

CASE STUDY:

HINDUSTAN UNILEVER'S BRAND KISSAN DRIVES VIDEO ENGAGEMENT WITH OUTBRAIN



Hindustan Unilever Limited



Solution:

Outbrain Amplify

Vertical:

FMCG

Key Themes:

Drive relevant and engaged traffic to the "Kissanpur - Real Joy of Togetherness" video content and create awareness about the campaign.

Background:

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods company with a heritage of over 80 years in India, touching the lives of two out of three Indians. With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the company is part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit.



Overview: Conceived in 2012, HUL's Kissanpur campaign emphasises the importance of real natural experiences. Through content, kids are encouraged to connect with nature by sowing seeds and growing real juicy tomatoes.

As part of the "100% Real" campaign, the brand also launched the "Kissan 100% Real Blogger" contest, inviting bloggers from the country to share their "100% real experiences" stories of growing up. The contest was followed by a digital film titled "Kissanpur - Real Joy of Togetherness". Hosted on the website and social media, the short film aimed at connecting the brand to parents on an emotional level.

Laptops and gadgets rule our work weeks and are slowly invading our weekends too, as families find themselves sitting beside each other but occupied with their own mobile phones. Virtual social connections have taken over real ones: that was the main message of the film as it aimed to bring its consumers back to experiencing real joy - the joy of togetherness.

The Challenge: Kissan realised the importance of using content marketing to engage with their target audiences. However, great storytelling and a message that was appealing through video content alone were not sufficient to engage with their audience. They quickly realised the need to integrate their marketing efforts with a content distribution strategy.

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About Outbrain:

Outbrain is the world's largest content discovery platform, bringing personalised, relevant online, mobile and video content to audiences while helping publishers understand their audiences through data. Outbrain serves over 200 billion personalised content recommendations every month and reaches over 557 million unique visitors from across the globe.

Top-tier premium publications that currently leverage the Outbrain platform include: CNN, Le Monde, Fox News, The Guardian, Slate, The Telegraph, New York Post, ESPNcrinfo, South China Morning Post, Sydney Morning Herald, The Straits Times, Sky News and Time Inc.

Founded in 2006, the company is headquartered in New York with a presence in a growing number of locations globally, including the U.S., UK, Israel, Singapore, Japan and Australia.

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The Solution: With a reach of over 23 million monthly unique visitors on desktop and more on mobile in India, Outbrain was the perfect partner for HUL to drive audience coming from premium publishers to the Kissan home page.

HUL launched a campaign to drive traffic to 2 pages with same video content:

- Earned media: an article on [Storypick](#) covering the video.
- Owned media: the www.Kissan.in homepage with the video specially embedded for this campaign.

RESULTS

122,617

VIDEO VIEWS DELIVERED
ON THE HOMEPAGE

1 MIN 24 SECS

AVERAGE TIME ON SITE
FOR A 2 MINUTES VIDEO