

# FEVICOL- THE MARKET MAKER

## ( PROMOTOINAL STRATEGY )

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### ABSTRACT

The brand “Fevicol” enjoys the status of being synonymous with the category of product it represents. It is a generic name in the adhesive category. You speak of having gluestick or having a Fevicol , its used in the same sense. Fevicol enjoys such status which is enjoyed very rarely by the brands. The journey of Fevicol started way back in 1959, when the Parekh Group started Pidilite Industries Pidilite Industries entered into adhesive which was then primarily used for the woodworks. This white material began to be used in other areas like upholstery, flooring, footwear and now is a household name. The major reason for the success of the product is not just the quality product that is being offered but also the advertising and promotional strategies used by the firm which resulted in making it the only best in the market. The paper analyses the product positioning and promotional strategy of Fevicol which is indeed one of the largest selling adhesives in Asia.

KEYWORDS: Adhesives, Promotional strategy, advertisement, creativity.

### INTRODUCTION

The company laid its foundations with innovation in the form of Fevicol – path-breaking synthetic white resin adhesive. It meant freedom from cumbersome animal fat glue for binding woodworks. To this day, Fevicol remains the first choice of carpenters. Fevicol is marketed in 54 countries worldwide. In India alone it is available at over 50,000 stores across the country. The success of the brand lies with the advertising agency so hired by the company which had over the years done splendid work and created magics-“Ogilvy and Mather”. Nobody prior to Fevicol had actually thought of branding an adhesive for it is a low-involvement product. Instead, Pidilite has an amazing number of funny and creative advertisements for this product, which is no doubt their flagship brand. In 2015 , Abhijit Avasthi (Avasthi), former National Creative Director of Ogilvy & Mather India (O&M) mentioned that although Fevicol is not a consumer product, but it has managed to reach out to every Indian because of the brilliance and humour of the campaigns used by Fevicol. And come to think of it, you would actually smile when you see the glue stick and hold it in your hands

### FEATURES OF ADVERTISEMENTS BY FEVICOL

The advertisements so issued by Pidilite from time to time are extremely catchy and the customers are lured to buy the product for the product seems to be useful for day to day usages. A few features that make it stand apart have been discussed further.

### RURAK BACKDROP

The company has used an intelligent way of attracting the rural folks with the major advertisements having rural backdrops. The set up is rural and the Indian rusticity is what truly stands out. For instance, the advertisements such as the overcrowded Fevicol bus being driven in the dessert of Rajasthan. As a viewer, one kept wondering how each passenger was glued to the bus and hadn't lost grip. The viewer is told at the end through the board stuck at the rear of the bus which read, '[Fevicol](#) – the ultimate adhesive

## BORROWING SCENES FROM THE DAILY INSTANCES

The company uses the instances from the daily lives affecting the common man, the common household kid, the common carpenter, the common artisan. The personal touch outshines so appropriately that people feel connected and the product seems so useful. No doubt the quality of product is amazing yet the effect of the advertisements is indispensable. The emotional touch with the everyday instance makes Fevicol an unbeatable brand.

## COMMON PEOPLE FEATURING IN THE ADVERTISEMENTS

The company uses the actual users of the product, like carpenters, in their ads and works for them even more. The company was the first one to undertake the direct marketing to carpenters, hardware stores and timber marts. With the people from the common stage, playing around with the strength and have evoked in us the sense of what an adhesive is supposed to deliver – offer the best bond "jo toot na paye". The fevicol cyclist advertisement to the fevicol bus advertisement to fevicol vagabond advertisement, each one has the users of fevicol and a common man as a part of the advertisement.

## LIGHT NOTE AND THE TOUCH OF HUMOUR

The advertisements of the fevicol have the touch of humour attached to them. Every advertisement is unique in its style, story and some hold sarcasm that touches the emotional quotient of the customers. At Pidilite, the advertising is quite innovative with communication being memorable, and award-winning and touching the consumers in a way very few brands manage to. For instance, the fevicol alien advertisement, the alien when makes everyone fly up in the air, the fevicol comes to the rescue and the villagers easily come back and the trick backfires on the aliens. Similarly, the saas bahu advertisement actually revealing the true picture of the bahu and giving a message that the furnitures with poor adhesives used would very soon come off. Certain advertisements like hen, diffhangser, shadow and bus look at the rub-off that the fevicol's stickiness has on people and objects in its close proximity.

## INITIATIVES TAKEN BY THE COMPANY FOR BRAND RECOGNITION

Besides, the advertisements being aired on the television, the company has a lot of other initiatives for the brand recognition. The product is being positioned in the manner that people recognize the brand and feel it a part of their lives.

## FURNITURE BOOKS

The company has designers designing the interiors of the home. A lot of furniture books are there that help both the people who have to decide the final setup of their house and the carpenters who have to make these setups. The kitchen layout, the dining sets, cabinets and consoles for the storage purpose, bathroom mirror cabinets, chairs racks and shelves. The books are distributed to the big furniture houses and these houses keep them as sample selection helpers. There is a well established norms of sending furniture design and books to carpenters every quarter for adding value to the carpenters' jobs. This is one strategy the company adopted of identifying with the customer and providing wings to their creative imagination, thereby selling the products.

## FEVICOL CHAMPIONS CLUB

Fevicol Champions' Club (FCC) founded in 2002 by Pidilite Industries Ltd, started at a small scale with a few contractors who would come together as a community for their personal and professional growths. The platform gives them a chance that helps their efforts to be recognized in the most appropriate manner. They get to learn new methods of growth and development. It has now become a self-sustaining body. The company brings the carpenters to the office and demonstrates each product on the rotational basis. The exercise brings them together, and, more importantly, adds value to their lives.

## KNOWLEDGE SERIES

A lot of knowledge series are introduced from time to time by the company in which the leading architects and Interior Designers from all over participate. These series are meant to encourage "Thinking out Of Box". A lot of expert people from their own areas are called for heading these forums. Under this banner of knowledge series, Pidilite intends to conduct a series of seminars with a clear objective of sharing knowledge for overall improvement to interior designers and architect community which will enhance the standard of living of the society. The themes are based on any subject which is of interest of the architect fraternity with eminent speakers presenting their views and designs. This results in creating strong associations between the company and the people

## PIDILITE AWARD FOR EXCELLENCE (PAFE)

Pidilite Industries Ltd., a market leader in consumer and specialty chemicals, hosts several prestigious PAFE award ceremonies to celebrate excellence in the training and talent of Architects and Interior Designers at different places from time to time. The initiative so driven by Fevicol, is meant to encourage students to come ahead with their creative zeals. The Pidilite Award for Excellence (PAFE) consists of a cash prize, a trophy and a special certificate from Pidilite Industries Limited. Initially, the PAFE was restricted to Mumbai and Pune, but due to the overwhelming response and increasing popularity organisers widened the scope of the awards to recognise and reward young talent from all over the country. In year 2010, PAFE had attracted 150 leading colleges across India and over 400 students were recognized. PAFE not only encourages the innovative concepts and ideas but also helps in making them come true for the students who yet need guidance and mentoring from time to time. The company rewards the consistent and excellent, worthy ideas with awards.

## CONCLUSION

The company has great promotional strategies yet, there are a lot threats that it is facing as there are a lot of low priced firms that are giving it a tough competition. Economy is opened by the government of India and there is a continuous threat from the foreign players. Free Trade Area with China has opened up the fight with the major technology intensive country and hence to compete with them more efforts on the research and developments are needed. The company needs to take several steps to reinforce the brand so that it is able to meet the new threats that it has come across. It is easy to reach the top but to stay there it is important to continue with the persistent efforts. So, the company needs to take measures like having Mega Events at national levels for the students, Sculptors and artists and increase their visibility by providing consultancies from time to time. Now is the time for the company to continue and find the new ways to meet the needs of the newer generation.

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