

## GCPL's Emotional Appeal this Father's Day Resonates Successfully on Social Media

**Mumbai, June 18, 2018:** To commemorate the occasion of Father's Day, Godrej Consumer Products Limited (GCPL) embarked on a series of digital initiatives through its brand, Godrej Aer and Godrej Protekt. Both brands leveraged their social media platforms, witnessing big success with many conversations, posts and shares across platforms.

Godrej Aer's introduced a social listening campaign, #WishWithATwist. As part of this, the usual Father's Day wishes to #WishWithATwist got converted into unique musical voice notes in real-time. These songs was created by multiple YouTube singers and shared as replies to the users' post. #WishWithATwist was carried out across multiple social media platforms including Twitter and Facebook. With a team of four, at Godrej's Command Centre, every single tweet with #FathersDay and #HappyFathersDay was tracked.

**Anu Joseph, Chief Creative Officer, Creativeland Asia, added,** "There's so much data out there that it's all about what you do with it. For Godrej aer, this Father's Day, we decided to make many songs of it. Quick and quirky, we sung out every wish, thus creating many many new conversations around the brand."

On the other hand, Godrej's Protekt reinforced its brand connect by bringing together the concept of protection and the occasion of Father's Day. The brand's Twitter and Facebook pages celebrated father's as the best protectors of their children. Rhymes were adopted and connected with dads in social media posts, which got featured on its digital platforms. Protekt got positive response from the digital populace.

Commenting on the Father's Day social media initiatives, **Mr.Sunil Kataria, CEO - India and SAARC, Godrej Consumer Products (GCPL),** said, "Father's Day is an occasion when people celebrate their very own superheroes. It is a noble and millennial concept, which is why it is mostly celebrated on social media. Both our key brands undertook digital initiatives that managed to successfully evoke an emotional response from people. This led to organic buzz for the brand and deepen our connect with consumers."

### **About Godrej Consumer Products Ltd:**

Godrej Consumer Products is a leading emerging markets company. As part of the 120-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.1 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the

second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

Read more at <http://www.godrejcp.com/>

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