

InnoVision B-School Review

HUL & CNBC TV18

L.I.M.E.

This article is a review of a Business School competition sponsored by Hindustan Unilever and CNBC TV18. It explains the competition structure and the submissions made by the winning teams.

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HUL & CNBC-TV18 L.I.M.E. Season XIV



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HUL & CNBC-TV18 present L.I.M.E. Season XIV was an inter B-School marketing and business challenge to give students an opportunity to stretch their imagination and write the future!

Eligibility Criteria:

This competition was open to 1st-year students pursuing any full-time MBA programme across all B-Schools in India.

Competition Structure:

HUL L.I.M.E. Season XIV had three major stages. The directions given were as follows:

Stage 1 - Build Salience:

- Select a choice of a brand (Dove, Surf, Boost, Lifebuoy), and 1 specific segment as well as the target audience.
- Identify key brand benefits.
- Identify consumer insight.
- Deliver the communication idea through gaming-led integration.
- Show how the communication idea looks in the gaming integration.

Stage 2 - Purchase Intent & Purchase: Move brand purchase metrics using various Gaming platforms.

Stage 3 - Finale Large-Scale Behaviour Change (Purpose) Led Through Gaming: Present a cohesive solution as a business proposal to the management.

Prizes and Rewards:

- The **Winners** from the Grand Finale will win a grand prize of INR 10,00,000. They would also represent India at the global Unilever case study competition - Unilever Future Leaders' League 2023.
- The **First Runner-Up** Team will win a cash prize of INR 3,00,000.
- The **Second Runner-Up** Team will win a cash prize of INR 2,00,000.
- The **Third Runner-Up** Team will win a cash prize of INR 1,00,000.
- All **Semi-Finalists** will be shortlisted for a PPI as part of the summer internship process (ULIP 2023).

Brand Purpose is larger than business goals

The competition emphasises that the brand identity is larger than the functional benefits it offers to customers and the brand's goals are larger than business goals like revenues, customer acquisition, market share and profits. The brand must have a larger purpose.

Why use gaming apps:

- I. The rise of gaming apps and the engagement they offer is crucial to the brand activation objective.
- II. Gaming apps are a highly cost-effective way to deliver the brand message and achieve activation.

The finalists

The teams that made it to the final were:

Team Boost, ISB

Team Divergent, ISB

Team 3 Marketeers, ISB

team Dracula, IIM Ahmedabad

Team Case Planners IIM Bangalore

Team Sublime, SPJIMR



Components of the presentations in the final round

The presentations were made for HUL Brands Surf Excel Liquid Detergent, Surf Excel Smart Shots, Dove, Lifebuoy and energy drink Boost.

The presentations had the following components.

- I. The purpose of the brand.
- II. The target group.
- III. The estimate of conversions.
- IV. The marketing budget.
- V. Marketing metrics like the cost of customer acquisition, cost per impression, etc.

Brand Purpose

The purpose of the brand as stated by the teams was as follows:

Preserving the Present for a Sustainable Future.

Real World Impact: Waste Collection Marathon, Science Fair & Education Trips for Children. Biodegradability and Sustainability. Water Conservation and Plastic Reduction Partnerships

Celebrating women who are a timeless inspiration for all.

No woman should be held back from reaching her true potential. Achieved by deriving confidence from one's own beauty.

To fuel potential for sporting greatness.

Performance is not about social status or gender it is about stamina. The brand will support the economically underprivileged by making the product available to them which will help build energy and stamina.

Making people self-sufficient for doing their laundry.

Eliminate the pain points and preserve their clothes.

Bring mindset and behavioral change towards cleanliness.

Awareness that invisible dirt is as harmful as visible dirt and can cause illness. Good health can lead to 60 more school days per child.

Building support for exploring new things

Encourage a child to go out and explore things without worrying about stains coming up on their clothes.

Questions asked by the members of the jury:

- I. Why a given TG defined by geography and age group was chosen?
- II. How was the campaign achieving integration with the campaign objectives?
- III. The purpose of the brand is not clear.
- IV. How will enhancing self-esteem lead to the desired purchase behaviour?
- V. What are the drivers of the low cost of customer acquisition?
- VI. Why do you think that the integrations are sufficient to drive brand activation?

Solutions:

- I. The teams conceptualised gaming applications that drive the brand message.
- II. The functionality of the brands is communicated through the gaming applications.
- III. The gaming applications conceptualised are expected to engage members of the TG.
- IV. The applications have scope for winning prizes at different stages of the game.
- V. Prizes are envisioned for customer referrals.
- VI. The games have an emotional connect associating loved figures with the brand.
- VII. The solutions envisage gaming kiosks at distribution points.

Results

Winner: Team Divergent from ISB

1st Runner-Up: Team Sublime SPJIMR, Mumbai

2nd Runners Up: Team Case Planners IIM Bangalore

3rd Runner Up: Team 3 Marketers, ISB

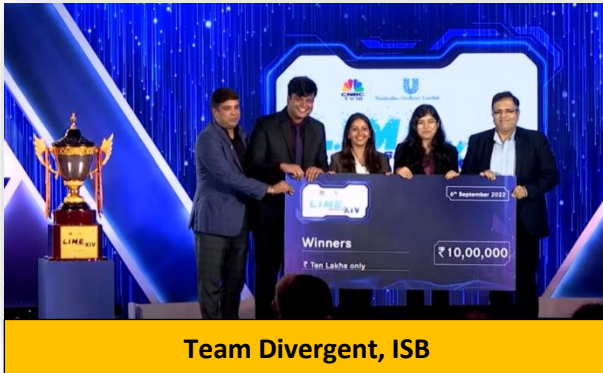
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4th Runner-Up: Team Boost from ISB
5th Runner Up: team Dracula IIM Ahmedabad



Team Divergent, ISB



Team Divergent, ISB



Team Sublime, SPJIMR



Team Case Planners, IIMB



Team Three Marketers, ISB



Team Dracula, IIMA



Team Boost, ISB

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(Written by Dr. Amit Bhadra, Founder, InnoVision Enterprise Solutions, Management Practitioner and Professor of Marketing, Operations & Strategy)