

INNOVISION B-SCHOOL REVIEW

CNBC TV 18 & HUL L.I.M.E. SEASON XI
**India's Marketing Challenge on Reducing
Plastic Usage**

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India's Biggest Marketing Challenge | LIME Season 11 India's Marketing Challenge on Reducing Plastic Usage

LIME Season 11 Finale highlights innovative marketing campaigns

Sustainability Goal

HUL's focus on enriching lives and sustainable living.

Purpose driven approach of HUL to create positive impact.

Present Scenario and Challenges

- Plastic has been crucial in various industries, but challenges remain.
- Plastic has enabled the production of worldclass products at affordable prices.
- Humanity faces severe challenges that threaten survival, urging unified transformation.
- Plastic has been crucial in various industries but challenges remain.
- Plastic ban faces challenges and contradictions.
- Plastics recycling faces economic challenges.
- Behavioral change needed towards plastic usage.
- Targeting different segments essential for plastic waste management.
- The positive and negative aspects of plastic use in the world to be considered.
- Bans or levies on single use plastics.
- Reverse logistics chain has developed for recycling PET bottles, but multilayer packaging is a serious problem and needs attention.
- Used plastics are currently being recycled into low value products like buckets and furniture.
- Exploring innovative solutions like using plastics in road construction is promising but not widely implemented.

Team Umbrella Corporation

NITIE Mumbai

The Plastic Value Chain: Primary Research

1. Sixty five households studied
2. Interviewed the other stakeholders in this particular value chain.

Findings

1. Convenience is the driving factor for plastic usage by consumers.
2. Lack of segregation
3. Little economic value for some sort of plastics.

Key Insights

1. Consumers perceive their individual actions bear no consequences
2. There is a lack of tangible results that deter their resolve.

Target Group: Urban households.

Campaign: Aapka plastic kya kehata hai?

Campaign strategy steps: Identify, Awareness, Enable, Troubleshooting.

1. **Identify:** Find the areas where segregation hasn't taken off. Form groups of chain champions comprising of local influencer, citizen activist, NGO and municipal bodies to spearhead the movement. Pinpoint the reasons of failure for segregation and awareness.
2. **Awareness:** Use 3Z mantra. Zarurat, conscious buying behavior to meet customer needs and to reduce plastics. Zimmedari, be responsible for proper disposal of plastics through the right channels. Zero waste, understand the plastic life cycle so that it never becomes waste.
3. **Enable:** People think that their individual efforts do not have much value. Concerted action by NGOs, municipal corporations, citizens.
4. **Troubleshooting:** Balance the strengths of different constituents. Municipalities are efficient at handling waste, NGOs mobilise volunteers to create awareness.



Team Masterstroke Folk

ISB Hyderabad

Research

Objective: Identify key insights triggers and barriers of consumers

Methodology: Conducted surveys of 375 consumers 15 key stakeholders as well as multiple secondary research reports.

Target group: Urban households.

TG Characteristics

1. Provides higher waste generation per capita
2. Is generally more eco conscious
3. Are more digital friendly, have more digital and media penetration making it much easier and cost effective to reach them

Case Study

1. Has worked in Columbia and Indonesia
2. Strong public policy and adopting a multi stakeholder approach helps we then change its citizen behaviour towards recycling plastic waste
3. Solid waste management practices by brands can help as in the case of Bisleri
4. Don't just stop at awareness but walk the talk by providing people with tools to actually be environmentally more responsible.

Solution

Three pronged approach 1.Educate 2. Enable 3. Empower

1. **Educate:** address the issue of lack of awareness of proper plastic disposal practices by our target group. A resident and a domestic help research suggested that there was a 20 X increase in the number of households that were segregating their waste when they were provided information and incentives to do so.
2. **Enable:** Enable these households with a HUL branded bin for plastic disposal each bin will have a QR code so we can ensure that the plastic base contributions are mapped back to the household and incentivise them.
3. **Empower:** Engage ragpickers for collection and sorting

Team Indovationists

NMIMS

Solutions targeted

1. To improve segregation at source.
2. To bring behavioural change in consumers by asking them to take action
3. To provide them with the necessary information to do so.

Target Group: Semi urban and urban women.

Research: Interviews of a range of diverse women

Stages of engagement

1. Awareness
2. Contemplation: Aware but does not act
3. Action: Willing to act

Umbrella Campaign: Aadat Badlo

1. **Communication Objective:** Make them ponder over their habit of using more and more plastic bags for the sake of convenience by telling them that it affects their families health and not just the environment.
2. **Ad campaign message:** Suvridha Nahi Sehat Sahi.
3. **Insight:** Consumers need continuous reinforcement and various avenues of recycling for the behavioral change.
4. **Initiative:** HUL to convey the message to recycle on all its recyclable plastic bottles

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Team HulHusk

IIM Lucknow

Target groups:

1. The **Planet Crusaders**, who are highly motivated to make a positive change in society.
2. The **Ignorants**, who are not aware enough to make an informed decision on plastic usage.
3. The **Indifferents**, who kind of carry an I don't care attitude towards plastic and do not really associate themselves with the cause.
4. The **Constrained**, who, despite adequate knowledge and motivation, don't have the resources to execute the action.

The Campaign

The Campaign to bring about behavioral change: *Kal Ke Liye Alag Karte Hai.*

This will be launched in collaboration with the state government and will be replicated across the country in phases after assessing the success of the pilot.

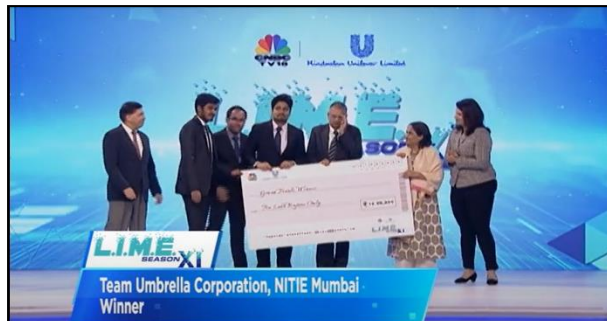
Scaling up

Selected around 50 cities, designed a potential campaign index.

Selection Parameters

1. Population density,
2. The Swachh Bharat score allotted by the government of India,
3. The plastic wastage generated per day in that city
4. The propensity to use plastic among the residents of that city.

Winner: Team Umbrella Corporation
NITIE Mumbai



First runners-up: Team Masterstroke Folk
ISB Hyderabad



Second Runners Up: Team Indovationists,
NMIMS, Mumbai



Third Runners Up: Team HUL Husk
IIM Lucknow

