



# Amul: A Longest Running Marketing Campaign

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**Abstract.** A struggle against the atrocities of Polson Dairy, a locally owned dairy in Anand, Gujarat, which purportedly purchased milk from farmers at extremely low prices to sell to the Mumbai city government, gave rise to the cooperative movement in Gujarat in 1946. The late Dr. Verghese Kurien was virtually entirely responsible for designing and founding Amul (who, ironically, died in the 50th year of the creation of the Amul girl). After being sent by the government to run a dairy in Anand in 1949, he first assisted farmers in fixing their equipment before directing Operation Flood, a cooperative effort that transformed India from a net importer of milk into one of the world's two largest producers today.

**Keywords:** amul · marketing · campaign

Although his idea was a straightforward one of providing thousands of small dairy farmers with centralised marketing and quality control facilities—the missing links in the dairy business at the time—Verghese Kurien was known as the Milkman of India for a reason.

As a result, the Gujarat Cooperative Milk Marketing Federation was founded in 1973 to market the milk and milk-related goods produced by Gujarat's six district cooperative unions [1].

More than 50 nations already carry the Amul Brand. It is widely distributed throughout India. A rural revolution gained a long-lasting competitive advantage thanks to the development of the Amul brand and its well-known mascot.

The Life and Times of India's Most Popular Ad Icon, the Amul Girl [2]. The Amul brand's official mascot is Amul Girl. A young Indian girl in a polka-dot dress with blue hair and a ponytail is depicted in the hand-drawn cartoon [3].

The Amul Girl was developed in 1967 as a counter to the butter-girl produced by Amul's competitor brand, Polson [4]. It set a global record for the longest-running advertising campaign ever to take place on Earth!

Sylvester daCunha (daCunha Communications) developed the (original) Amul Girl to compete with the Polson dairy girl (Fig. 1).

Kurien, a seasoned marketer, gave DaCunha Communications enormous creative latitude to publish the Amul Girl advertising without first obtaining approval from the corporation (Fig. 2).

Here are some of the most effective Amul Butter Girl commercials (Fig. 3):



Fig. 1. Amul Brand Logo & Product

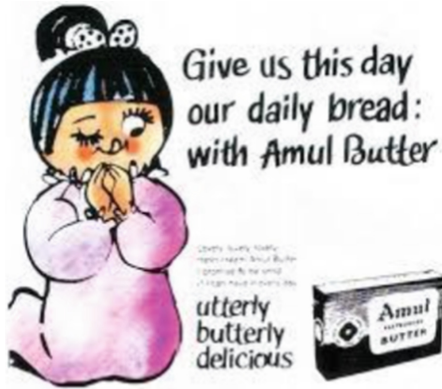


Fig. 2. The very first advertisement for Amul Butter Girl, released in 1967

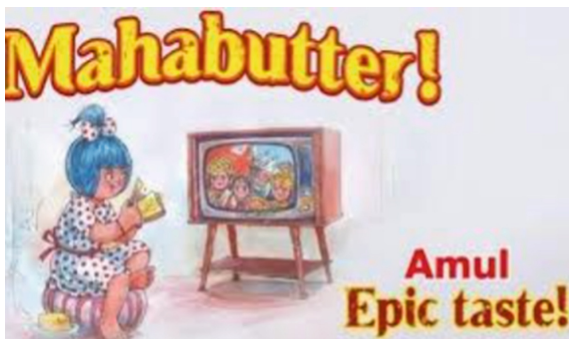
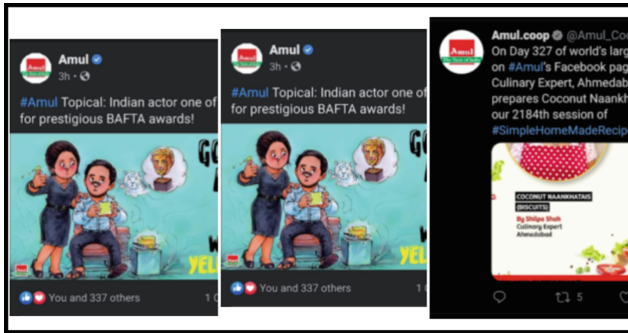


Fig. 3. Amul Mascot Television Commercial



**Fig. 4.** Social Media Advertising Campaign

Amul's mascot concept has been tremendously successful offline, and it is now succeeding online.

### **Amul's Approach to Digital Marketing**

Every brand needs to update its marketing plan in this more digitalized world. Like its rivals, Amul with TV Ads has begun concentrating more on the online mode of advertising (Fig. 4).

#### **1. Amul on Instagram and Facebook**

Amul found it quite simple to transition from offline to online marketing in the modern era. Prior to today, they had already been producing content for banners and newspapers; they now simply use the same aesthetic for their Facebook and Instagram creatives.

The Amul Butter Girl and newsworthy events worldwide are the focus of their most well-liked creatives on Facebook and Instagram.

Amul's successful digital marketing initiatives on Facebook and Instagram.

*"Drink milk with each meal"*

Amul recruited Draftfcb Ulka, a digital marketing company, in 2013 to develop a campaign targeting both print and digital media [5].

This campaign's goal was to inform Indian consumers about the benefits of milk and its derivatives.

Milk used to be regarded as the world's favourite energy drink, but in the current age of junk food, its significance has been diminished (Fig. 5).



Fig. 5. Rebranding of Amul

Amul therefore concentrated on rebranding Milk and its complete line of dairy products in this campaign to seem hip and alluring.

Additionally, Amul produced visuals to inform its customers about the various contexts in which they could use Amul products (along with the numerous benefits of those products).

### For National Milk Day

Amul launched a new campaign utilising the hashtags #CelebratingDrKurien #BikeRally #VaranasitoAnand and #26 November to honour National Milk Day on November 26, 2019.

The goal of this campaign was to engage young people and push them to live lives driven by purpose.

50 riders travelled the 2500 km from Varanasi to Anand as part of a bike rally Amul arranged throughout the campaign to visit dairy farmers, dairy professionals, and to hear about Dr. Kurien and his works.

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**Fig. 6.** On Facebook, Instagram, and YouTube, Amul also released a brief film about Dr. Kurien lasting only 70 s. All of the aforementioned platforms were used to broadcast the 12-day trek live as well.



**Fig. 7.** Twitter as Marketing Communication

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## 2. Amul on Twitter

See Fig. 7.

### Campaigning

Given that Twitter is a particularly unique medium in comparison to other social media platforms, Amul has a sizable fan base of over 335K followers on this site.



Fig. 8. New range of products under AMUL



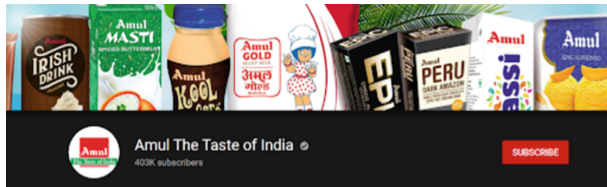
Fig. 9. Amul on Twitter

Amul frequently publishes entertaining images of the Amul Butter Girl on its website. Many individuals find those images to be relatable and repost them in response to the most recent events in the world.

An excellent medium for a brand to interact with its customers is Twitter. Amul seeks to take advantage of this by holding participatory events like competitions and giveaways.

Many consumers use Twitter to air their complaints about a service or a product. Amul makes sure to respond to tweets from customers who are dissatisfied with their products.

Amul takes customer feedback very seriously and makes an effort to address consumer issues on Twitter, even in front of thousands of people, in contrast to many brands who ignore or delete the bad messages made by their customers (Figs. 8, 9, and 10).



**Fig. 10.** Amul on YOUTUBE



**Fig. 11.** Amul Digital Marketing Approach

Amul is also on YouTube, where it has a channel called Amul the Taste of India that has more than 4,03,000 subscribers. However, YouTube posts commercials that have already run on television.

However, Amul launched a new campaign called Simple Home-Made Recipes during the Covid-19 outbreak when the nation was under lockdown. This campaign was also pushed using the hashtag (Fig. 11):

“#SimpleHomeMadeRecipes.”

The following section of the case study will go into greater detail regarding this campaign. This is the result of Amul’s digital marketing approach.

### **Amul’s COVID-19 Digital Marketing Strategies**

Despite the lockout and the fact that Amul is an FMCG brand, sales have surged as a result of households’ increased consumption and its availability on e-commerce platforms like Grofers, Big Basket, Paytm Mall, etc. However, it has also increased the amount it spends on marketing initiatives.

Everyone tried to stay inside during the lockdown, and even if they did, no one wanted to leave too far for their food supplies because doing so could endanger their safety. Amul took it a step further and developed an app to assist its customers in finding Amul items nearby (Fig. 12).



**Fig. 12.** Locate Amul App



**Fig. 13.** AMUL CLASSIC

The marketing initiatives Amul ran while the company was under lockdown are what we'll look at next.

### **Amul Classics, First**

Therefore, it is common knowledge that Doordarshan has resumed airing the Ramayan and Mahabharat. Customers therefore flooded Amul with pleas for them to resume airing its vintage 90s retro commercials.

At that time, Amul entertained its fans by broadcasting their favourite vintage commercials both on TV and online (Fig. 13).

*\*Hums Amul Doodh Peeta Hai India in my head\**

Amul is therefore working hard to boost its presence among the Indian audience, which is at home and using social media to consume content.



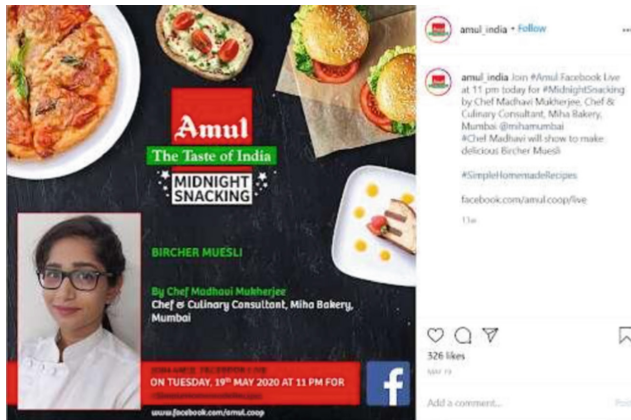


Fig. 14. AMUL Midnight Snacking

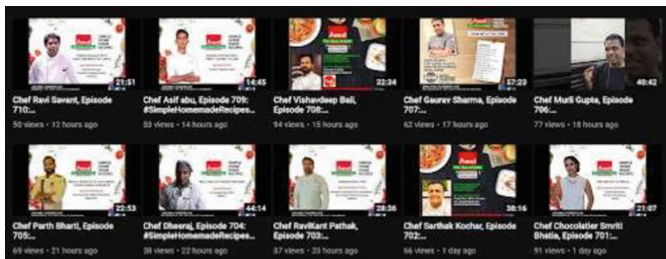


Fig. 15. AMUL Home made Recipes during Covid Pandemic

## 2. Easy-To-Make Recipes

Amul created the #SimpleHomeMadeRecipes campaign at the beginning of the lockdown.

They invited chefs from all around India and from various dining facilities, such as bakeries, hotels, and businesses, and asked them to demonstrate their culinary prowess to their Facebook audiences (Fig. 14).

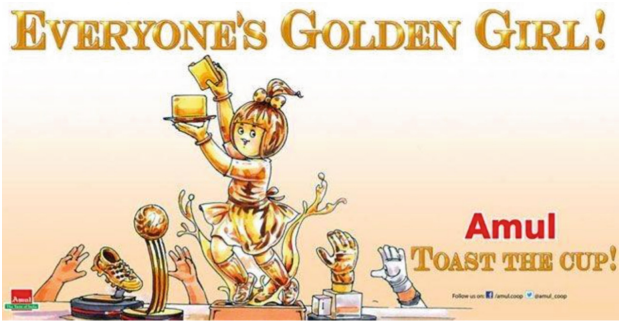
The chefs on this cooking programme provided a brand-new recipe in each episode, using Amul ingredients. These shows were seen by about 750 million people, and Amul even posted images of food that their viewers had made. On its YouTube channel, it has posted more than 700 episodes, and it still does so frequently (Fig. 15).

This tactic worked well, and the audience responded favourably to it. Our case study comes to an end at this point. Now let's look at what the case study's conclusion has to offer (Fig. 16).

Not only is the chubby little moppet in the well-known polka-dotted frock the Amul Butter mascot.



**Fig. 16.** AMUL GIRL



**Fig. 17.** Amul Golden Girl

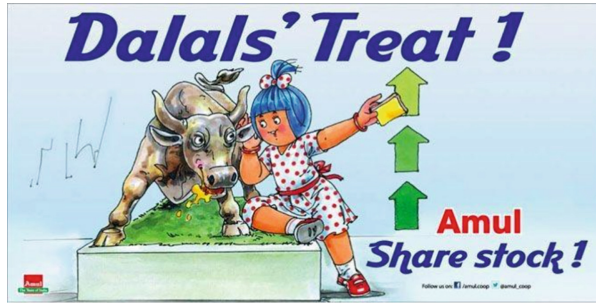
The Amul Girl represents the very battle her parent was created to fight thanks to her frequent appearances on billboards and clever catchphrases that make fun of current events (Fig. 17).

According to the agency, which is run by Rahul daCunha, Sylvester's son, the freedom is still upheld and is the reason the Amul Girl never misses an opportunity to share her perspective on the world.

While the late Eustace Fernandes drew the mascot, some of the more well-known advertisements were made by theatre and advertising veteran Bharat Dabholkar (Fig. 18).

A farmers' cooperative's ability to adapt to the competition was made possible via branding.

It outlined the distribution of edible oil and frozen goods in the 1990s, and from 2000 to 2010, it outlined the distribution of liquid milk outside of Gujarat. Amul's parents have been busy importing milk from outside Gujarat since 2010.



**Fig. 18.** Amul Campaigning

### Conclusion

In its list of the Top 1000 Asian brands, Campaign Magazine selected Amul as the top brand. Amul has come a long way from striving against middlemen's exploitation to being a necessary product in every Indian household.

Amul reached success by developing incredible techniques that could touch the hearts of all Indians. Amul was able to establish a strong presence in the minds of the consumers through the subtle integration of "Amul Girl" with current events and the subsequent publishing of the same on all social media platforms.

With the use of digital marketing, it has been attracting more customers, and it has adopted consumer-friendly tactics. We should all be practical and decide to advertise our products online in light of the current worldwide pandemic crisis.

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