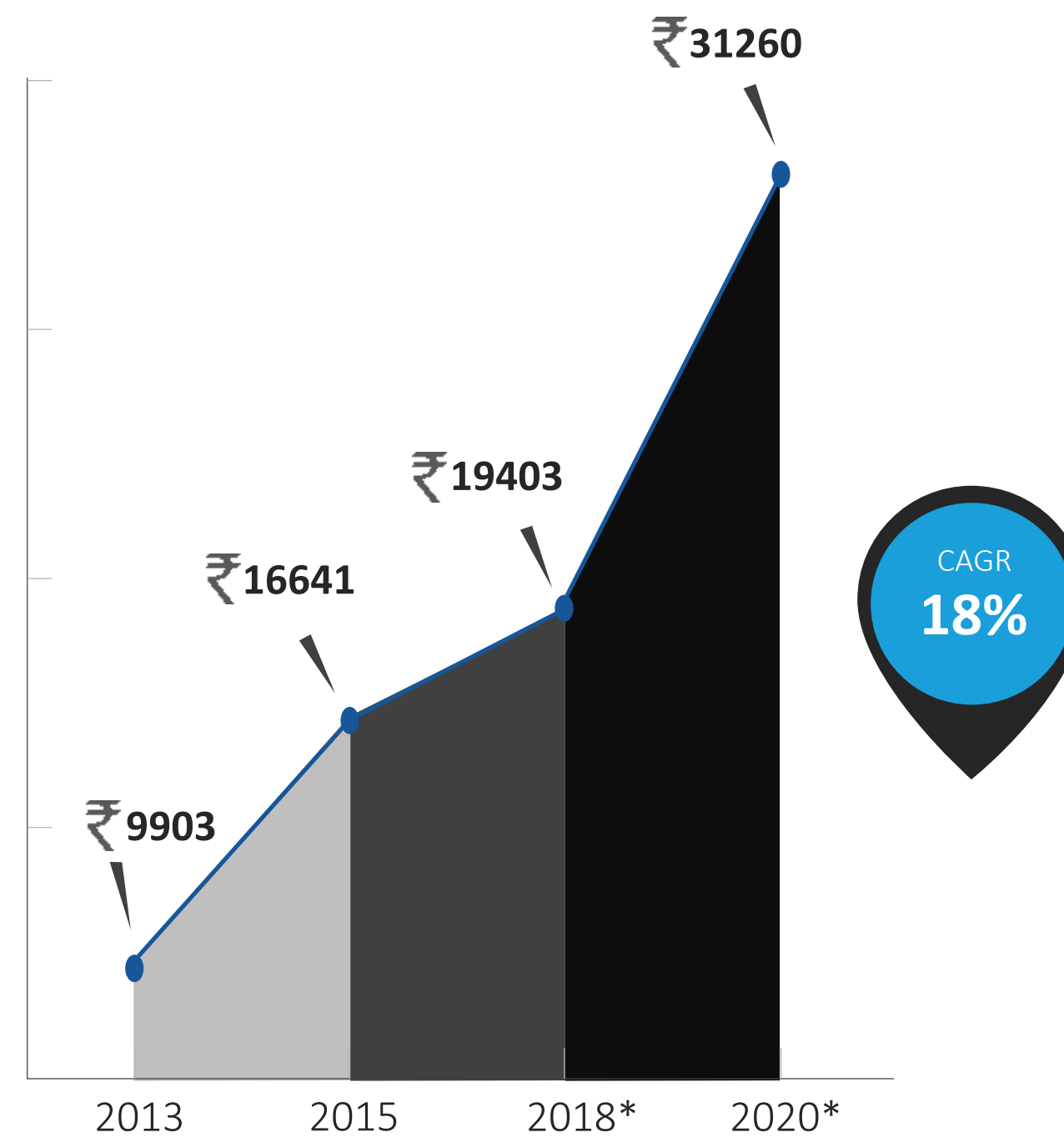
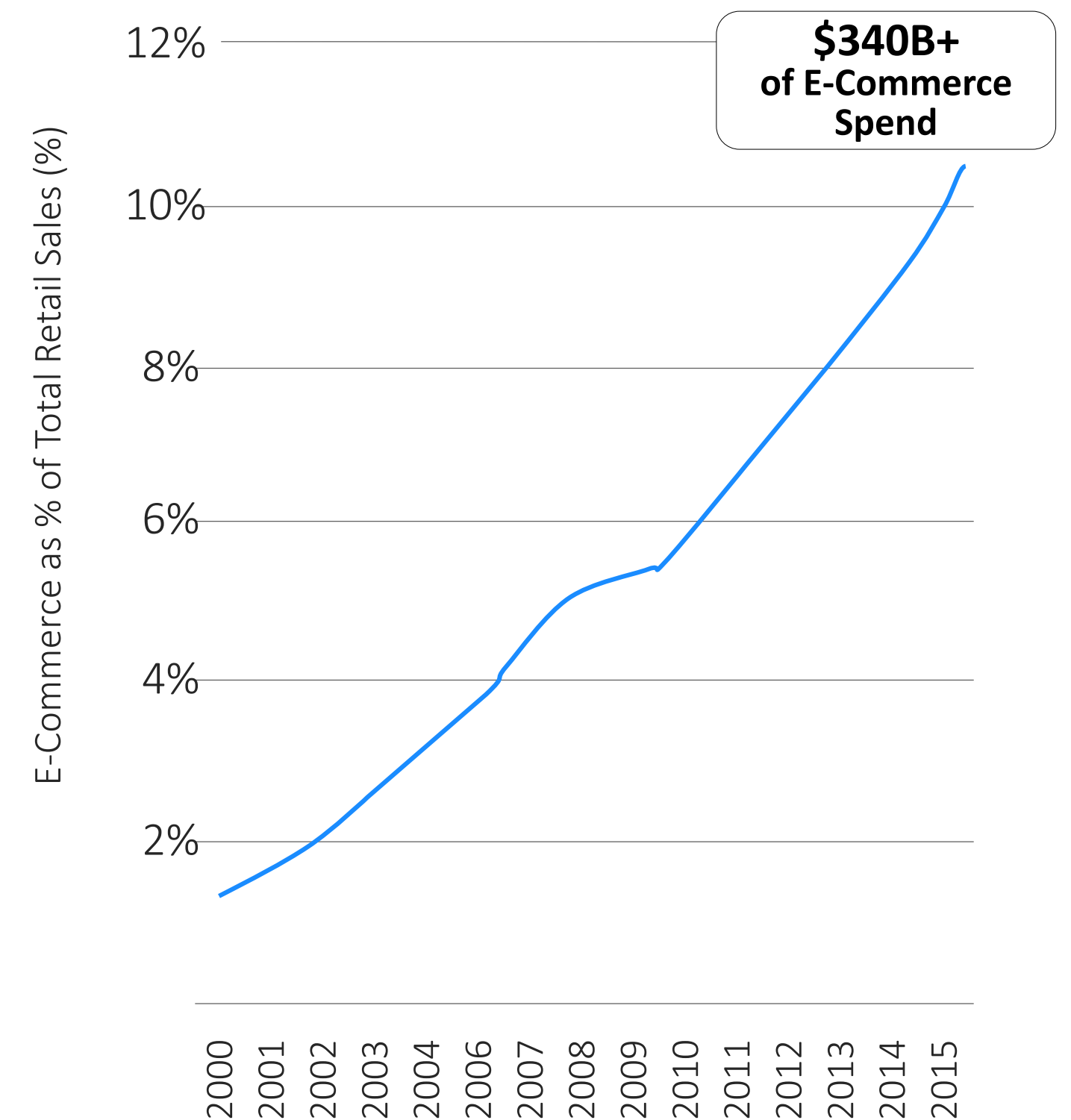


Figure 4. Average spend per online shopper in India (includes B2C a-tail, online travel classifieds)

*Google Bain Study 2015

Can be >10% of retail like in USA

E-Commerce as % of Total Retail Sales, USA, 2000-2015



*Mary Meeker Internet trends report

Planning For The Future



MT
Enablers

2000



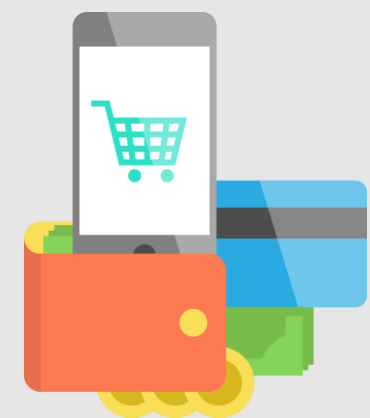
Modern Trade Team



MT Supply Chain



Marketing Excellence



E-Com
Enablers

2015



Fit to Win eCom Team



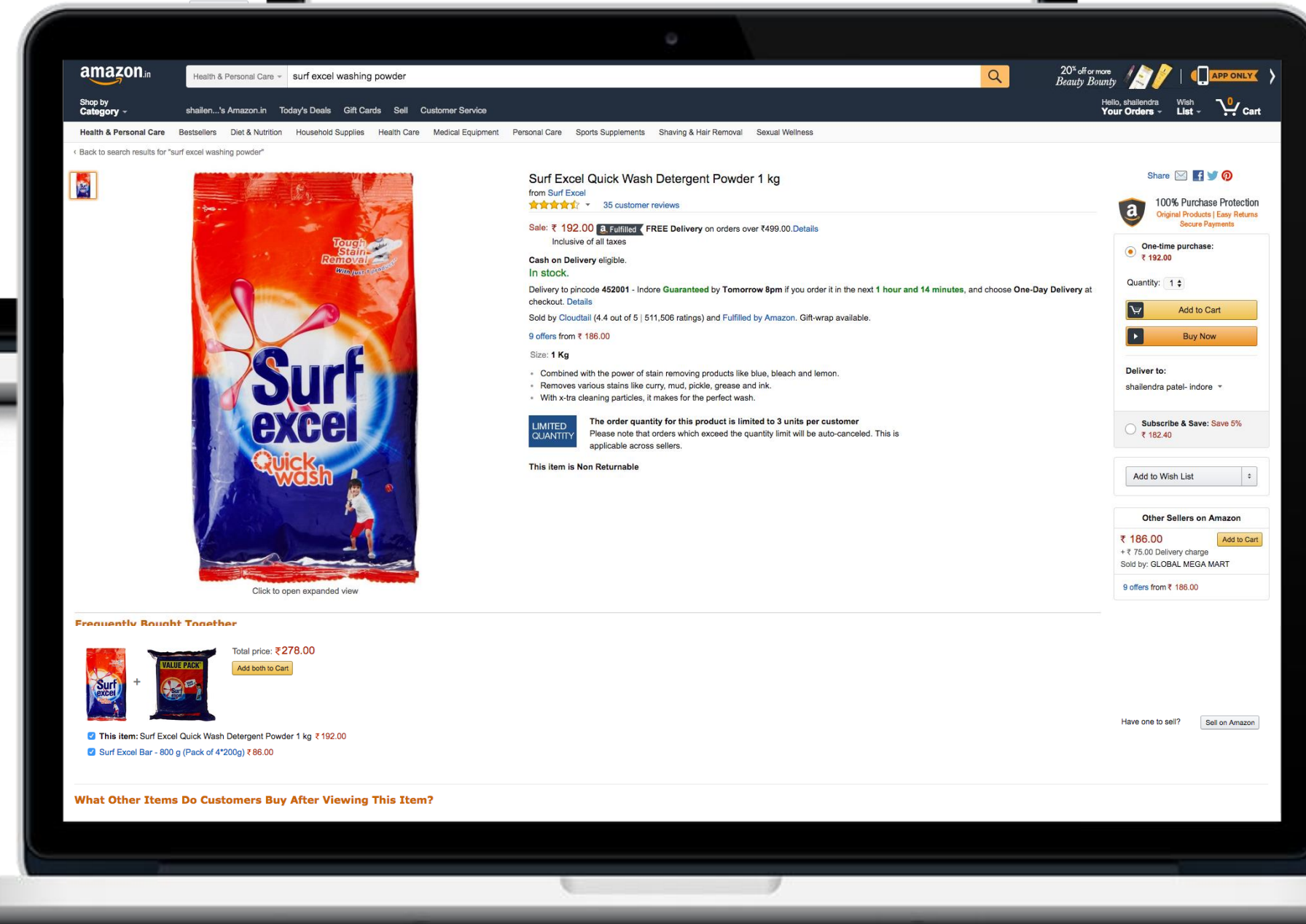
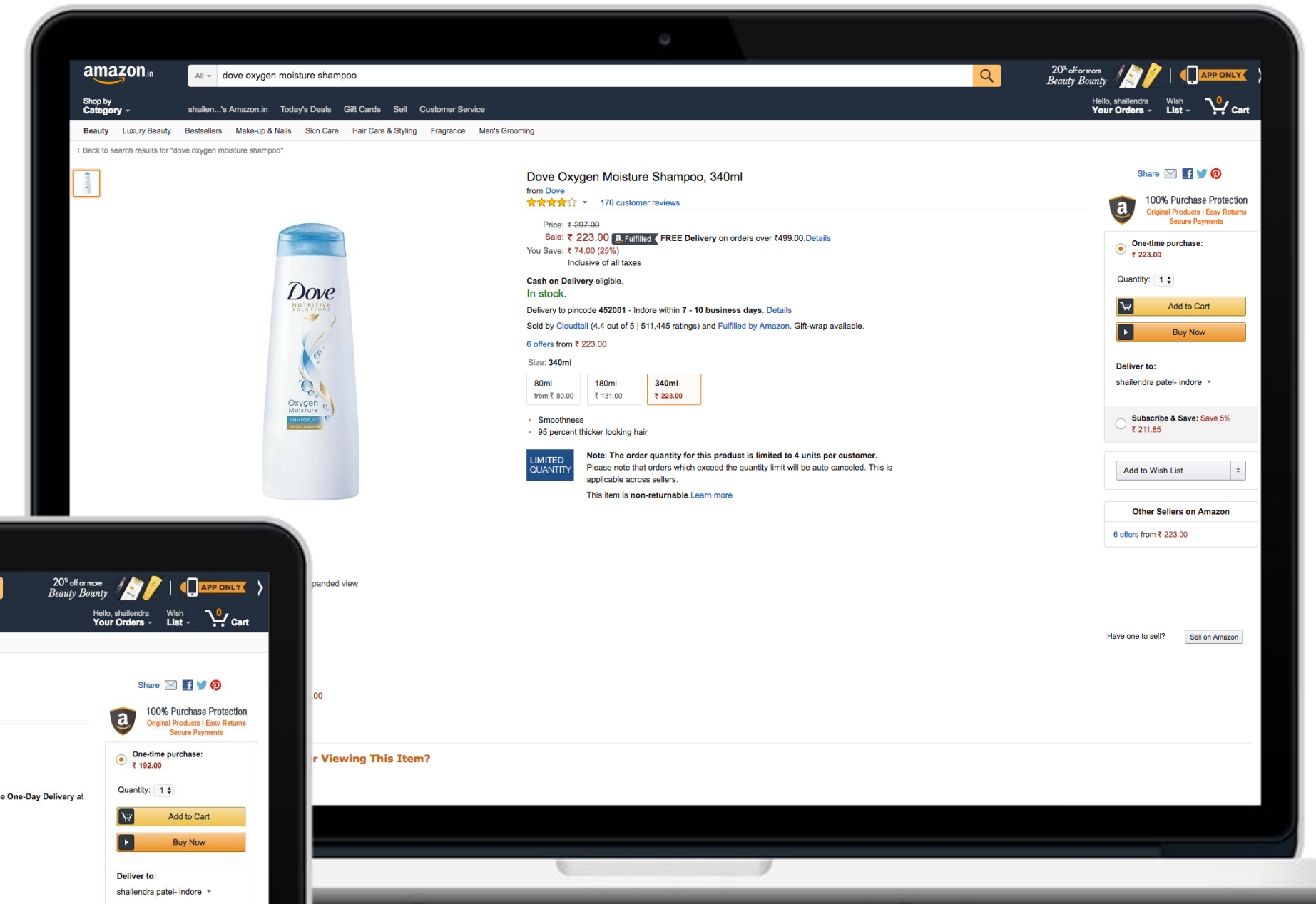
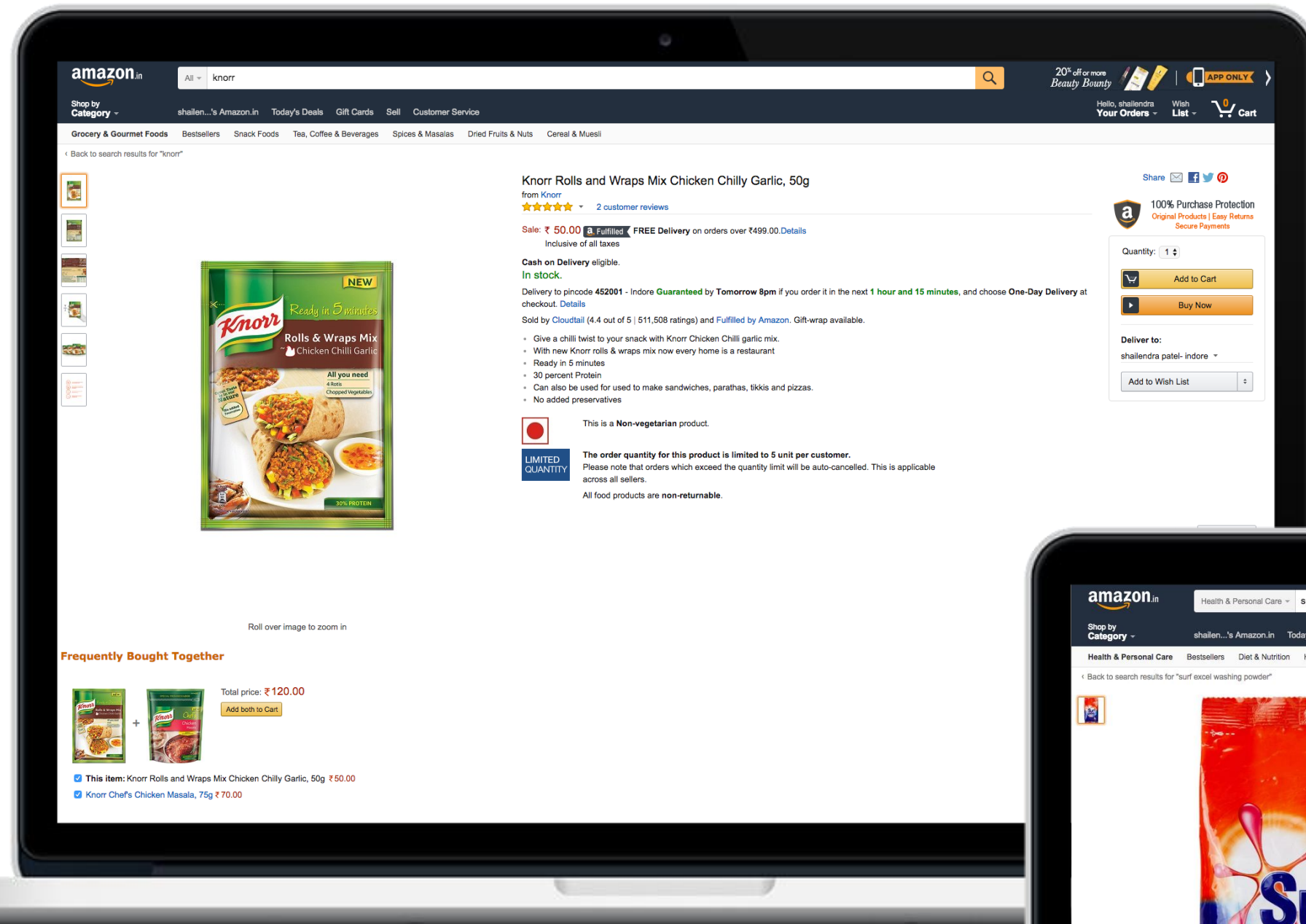
SC 2.0 Fit for eCom



Marketing Excellence

Marketing Excellence

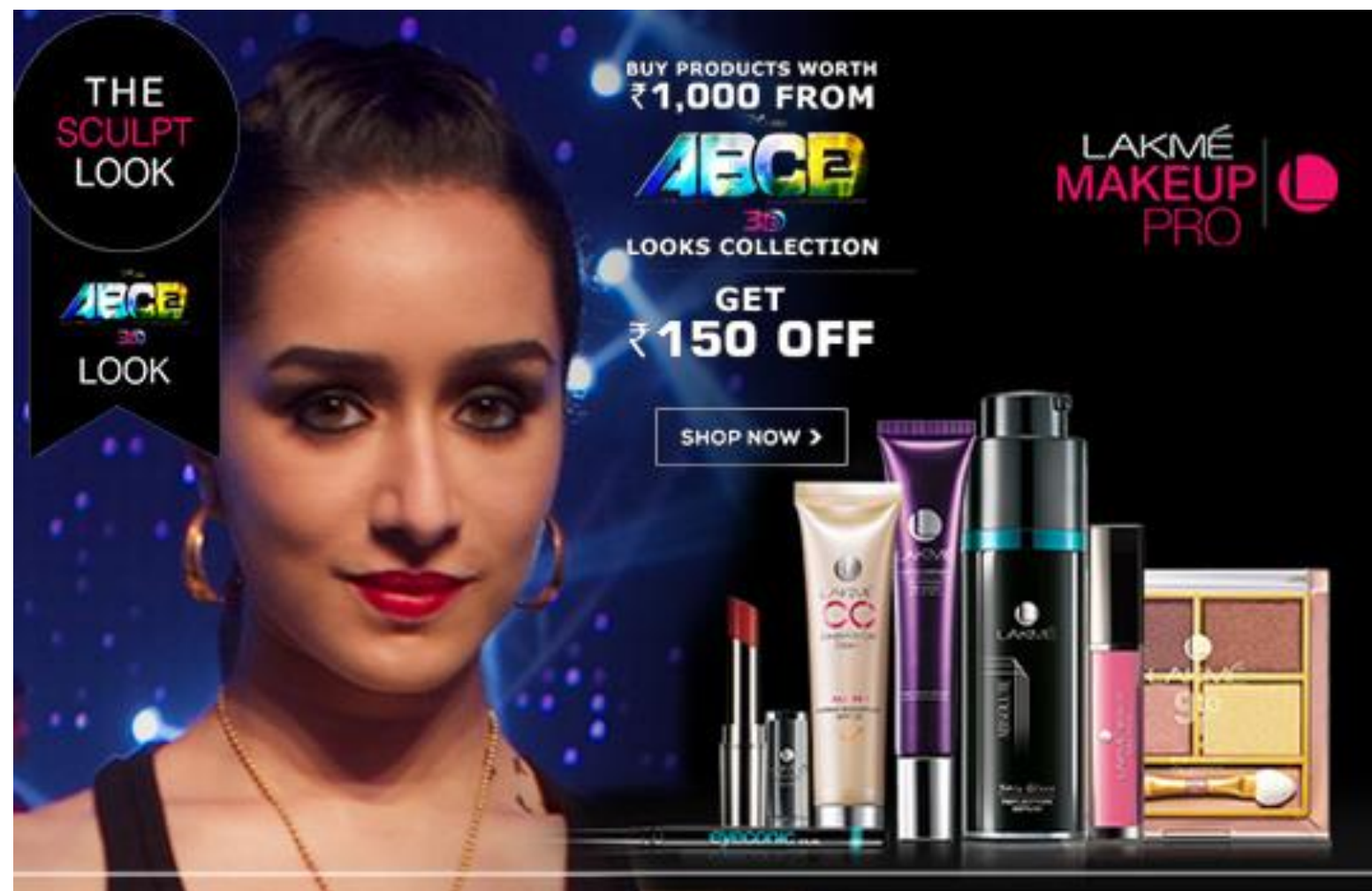
Improve content available online



Marketing Excellence

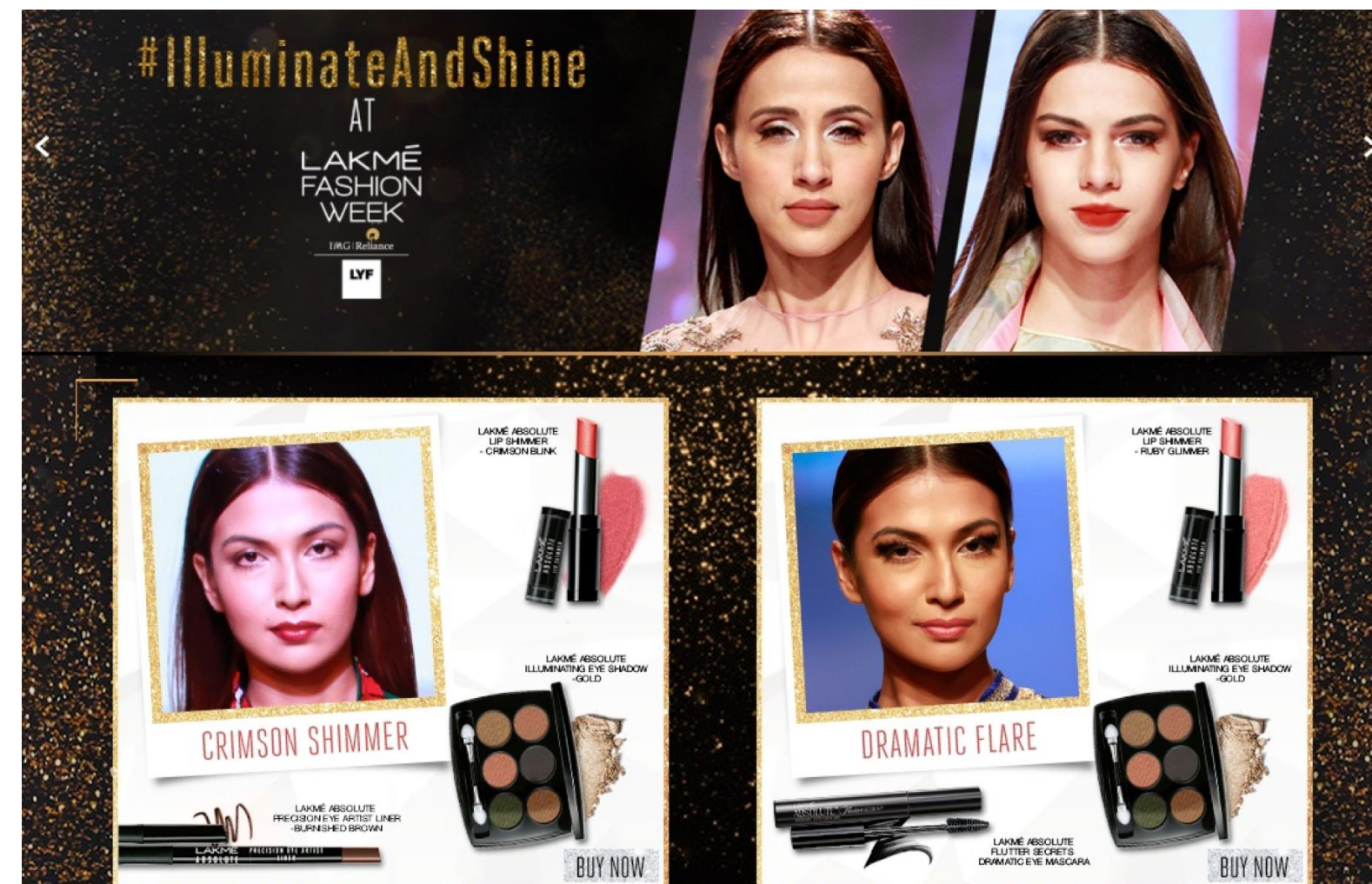
The Shop The Look Model

Pop Culture



Bollywood movie Association
4X conversions
4X Increase in AOV

Lakmé Fashion Week



LFW Online Store
25X conversions
1.6X Increase in AOV

The Bridal Occasion



Online Bridal Store
12X conversions
1.6X Increase in AOV

#SHOPTHELOOK



Marketing Excellence

Destination Stores

Tea & Coffee Store



1.4X
jump in oftakes

Valentine Day activation



+205bps
share delta for PC

Home care store



6X jump in laundry
and dishwash sales

Our E-commerce Business is Share & Profit Accretive



E-COM



MT



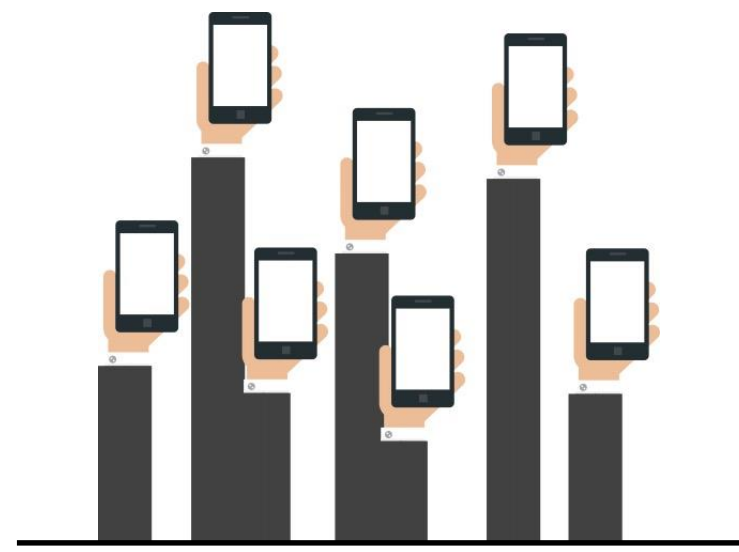
GT



Mobile Marketing

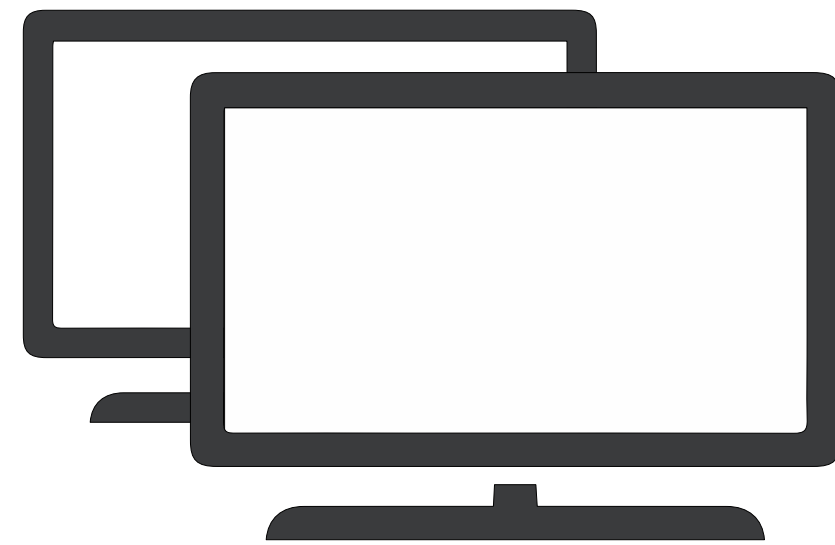
Mobile Landscape

Mobile Penetration



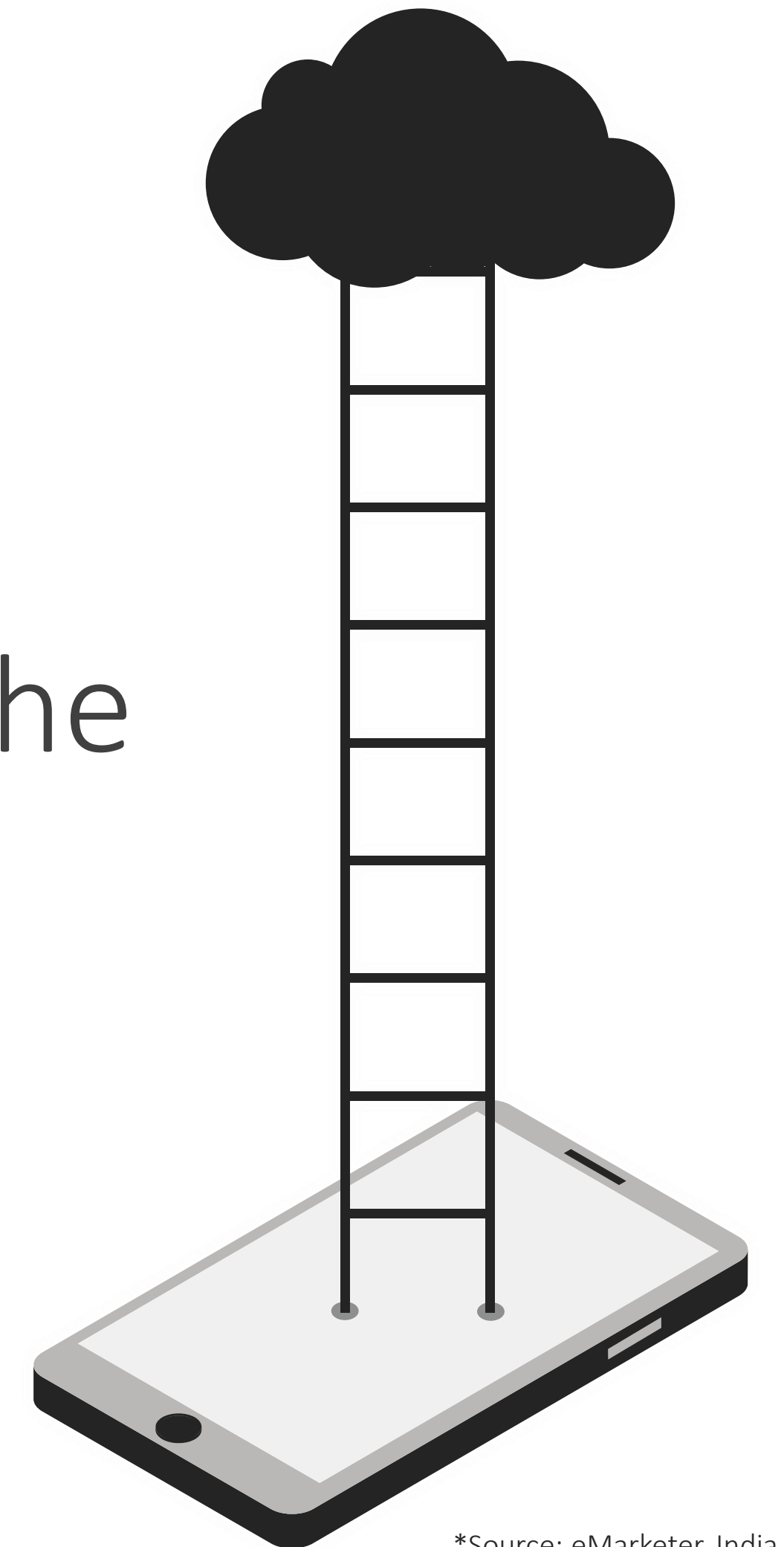
81%

TV Penetration



59%

Mobile is **the** medium with the widest reach



Diverse Consumer Base and Needs



Feature phone Users
No Data Usage, talk-time starved

Low end Smartphone Users
Restrictive Data Usage

High end Smartphone Users
No restriction in usage, WiFi Access

Voice is the big driver

Democratize Video

Build rewarding relationships

Diverse Portfolio of brands to Address Each Segment



LSM 0-3



LSM 4-7



LSM 8+





मिस्ड कॉल लगाओ, मुफ्त मनोरंजन पाओ.

Targeted to the mass end of the spectrum

Voice based, solving an unmet consumer need

43 MN

Total Subscribers

3 MN

Active Subs. per/month

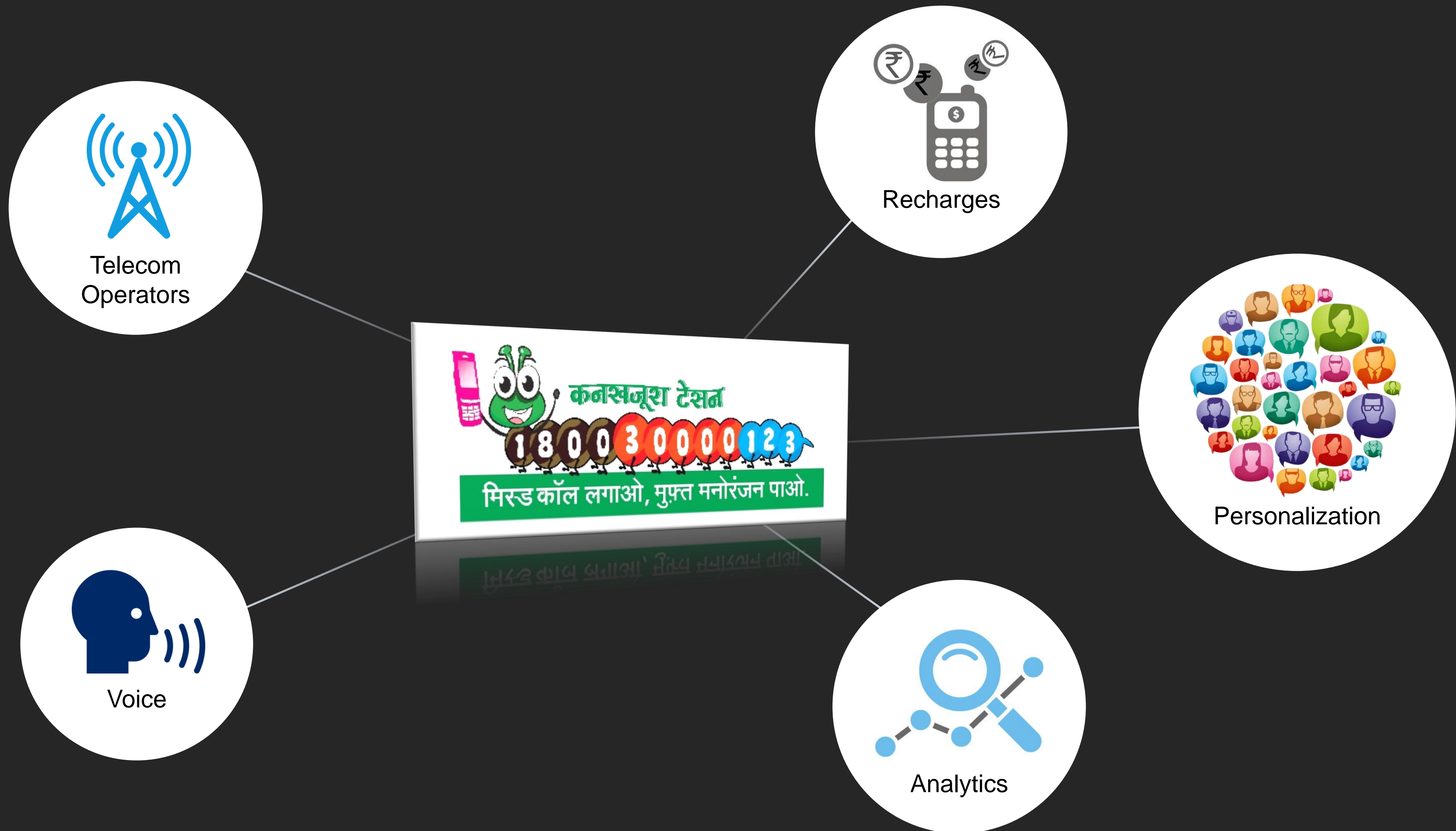
30 Min

Avg. Engagement

Now getting rolled out in
Bangladesh as
(Kanamachi Station)



KKT leading to an ECO system



Active
Wheel

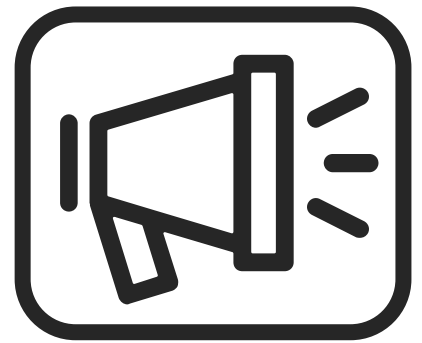
लो
कर लो
बात





Communication Idea

Wheel rekindles the husband wife romance through its fragrance



The Campaign

A medium to the **wives to talk to their husbands for FREE**



Results

Total Reach
16M

Sale Increase vs All India
6X

Impact in TOM Awareness
+145%



Won
Cannes Lion
(Bronze) in Media category

Brand Insight

Unfair as it is, **appearance can open or shut doors to a brighter future**



The Campaign

Rin Career Ready Academy

**JOIN RIN CAREER READY ACADEMY,
GIVE A MISSED CALL ON
1800-121-4545.**

- English Speaking
- Office Dressing
- Interview Training

Rin CAREER READY ACADEMY

Keep Shining

TRAINING AND CERTIFICATION
BRITISH COUNCIL

FOUNT PARTNER
THE HINDU

CONVICE
BRILLIANT
BY THE EDUCATION

THE HINDU
LAKSHMI

കേരള ശിശു



OFFICE DRESSING
RINA'S TIPS ON COLOUR OF LIPSTICK

FOR PARTIES

Bright or dark lipstick

FOR OFFICE

Light coloured lipstick that matches skin tone and attire.

INTERVIEW TRAINING
RINVIJAY'S TIPS ON INTERVIEW PREPARATION

Rinvijay always makes sure **HIS PANTS AND SOCKS ARE OF THE SAME COLOUR**

It tells his boss that he pays attention to detail.

ENGLISH SPEAKING
RINVIJAY ON OFFICE LANGUAGE: PHOTOCOPY

Rinvijay can you please give me a **photocopy** of this proposal?

Yes Sir, the **copies** are already on your desk.

INTERVIEW TRAINING
RINA'S TIPS ON INTERVIEW PREPARATION

Rina always reaches **WELL BEFORE TIME**

It shows that she is ready for the job.

INTERVIEW TRAINING
RINA'S TIPS ON INTERVIEW PREPARATION

Keep all documents ready a day before the interview.

- ✓ Resume
- ✓ Certificates
- ✓ Recommendation letters
- ✓ Passport size photos

INTERVIEW TRAINING
RINVIJAY'S TIPS ON HOW TO WRITE A RESUME

Rinvijay always ensures that his resume is not more than **ONE SIDE LONG**.

IT SHOWS THAT HE STICKS TO THE POINT AND VALUES THE INTERVIEWER'S TIME.

ENGLISH SPEAKING
RINA ON OFFICE LANGUAGE: SAME PAGE

I trust we are all on the **same page** for the meeting with the regional manager.

Yes Ma'am, I **completely agree** with our plan to grow in South India.

INTERVIEW TRAINING
RINVIJAY'S TIPS ON HOW TO CRACK AN INTERVIEW

Rinvijay always **SITS STRAIGHT AND UPRIGHT**.

It helps him create a great first impression.

OFFICE DRESSING
RINA'S TIPS ON ACCESSORIES

FOR PARTIES

Fashionable earrings, bangles, necklace, big rings, nose ring and even a watch

FOR OFFICE

Simple diamond earrings and a delicate watch

OFFICE DRESSING
RINA'S CLASSIC CORPORATE LOOK FOR A TERRIFIC TUESDAY

Dressing

- White collared shirt
- Well-fitted black trousers

Grooming

- Light lipstick
- Well combed hair

Accessories

- Elegant bracelet

INTERVIEW TRAINING
RINVIJAY'S TIPS ON INTERVIEW PREPARATION

Rinvijay's **HANDSHAKE IS FIRM**. It is neither too tight nor is it weak.

This a sign of **CONFIDENCE AND THE RIGHT ATTITUDE**.

OFFICE DRESSING
RINVIJAY'S TIPS ON SHOES

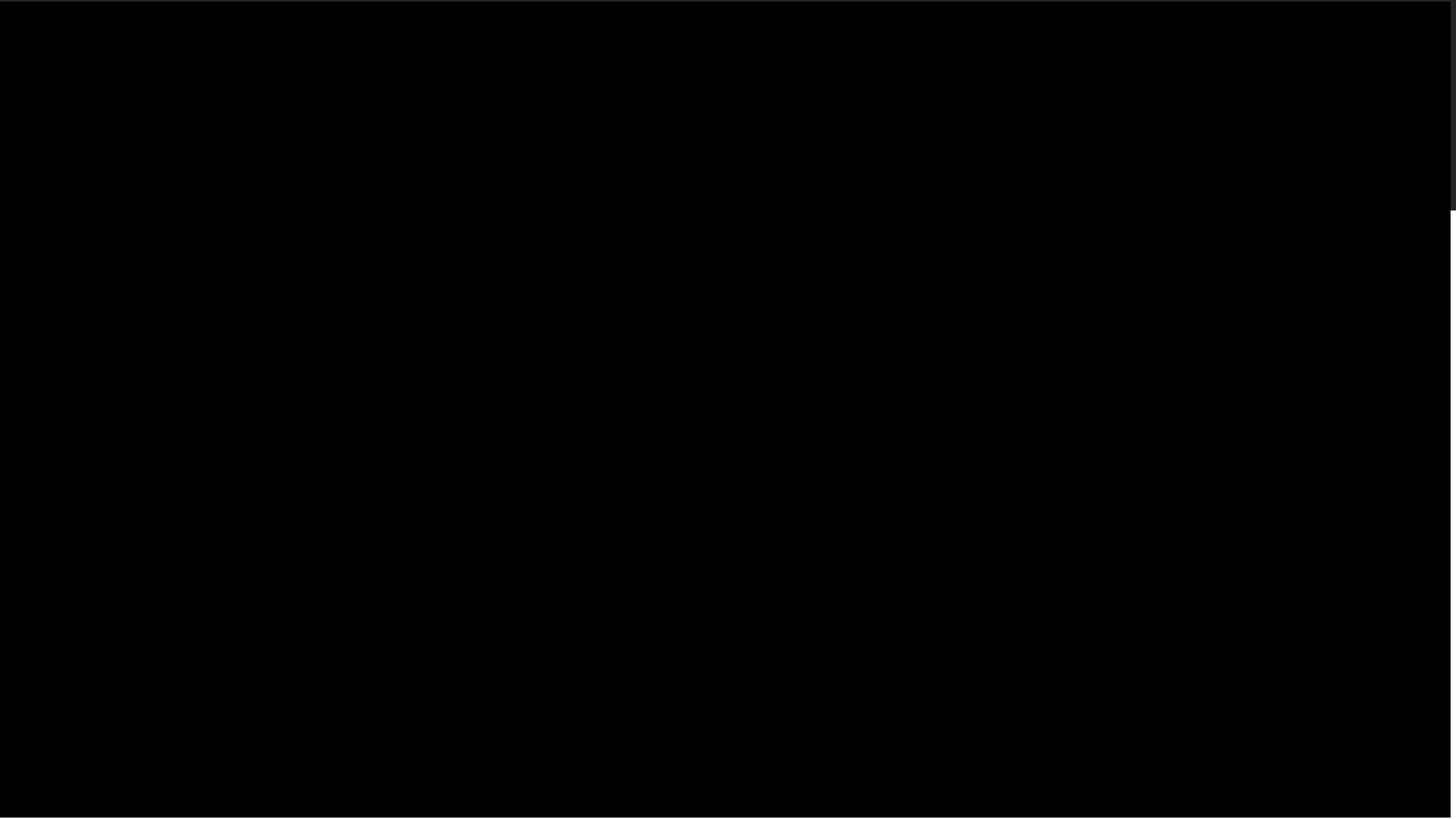
FOR CASUAL WEAR

- Flip flops
- Canvas shoes
- Sandals

FOR OFFICE WEAR

- Formal Polished Shoes

*Remember to match your belt with shoes and socks with trousers.



Results

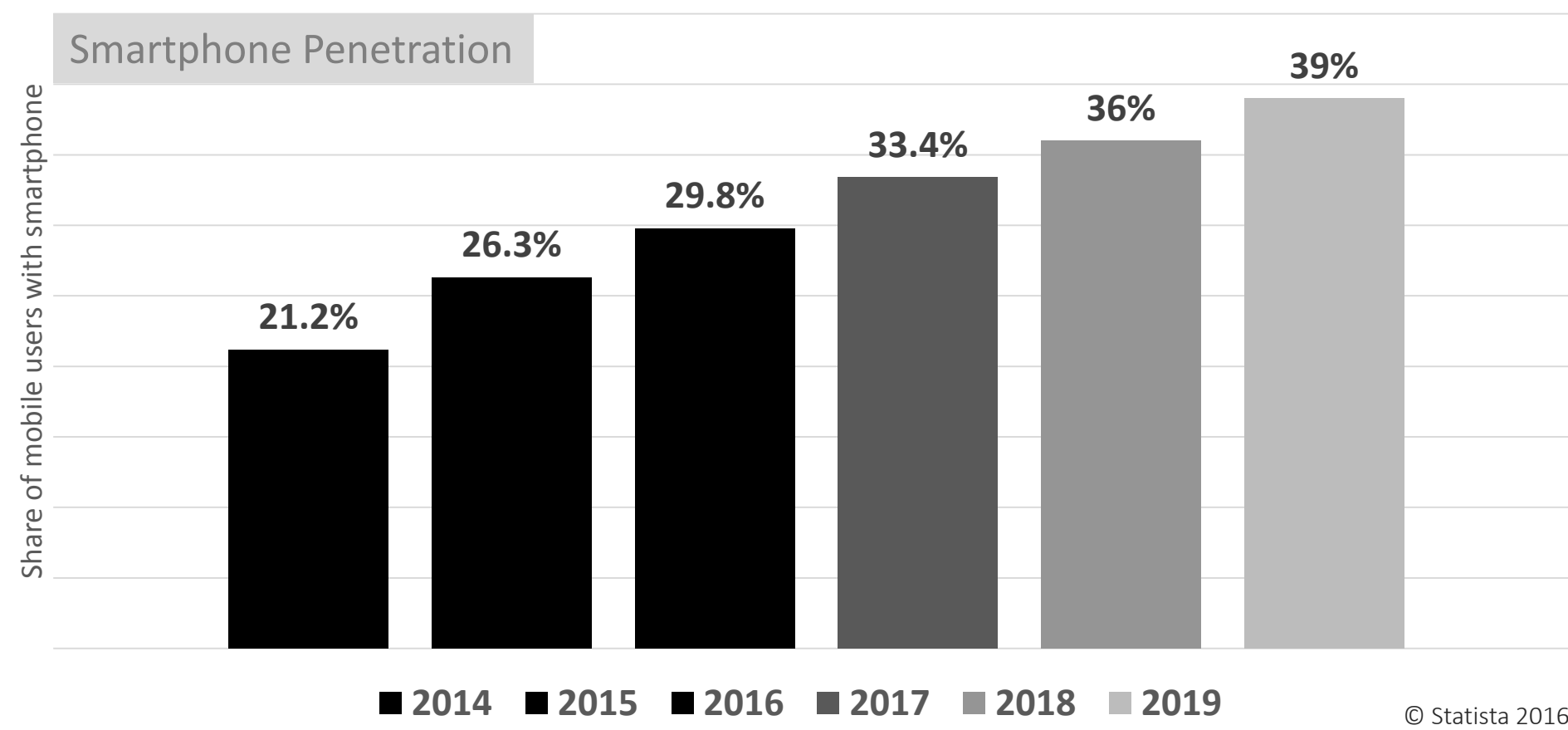
Attribute Mind Measure
+1100 Bps

Penetration
+290 Bps

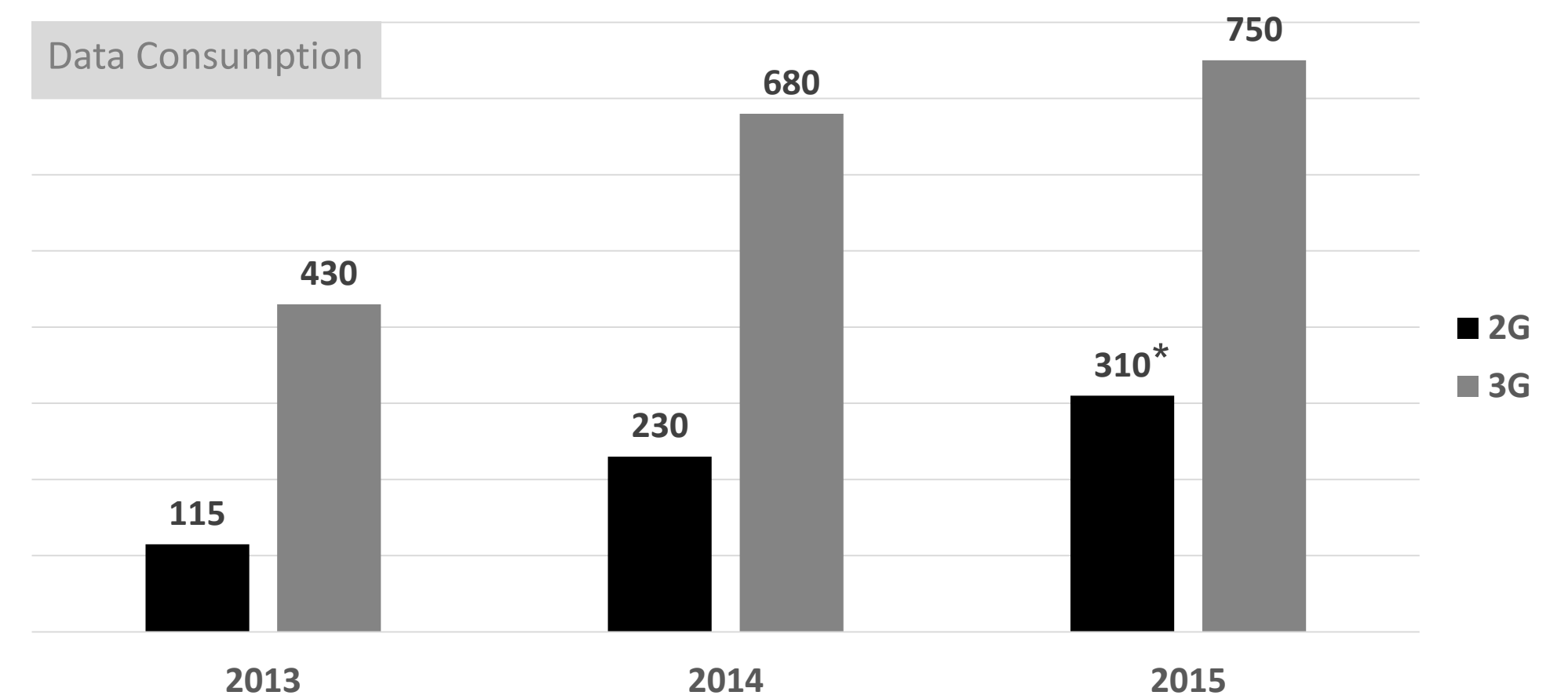
Engagement Duration
5M mins

Video on Mobile

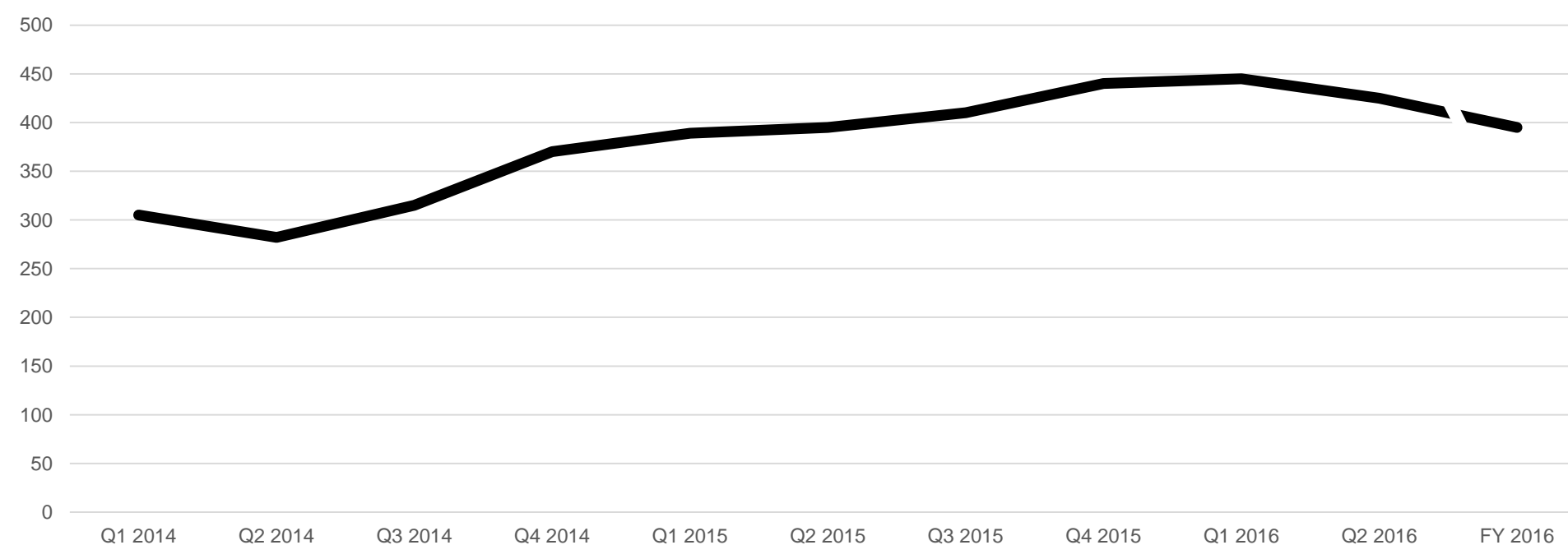
Smartphones have proliferated



Internet usage has grown



But data ARPU has not increased

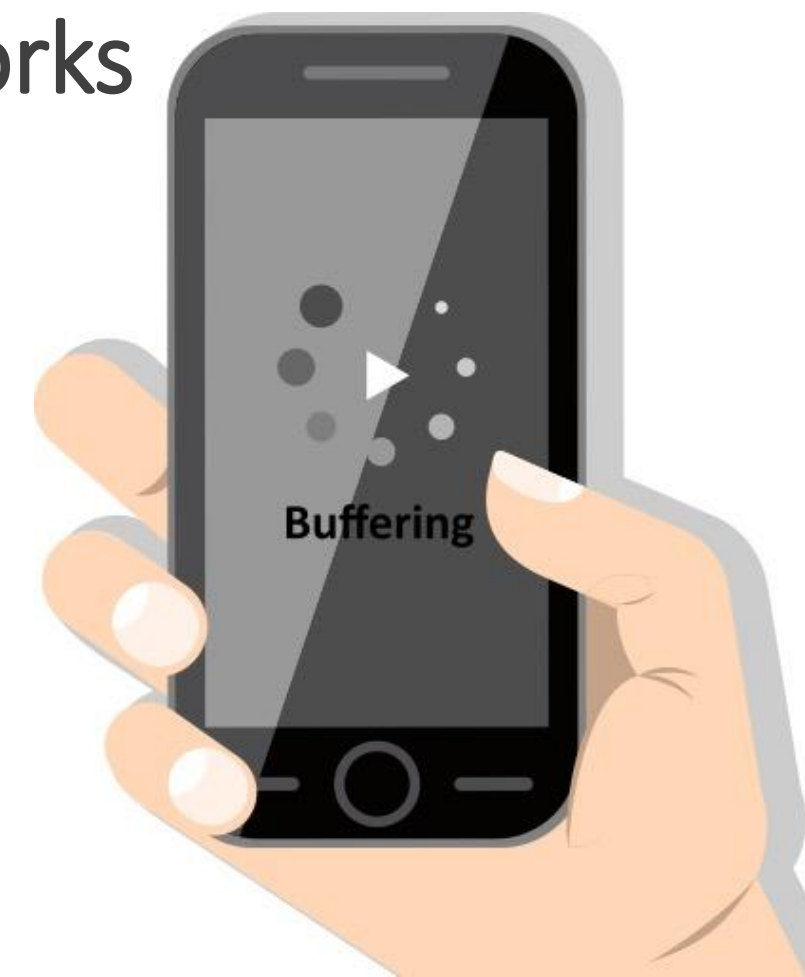


*Source: eMarketer, India Data

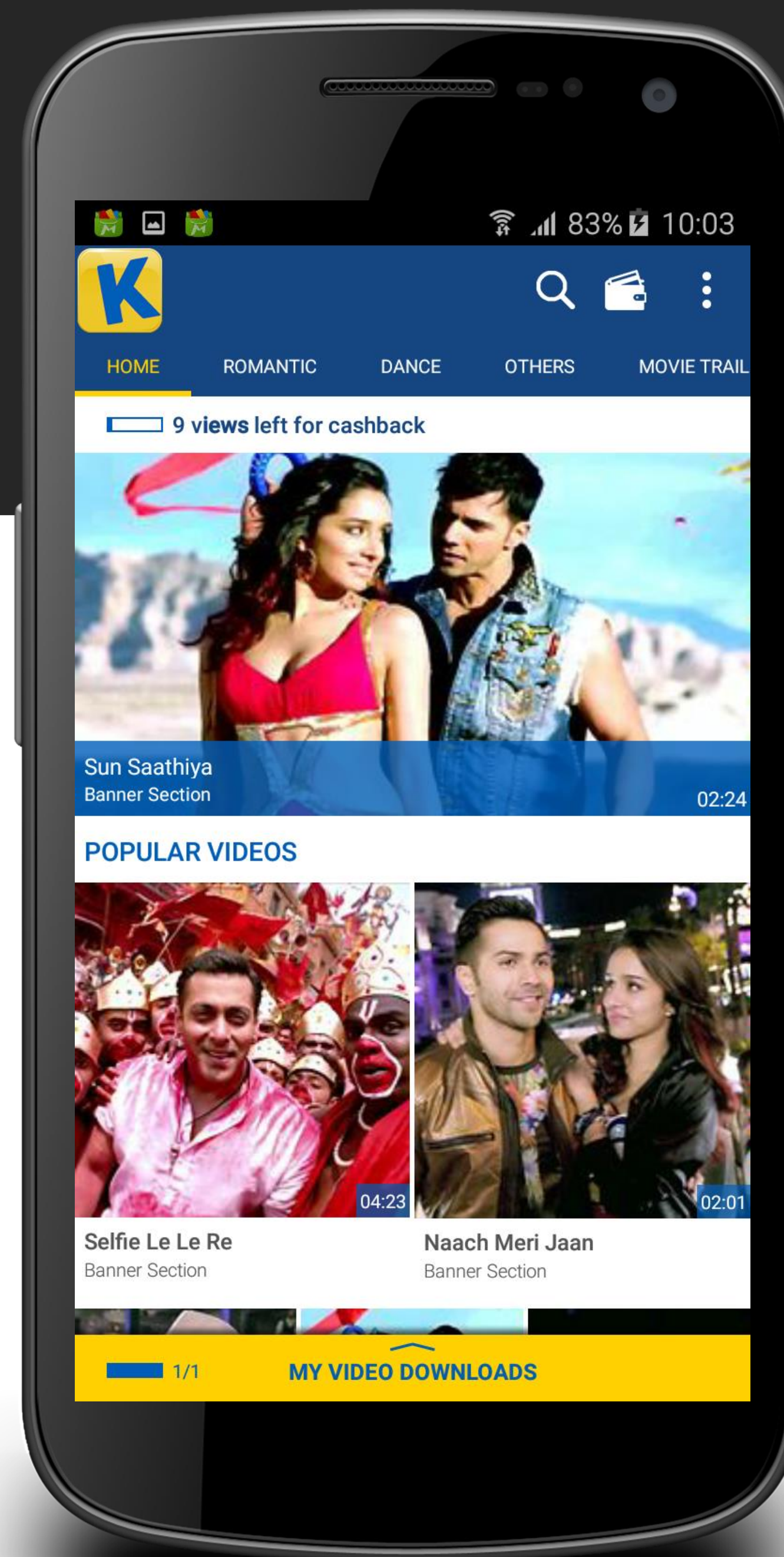
Due to high data costs & poor networks

“I know I can watch video on Mobiles but it consumes more of my data pack”

“Bad Data networks causes the video to load forever”



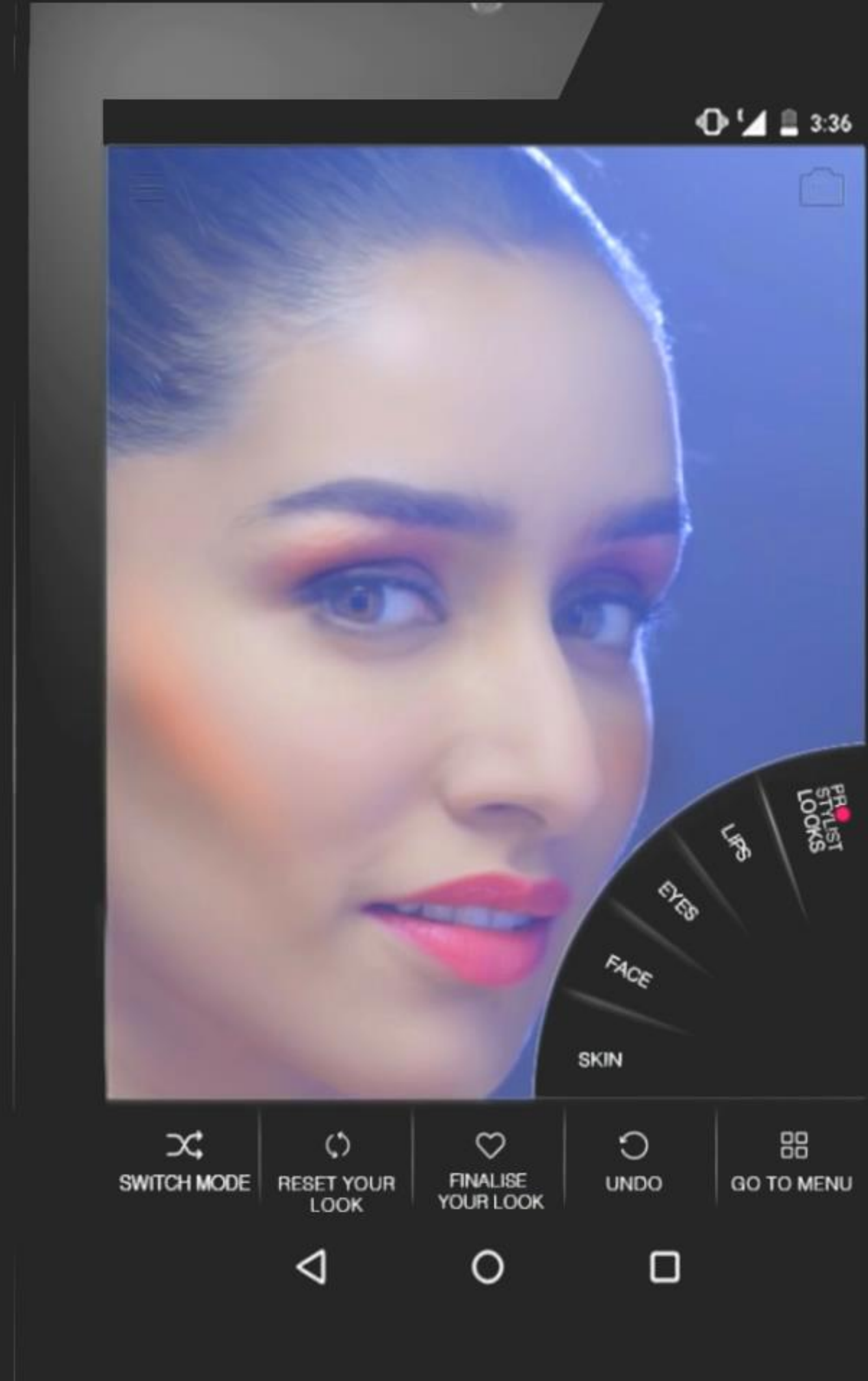
*Source: Statista; Nokia MBTI Study



Build Rewarding Relationships



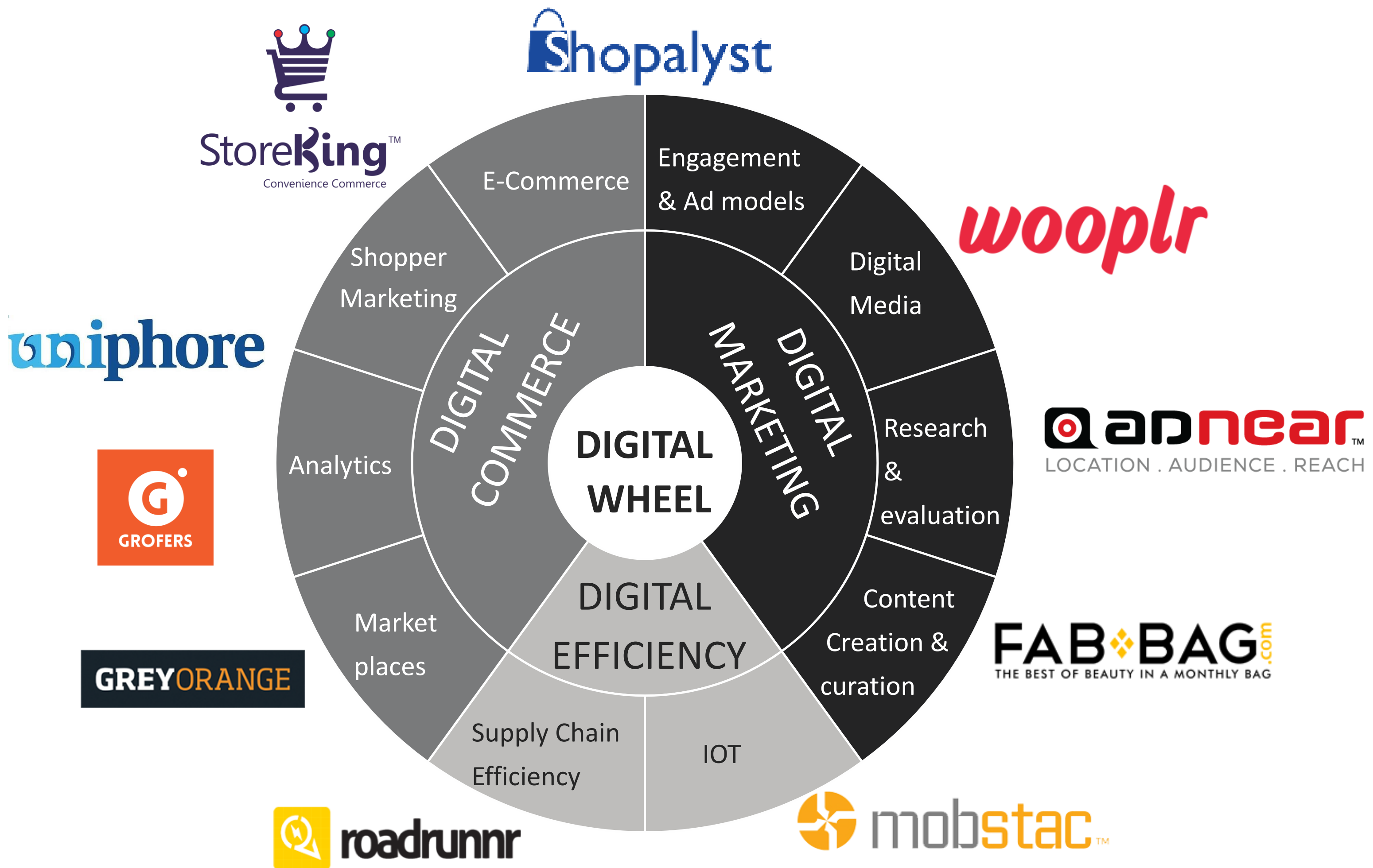
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How do we Stay
Ahead of the Curve?



Unilever Foundry: Building Partnerships For The Future





Pioneering & Experimenting



Holistic approach to digital



Deploying with scale

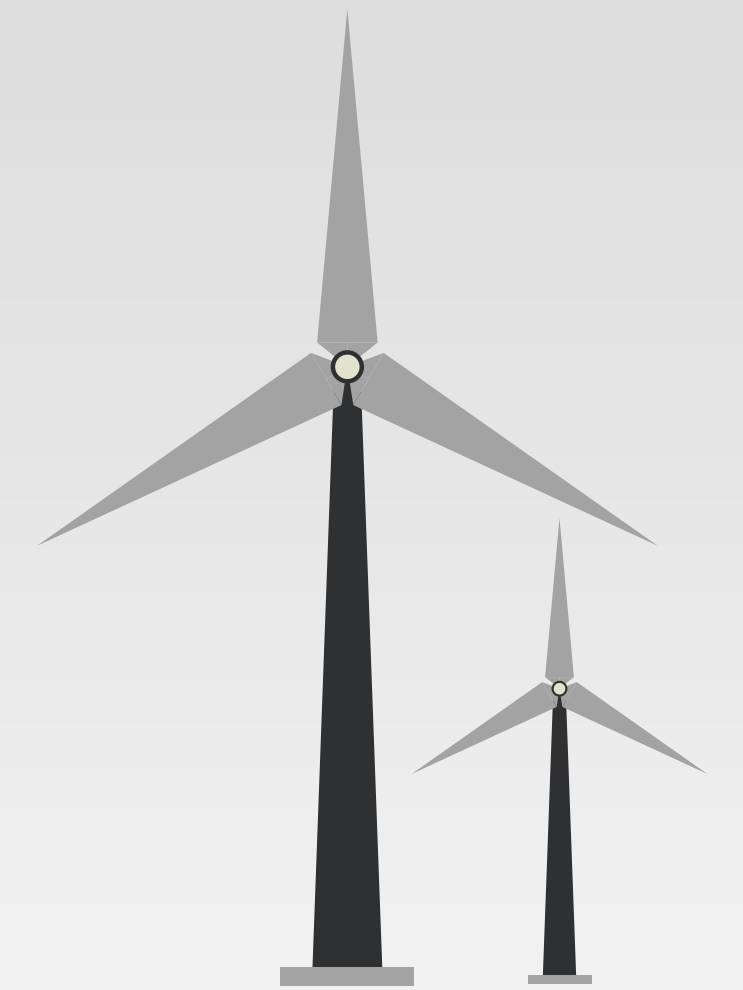
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