

## **DDB MudraMax- Experiential creates people engagement for Tupperware**

Tupperware is one of the most trusted brand names in housewares and for more than 60 years has made a difference in the lives of women around the world by offering an independent business opportunity. An American based MNC; Tupperware is operating in India for the past 18 years. Tupperware products are made out of 100% food grade virgin plastic and each product comes with a life time warranty.

### **Brief:**

During this festive season, Tupperware launched smart gifting solutions which ensured great value to the consumers. They wished to promote and inform the customers about these products and special offers.

### **Objective:**

To promote the brand's special festive collection among the right target group and to generate leads for future sales.

### **Challenge:**

A larger challenge lay in the market clutter which gets created especially during festive seasons, since during this time; every brand tries to push their product towards the consumers. Moreover, Tupperware products are not available in retail stores; the consumers can only get the products from their exclusive sales force.

Hence, it was important to create a communication platform to excite the customers towards the brand's new products and solutions by giving them a stage to experience them, thus inducing sales.

### **Brand Idea:**

This Diwali, share a Tupperware Gift; perfect option for every season and every reason.

### **Creative thought:**

It's a common trend amongst people to gift sweets, dry fruits or chocolates for Diwali to their loved ones. This festive reason, Tupperware came out with a special range of products which are price friendly, useful and health friendly, thus making it a perfect gifting option.

To promote the festive Tupperware range, the DDB MudraMax- Experiential team needed to design engagement games which aimed at establishing Tupperware as a preferred gifting option. Hence, for on ground activation, two games were suggested:

**Decorate Tupperware gift basket:** In this game, people had to decorate a gift basket with Tupperware products. Simple and smart, this game helped in reinforcing the idea of Tupperware gifts for every season and reason.

**Guess it Right:** In this game, the participants were briefed about the festive collection products and they had to find out the same products from a Tupperware product basket

by wearing a blindfold. As a result of the game, participants were able to remember the product's name and look.

**Execution:**

DDB MudraMax- Experiential and Tupperware planned to reach out to maximum audience and hence an on-ground activation was implemented at various malls across major cities of India including Mumbai, Delhi, Bangalore, Hyderabad, Chennai and Kolkata. The Tupperware mall activation helped the brand to showcase their special festive collection to the customers. The engagement games were specially designed to fulfil the campaign's aim to involve the customers and make them aware of the festive range through the Tupperware gift basket decoration and blindfold game. The winners of the games were gifted Tupperware hampers. To add to the objective, the activity helped the brand to reinforce its positive image and reach out to the consumers on a personal level.

**Appreciating the success of the activation, Chandan Dang, Chief Marketing Officer, Tupperware India,** said, "Tupperware's brand journey has always been very interesting, and India being a focus market, needed a partner agency to deliver not just creative excellence but engaging consumer connect solutions as part of a complete brand 360.

During the festive season, especially Diwali; brands in every category try to push their products. Tupperware products are not available in the retail environment, and are only available from our exclusive sales forces, who are also active participants in all our ground activities. Hence when we do an on-ground activity, is very important for us to create a platform where customers can see the complete range of product offerings and experience the products.

We have been working successfully with DDB MudraMax for two years, in creating customer experiential programs. To promote the festive Tupperware range, the team at DDB MudraMax- Experiential has designed some very creative engagement games which are aimed at establishing Tupperware as a preferred gifting option. These engagement games are specially designed to involve customers and make them aware of the festive range through touch and feel.

We are excited by the energy and insights DDB-MudraMax bring on board and we look forward to this festive season being very successful for us, as well as a continuing and mutually fruitful association."

**Alvin D'Souza, Vice President, DDB MudraMax- Experiential** quoted, "We at DDB MudraMax - Experiential constantly strive hard to help our clients resolve their brand challenges. Our clutter breaking campaigns that we have crafted for Tupperware over the last couple of years bear testimony to our endeavor.

I am pleased with the outcome of the Diwali campaign, which has provided substantial traction for the brand and has generated significant impact on sales. It's been an exciting and fulfilling experience working on the brand and we look forward to crafting more such relevant experiences for Tupperware.”

### **About DDB MudraMax - Experiential**

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency's Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging 'The Specialist Agency of the Year' for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won 'Best New Business Development Team of the Year – South Asia', and came second in the 'Specialist Agency' category at the same forum.

The agency has been christened 'The Agency of the Year' at various experiential forums including WOW and has won many an award in the 'Best Campaign in Asia' category by the PMAA (Dragons of Asia).

DDB MudraMax – Experiential played a major role at the 'Afaqs! Agency Happiness Report' where DDB MudraMax was crowned 'The Happiest Agency' of 2012.

DDB MudraMax – Experiential's client roster includes ITC LTD., Johnson & Johnson, PepsiCo, Ashok Leyland, Gulf Oil, Anchor, Google, Nokia, Puma, L.G. Electronics, GE India, Shell Foundation, Myntra Design.

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