

HANDCRAFTED IN INDIA CAMPAIGN

CAMPAIGN OBJECTIVE

- **CREATE AWARENESS ABOUT THE ADVERSE IMPACT OF PRESENT CRISIS ON ARTISANS**
- **STIMULATE DEMAND BY BRINGING CRAFT PRODUCTS INTO PEOPLE'S CONSIDERATION SET – FOR GIFTING, FOR THE HOME, INNOVATIVE APPLICATIONS (PACKAGING)**

CURRENT BARRIERS

- **LOW LEVELS OF KNOWLEDGE**
- **APATHY**
- **NOT TOP-OF-MIND**
- **CONSIDERED INFRA-DIG (GENERAL IMAGE OF CHEAP, NOT CLASSY)**
- **NOT CONFIDENT OF QUALITY**

COMMUNICATION TASK

- **BRING A SENSE OF URGENCY**
- **CREATE A BUZZ**
- **MAKE CRAFT DESIRABLE/
INSTILL PRIDE OF OWNERSHIP**
 - HERITAGE
 - PATRIOTIC
 - FASHIONABLE
 - UNIQUE/SPECIAL/PERSONALIZED
 - ETHICAL
 - SUSTAINABLE

TARGET AUDIENCES



- POLICY MAKERS AND INFLUENCERS
- CRAFTPERSONS
- POTENTIAL BUYERS – PARTICULARLY MILLENNIALS
- CORPORATES
- HOSPITALITY INDUSTRY
- ARCHITECTS AND DESIGNERS

COMMUNICATION STRATEGY



- **PHASE 1: EDITORIAL LED CAMPAIGN TO HIGHLIGHT THE FOLLOWING:**
 - IMPORTANCE OF THIS SECTOR
 - CURRENT PLIGHT DUE TO PANDEMIC
 - HELP THAT CAN BE PROVIDED
- **PHASE 2: MULTIMEDIA CAMPAIGN TO CREATE A BUZZ AND DESIRE FOR CRAFT PRODUCTS AND ASSIST IN DEMAND CREATION**
 - CRAFT CAN BE HELP
 - BY BUYING CRAFT I CAN HELP CRAFTPERSONS AND THE ENVIRONMENT
 - IT IS THE PATRIOTIC THING TO DO

ROLE OF SOCIAL MEDIA



- **PHASE 1:**
 - HIGHLIGHT HUMAN INTEREST STORIES
- **PHASE 2:**
 - CRAFT STORIES TO IMPART KNOWLEDGE AND CREATE INTEREST
 - STORIES OF CRAFTPERSONS (PEOPLE BUY THE ARTIST & NOT THE ART)

CALL TO ACTION



- **DIRECT TO CAMPAIGN WEBSITE**
 - MIRRORS SOCIAL MEDIA CONTENT (CRAFT STORIES, CRAFTSPERSONS, BUYING TIPS, DECORATOR BLOGS ETC)
 - DATABASE OF CRAFTSPERSONS
 - LINKS TO SELLERS
- **DIRECT TO CAMPAIGN BRAND PARTNERS**
- **CREATE/PROMOTE PLATFORMS LIKE PERIODIC VIRTUAL HAATS TO PROPEL ONLINE SALES**