



Santoor – Young Soch



B3. Best use of TV

e4m – IMA South '23



Background

Through its campaigns, Santoor has celebrated progressive women even before most Indian women had started contemplating stepping out of the house while staying true to the mistaken identity formula - a mother who is mistaken for a much younger woman.



Challenge & Task

The communication which focuses on a woman's need for youthful beauty at its core and for a life outside of motherhood at the periphery was failing to inspire younger women.

To task was to find a narrative that would be inspiring to young Indian women without losing Santoor's core proposition of younger looking skin and the progressive mother whose story the brand has been telling for the last 30 years.

Insight

While professional achievement, which Santoor has been endorsing was still limited to a few, young thinking was democratic – not bound by who she is, where she lives, what she does, her economic status or what her age is.



Young
Dikhō

Young
Sochō



Creative idea

Be it your skin or your thinking, be young.

Approach to creative

We found inspiration for young looking and young thinking execution pivoting on challenging conventions in the ever continuing portrayal of the Santoor protagonist – the mother who also has a life outside of motherhood while remaining a doting mother.

Only, for the new communication, we made the life outside of motherhood, the moot point of challenging conventions – why can't a mother also have a life outside of motherhood?

And we made the daughter a proud participant in this questioning.





Santoor's new campaign challenges common perceptions and long held beliefs of what a woman can do, what or who she can be. By thinking as young as she looks, the Santoor woman pushes limits not one step at a time, but by leaps and bounds. Her way of approaching life is young and fresh, and this "young soch" works as an inspiration and urges the women of today to believe in themselves and say yes, why not... 'kyon nahi?'

Through this journey, while we see the Santoor woman paving the way forward, her child is also a part of this exciting new journey. The child is witness mom's biggest triumphs firsthand. And she also imbibes this belief from a young age and supports her mother through her journey and emphatically expresses 'kyon nahi?'

Media











15%-18% TV SOV in Toilet soaps category in key Santoor markets (5% All India) of choice on the ad.

Overwhelmingly positive response with 10 million+ views on Social Media (YouTube, Instagram) among the target group in key Santoor markets.

200+ print stories via PR with 100% positive tonality and 90% target messaging.

Top videos

Views · Sep 1, 2022 – Jan 31, 2023

	Santoor Young Soch...		2.7M
	Santoor Young Soch...		2.5M
	Santoor - Captain M...		2.1M
	Santoor Young Soch...		1.7M
	Santoor - Captain M...		1.4M

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STORYBOARD 18

QUANTUM BRIEF BRAND MAKERS HOW IT WORKS WATCH.LISTEN in     ENHANCED BY Google

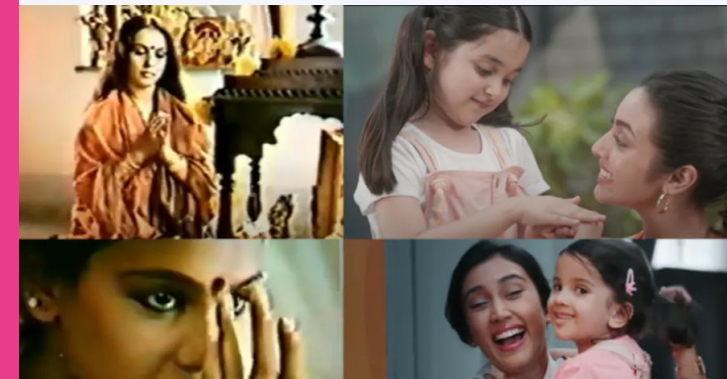
QUANTUM BRIEF

How Santoor is staying relevant in a hyper competitive market like India

The vice-president, marketing, of Wipro Consumer Care and Lighting shares with Storyboard18 his views on the recently relaunched classic product, the consumer insights they garnered, who constitutes their target audience, how do they stay relevant, and much more.

By [Kashmeera Sambamurthy](#) Nov 10, 2022 11:59 AM



ABCD PHD MOTIVATING
NEW AGE MOTHER BOXING
GLOWING SKIN SANTOOR
BREAKING STEREOTYPES
WRESTLING TOO YOUNG
MATHS PROFESSOR

The **strong themes** of **breaking stereotypes** and **progressive thinking** which run through the ad add **freshness and bring purpose** to the brand → allow for a **greater emotional connect** and **memorability**

Impact

Applauded by the young unmarried and the older married women alike.

89% branded cut through of the ad in key Santoor markets though the brand mention was towards the end.

83% agreement to a 'brand for someone like me' imagery statement among 18-24 year olds.

Among general population, >6% increase in TOM Brand Awareness post launch as compared to pre-launch in core Santoor Markets; Among online audience, this increase was close to 40%

Young Soch - Edits



60s: <https://youtu.be/nI9aGam0ZL0>

45s: <https://youtu.be/GbuNSx0hWI4>

20s: <https://youtube.com/playlist?list=PL6yA-4WkVXFCWw-CWRDo9FBtiFxAgCJQv>



Thank You!

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