

## ADVERTISING FOR AMUL BUTTER: CAN A CLASSIC CAMPAIGN SUSTAIN FOREVER?

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### Abstract

Almost everyone in India grows up watching Amul butter girl, one of the loveliest and adorable advertising mascots that has become an ultimate breakfast brand. Of all the advertising brands, Amul butter and its girl remains ever fresh and lasting in our memories since its inception. Amul butter advertising campaign is known for its topicality and there is nothing that has not been touched by this campaign along with the Amul girl.

As a part of its advertising strategy, Amul butter is incredible for its long-lasting impact on viewer's mind, as it takes up any current or controversial issue that is making headlines in the media and turns into a beautiful, hilarious selling point. The campaign with its undiluted messaging style not only nudges the consumers' preferences, values, and lifestyles but also echoes the sentiments of a nation.

This paper focuses on the advertising strategies of the Amul butter campaign. The key objectives of the study are to understand the trust value of Amul, its ability to handle controversies, the use of political appeal and the charm of the timeless Amul girl.

The major findings of the study reveal that the Amul butter campaign has unparalleled mass support and trust value. It also finds an emotional bonding between the Amul girl and its consumers and this brand rapport reinforces its advertising strategy that what it did in past or what it does now, will continue to impress the people even in the times to come.

**Keywords:** *Amul butter, Trust value, Political appeal, Advertising strategy, India, Advertising, Amul girl mascot*

### Introduction

Advertising is an effective and persuasive technique used by brands to communicate with their potential audience. Advertising is to create an image of the product and where it fits in its audience's life. It tries to identify a gap in their lives that can be filled in by the product or service being presented. In a competitive world, advertising helps a brand to shine better than its competitor and prove its supremacy by positioning as a unique brand. With the new technology emerging and new generations coming, the advertising strategy needs a continuous revamp so

that it can successfully enter its audience's mind and do the magic. Today, advertising has ample media choices and vast market scope. The platforms and strategies required for advertising are dynamic because people of different generations have their groups on various platforms, and the brand wants to reach them successfully. So, brands keep changing their ways to advertise so that they can achieve the desired audience. But what if their audience comprises everyone, from all over the world, on every platform, kids to older people, new technology to conventional? There are two important key aspects to carry out a successful advertising campaign: Impact and cost. All advertising campaigns and strategies revolve around these two points to create a perfect campaign strategy for them. Usually, high impact brings high costs and vice versa. But exceptions are always there. One of them is India's biggest dairy brand, Amul.

In 1946, Amul was established with a mission statement of stopping the misuse of farmers by the mediators in the dairy product industry. The corporation was created by Dr Verghese Kurien, also known as the Father of the White Revolution in India, as the corporation was responsible for the White Revolution in India, which placed India at the top of milk-producing nations.

The Brand is managed by the Gujarat Cooperative Milk Marketing Federation Ltd. ('GCMMF'), which is jointly owned by 3M milk producers in Gujarat.<sup>1</sup>

More than 15 million milk producers provide milk to the whole country through Amul. Amul is found in over 50 countries, with India alone having more than 7200 parlours.<sup>2</sup>

Amul has been awarded the Guinness World Record for the longest-running advertising campaign.<sup>3</sup> It is the longest-running campaign despite the fact of dynamic advertising platforms to reach out to new generations through latest technologies. The most successful product and the ad campaign associated with it is the Amul butter: '*utterly butterly delicious*'. The main asset of this successful campaign is the Amul girl, its bubbly character, India's most renowned promoting mascot that has helped in transforming the organization she represents into one of the country's most trusted brands. The Amul girl with her cartoonish appearance which was considered new in old times and as a nostalgia now, humorous and witty remarks on present-day occasions, successfully promotes '*the utterly butterly delicious*' ad series as the most sustained promotional campaign till date.

### Literature Review:

Amul butter as a brand is so strong that it enjoys mass acceptance and has become a 'family brand' in India. It speaks to the accompanying three values: trust, Indianness and quality. The Amul message of 'Taste of India' has beautifully reciprocated as 'trust of India' alongside its bubbly young girl as a mascot. Its USP is largely unchanged and universal as Amul butter girl communicates the contemporary stories of society in most refreshing ways. The creative strategy unfailingly banks on charming graphics and cleverly coined words and phrases to sell the butter.<sup>4</sup>

#### **Cost-effectiveness**

In competitive positioning, Amul has a good company from its competitors ranging from local to national and international level for all its products.

Amul is known for its low pricing, high quality and ‘value for money’. It follows a ‘backward integration’ strategy, which helps substantially in cost reduction. Backward integration strategy is a vertical integration in which a company controls its suppliers of inventory and raw materials and reduces costs and boosts efficiency.

Amul spends very less on its advertising budget too, reducing the costs further, but spends it very effectively. The Amul girl mascot costs just one percent of its revenues on advertising as compared to its competitors, who spend around 7 to 10 per cent on advertising.<sup>5</sup>

The large product portfolio, a strong pricing strategy and a reliable supply chain of Amul lets it enjoy the crown in competitive advantage by delivering the best quality at the lowest comparative price.

### **Brand Strategy**

AMUL is ranked as the top Indian brand by Campaign magazine in their list of Top 1000 Brands of Asia for three years. It is the only brand that holds on to the old school way of brand strategy. Their content and campaigns are simple; which would lead to mass appeal. The product association accomplished through a planned brand strategy in the end sets up a product with a brand identity.<sup>6</sup>

Effective campaigns differed in their creative strategy, rational versus emotional appeals and the presence of a brand-differentiating message. The research also suggested that the differences in advertising arose from differences in the marketplace and cultural environment. (Frazer, Sheehan & Patti 2002).<sup>7</sup>In the long business journey to make the business prosper, a business needs a unique identity to get distinguished in the cutting-edge marketing and competitive era. For Amul, their advertising strategy of cheap and old school way of ads became their identity which adds up as a bonus for the company. Amul spends very less on its advertising budget but spends it very efficiently and effectively. Amul believed that huge expenditure on advertising was not always necessary, if an Advertisement knows its purpose for which it has been designed, it will achieve creativity and ingenuity in its own way.

Amul’s Marketing strategy covers many important aspects of the business right, like segmentation and targeting, the overall mission and vision of the company and the various other parameters needed by the company to become the top brand in the market.<sup>8</sup> Amul has a robust promotional strategy to provide momentum to the existing market value and consumer base. The federation supports a well-thought marketing plan to reach potential consumers and reinforces their buying preferences and brand loyalty. The Amul butter campaign holds many such sweet associations and memories about the Amul butter girl and brand in consumers’ mind. These brand cognition influence consideration, evaluation, and finally purchases (Romaniuk and Sharp, 2003).<sup>9</sup>

## Media Advertising

Through their fearless ads, they have often highlighted voices against issues, which is generally not seen in any FMCG advertising. Most organizations abstain from taking the risk of commenting on political issues, but it's not the case with Amul. There were even some controversies in Amul's history, when they remarked on national political events, for example, 'Crisis in India' in 1976, 'Boycotting China' in 2020.

Regardless of whether the content for their advertisement might be boring or not everyone's interest, yet Amul successfully builds up its view with a humorous punch, in an unobtrusive manner.

The media strategy of Amul advertisement has three vital Cs: clarity, crispness and consistency. All of their print ads could be seen at a specific corner of a specific page in some national newspapers, like 'The Times of India' (*National Newspaper*) where one could find the innovative ideas of the company in the form of ads. In communications terminology, it is termed as a strategy which makes desires in the reader's mind to locate a specific sort of content in a particular place.

Nostalgic appeals in advertising do allure the audiences and connect them to the brands. Companies like PepsiCo, Coca-Cola, Unilever are known as '*merchants of nostalgia*' as they believe that touching the target audience's fond memories of the past would be a successful marketing effort (Elliott, 2009).<sup>10</sup> People of all ages and rather generations can relate to brand Amul and its mascot cartoon girl. The cartoon idea is vibrant, easy to remember and has been on the air for decades now. For old people, it is nostalgia and for new generations, it's an interesting history. Muehling and Spratt (2004)<sup>11</sup> in their research, also supported that advertisements using a nostalgic theme could build a lot more positive and favorable vibes for the advertisement, advertised brand and nostalgic thoughts than non-nostalgic ads. Right from Nirma girl to Zoozoos and from ICICI's Chintamani to Air India's Maharaja, they have been the cynosure of consumers' eyes and our butter girl has made this bond stronger and dearer.

In 2020, during the Covid-19 Lockdown, the Indian television started airing its best classic television serials of 80's and 90's like '*Mahabharata*' and '*Ramayana*'. Amul used the opportunity and displayed its old Amul butter ads, which used to get shown at that time. The main objective was to strengthen the feeling of nostalgia among the old generation and increase the trust value by making them realize that the brand still holds the magic of olden days and connects across the generations

## Objectives:

The prime objective is to understand and analyze the advertising strategy of Amul butter. It intends to explore how it has become so powerful and popular despite its cost-efficient advertising. Are they promising quality to their customers or just focus on their image? Has the Amul girl with her topicality become a clichéd image? What are their strategies on responding to

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their customers during crises? All the above questions have been condensed into four main objectives for the present study of Amul butter advertising campaign:

1. To understand the trust value of the Amul butter advertising campaign.
2. To assess the uses of political messages in Amul advertising campaign
3. To study the longest-running campaign (Amul Girl) for Amul butter advertising
4. To explore the need to revamp the Amul butter campaign in its present context

### Methodology and Design:

In order to study the effects of the Amul Butter advertising campaign on the consumer population, an online survey was conducted based on the advertising campaign and responses were recorded. A purposive sample of 85 respondents comprising 70 young consumers and 15 marketing professionals was distributed to obtain the responses on the basis of a structured online questionnaire. The young respondents came from a reputed Indian university hailing from different cultures, states, languages and financial backgrounds. The sample batch for survey responses, being the residents in India, was well exposed to Amul's advertisements and their products, so considered to be well situated to judge Amul butter ad campaign's impact on the community. Due to the widespread interests of young consumers and professionals' expertise, the survey is supposed to provide the most suitable approximation in their responses.

### Result & Discussion:

This section of the study contains the discussion and analysis on the basis of dimensions explored on the above objectives by the survey.

#### Trust value campaign:

*They say with age comes wisdom.* A company running since 1946 without or with a very little controversy record, eventually develops a comfortable image among its audience. Their ads are consistent with the same idea being presented over years and they would successfully connect any news to Amul using their Amul girl as the glue. It is this connection that leads to people relate Amul to latest issues and events of India and rest of the world, like during various political controversies, positive news like Indian cricketer Virat Kohli and his wife expecting a baby, etc. Instead of making their own content, Amul would take their content from the latest issues and events happening around us and connect their girl to it. Through this, they always end up with a good amount of content and can use it whenever they want. Their audience always sees them along with hot topics airing, instead of having their own separate advertisements describing their own product. Amul, in its ads, does not sell the butter, but the happiness, victory or everyday emotions coming along with the latest news and this makes people think that they are actually representing the voices of common people, the whole nation as one.

The credibility of a brand, defined as the perceived believability of whether a brand has the ability and willingness to continuously deliver what has been promised (Erdem&Swait, 2004)<sup>12</sup>,

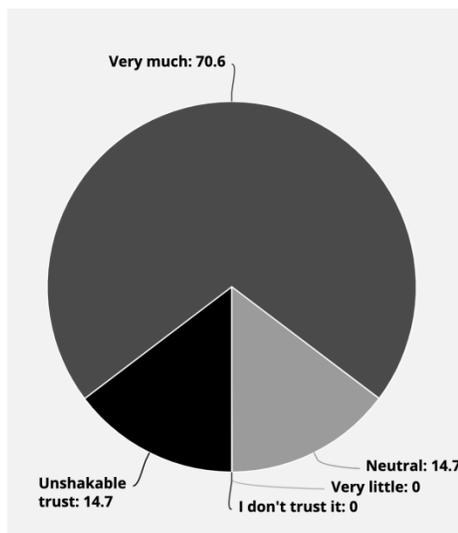
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provides unbeatable benefits to both consumers and companies. Simply put, for consumers, purchasing a credible brand assures a quality that they can count on. For companies, a credible brand means that marketing efforts will be more cost-effective because of the heightened likelihood of message acceptance, thus bringing companies increased sales through repeat customers and referrals.

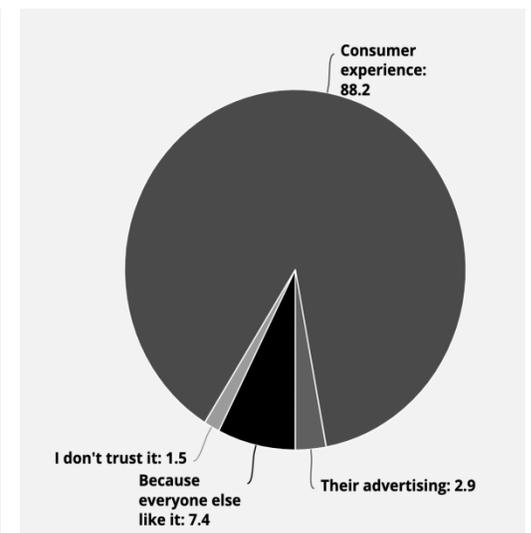
According to data analyzed (*Annexure-1*), the majority of Marketing managers of various FMCG giants in India believe that Amul has successfully grabbed the major aspects that control the country, like nationalism, our love for cricket, Bollywood and common man’s struggles and have used these points as the basis of their image. Only 2 out of 15 managers find this strategy of Amul to be risky and unfit for their brand image.

- They find the company is using emotional points, like nationalism, getting people together and after making a community, sell their products to them. Amul never tells the pros. of their products in their ad. Instead relate the feeling of being in the community that uses Amul products, a community that uses Indian products, a community that helps India to grow, and diminish poverty.
- They also believe that due to the long standing of the company, as compared to the new emerging companies, they have tried and experimented on various strategies and have come up with the minimal risk strategy for India. Their girl figure and the idea of converting news into ads are extremely affordable as they don't have to endorse any celebrity as they just sketch that person in their ads, and their cartoonish ads can be related and understood by anyone, young to older, rich to poor.
- They also say that Amul ads are very creative and joyful. Their humoristic comments on the latest news using the puns are the best part of the communication strategies that engage the audience.

The data (*Figures 1 & 2.*) further reflects that the brand enjoys great trust value among the surveyed population. A few sections of people have an unshakable trust but there is no person with little or no trust for the company. But the majority of trust is through consumer experience and not the ads. The most probable reason behind this is that their ads are not direct.



*Fig 1: Trust Value Campaign – Consumers’ trust for Amul brand*



*Fig 2: Trust Value Campaign – Consumers’ reasons for trusting the brand*

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They stimulate their audience's mind with their ads, which actually contain the latest events and news and not their own products, instead of directly advertising about their product.

This increases the recall value of their brand. And then people use their products, find it comfortable after using it and give the major credit to their experience. Amul recently split milk controversy and consumers' support in Social media. Like the controversy of 'Stretchy mozzarella-like milk'.<sup>13</sup>

There are a few people (*Figure 2*) who trust the company because everyone else does it. This reflects that attaining the support of the majority gave the brand a few extra followers and users.

### The political appeal in the campaign:

As we have seen Amul making ads with various news topics, involving various national and political content which may prone to controversies. It regularly features election stories, visits of foreign dignitaries and border disputes with neighbors. The consumers feel that Amul represents the voice of India (forgetting for a moment that it should be just the Taste of India) and started to accept and agree to their comments.

This leads to a simple explanation. Amul has indirectly entered the political world because of its sarcastic and sometimes provoking comments on Political News/events, which people find quite easy and fun to understand. People see their ads as if they are fun to watch but it indirectly or maybe unintentionally nudges them to think through Amul's vision. Amul never takes a public opinion or survey before commenting on any news through its ads. But as a lot of people don't mind and are comfortable with their ads, people find that Amul's words are actually their own voices, represented in a different way to society. By this, Amul enjoys a powerful support from the majority people of India; a similar support for which parties spend millions of rupees during elections. Their comments stimulate their audience's mind and therefore, have the power to affect the decisions taken by the public, and on the bigger scale, decisions taken by the government or the whole nation.

This makes Amul the only company that can actually enjoy the feeling of a political party as the company has the power to affect public ideas. They can use this for becoming the most powerful monopoly for FMCG goods in India. But, as said with great power comes great responsibility, this power can make the company vulnerable if it falls on a serious controversy. It can adversely affect the company's image where the reason would have been political as in the case of 'Sudarshan news' controversy.<sup>14</sup>

Some Marketing managers have mixed feelings (*Annexure-1*) about Amul's political messaging:

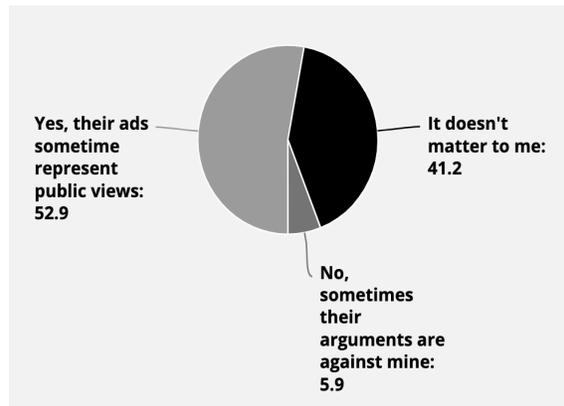
- They are neutral even in their political comments and always present views that are accepted by the majority. They also believe that Amul doesn't force people with their opinion and their ads that present the latest news are relatable and easy to understand for anyone.

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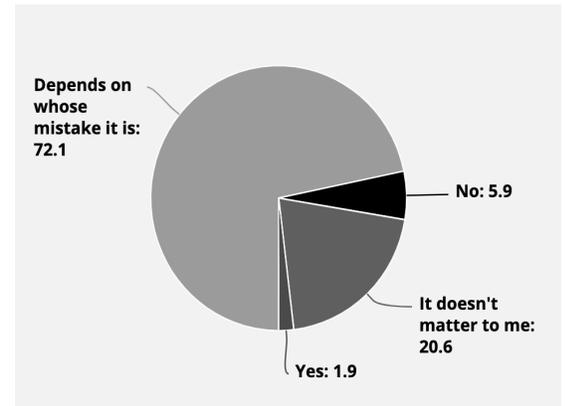
- The data shows that a few professionals are skeptical of Amul's idea and think that it's a very powerful way for Amul to grow rapidly and create profit, by using political appeals.

The respondents (*Figures 3 & 4*) also support the political messaging of Amul advertisements as felt by the marketing professionals. People think that Amul represents the voice of India. A very small section of people found it against their views but to a lot of people, it doesn't matter.

This tells that even if majority find it representing public views and are comfortable, a large number of people, close to majority just don't care about what and how they present political events in their ads.



*Fig 3: Political Appeal in Campaign – Consumers' reaction to Amul's stake in political affairs*



*Fig 4: Political Appeal in Campaign – Consumers' stand in the wake of any controversy*

The study (*Figure 4*) also presents that if Amul involves in any controversy, majority (72.1%) of people will first analyze the situation and mistake before taking any side, 20.6% won't take any side, as they keep just a customer-company relationship instead of a follower relationship with Amul.

Still, there are a few people (1.9%) who would take Amul's side no matter what, the most probable reason would be the trust value and years of service to them.

**Ageless Wonder Amul Butter Girl:**

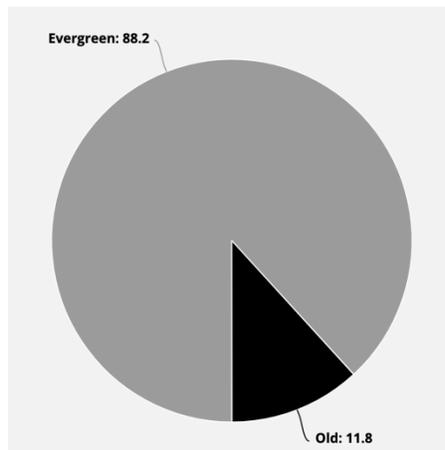
The brand uses the Amul girl as their advertising mascot for Brand promotion. Amul has been using this figure cleverly to create the longest-running ad campaign. The cartoon instils an element of joy, love and playfulness into its print ads. People love their content, and it has resulted in successful and better customer engagement. This also increases their brand's recall value. Hence, the Amul girl advertising campaign is often described as one of the best Indian advertising concepts.<sup>15</sup>

According to the qualitative analysis of various professionals' views (*Annexure-1*) on the Amul girl, most of them think that the idea is a big hit, even if they like it or not. They further support their views that:

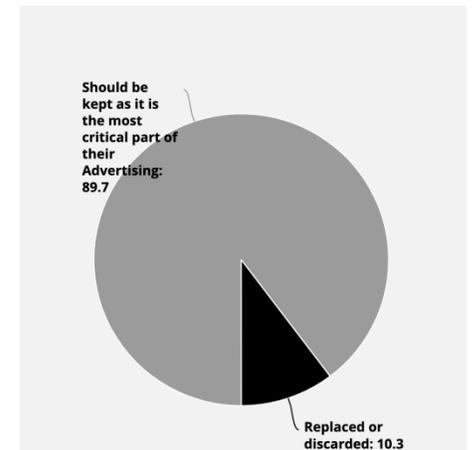
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- It's an affordable and effective way of making ads and avoiding expensive celebrities as in this case Amul won't have to pay for endorsing celebrities. It would just sketch their cartoon and put it along with the Amul girl with a theme relating to the latest news where that celebrity is highlighted.
- The Amul girl ad campaign is their best creative work that engages the folks from every strata- rich, poor, old and young alike. Old people and their grandchildren can easily relate to that girl. ***They believe it makes a connection between generations, which is a very powerful and big step taken by a brand.***
- For most of the elderly audience, it's a great source to inject nostalgia in them and people won't prefer for that girl to go.

Most of the respondents (*Figures 5 & 6*) believe that the Amul butter girl idea is evergreen and about 89.7% say that it should never be changed as it is the most critical part of their advertising strategy, as compared to the 11.8% who find it old and 10.3% who want to see something new from the company. Still, among people who find it old, some of them don't want it to change as in the former case, the percentage of people is 11.8% as compared to latter, which is 10.8%.



*Fig 5: Ageless Wonder Amul Butter Girl – Responses. on the Amul Girl idea being old or evergreen*



*Fig 6: Ageless Wonder Amul Butter Girl – Responses from the people about replacing or discarding the Amul's toon girl*

Therefore, the analysis suggests that people still prefer to see the Amul Girl around and they actually like it being around, despite being an old idea in an ever-growing world.

### Sustainability of the campaign:

This section of the study combines all the critical aspects that build up the advertising wealth of Amul and analyses the pros and cons of their whole strategy.

Amul, by not being just a company or brand but a community and a sense of unity has proved that it is 'Priceless' for our nation. (As the name itself suggests from the Sanskrit "Amoolya") both economically and socially, due to its mission statement, its strategy techniques, its product distribution model and customer services. Therefore, it deserves special attention from their customers as well as their competitors. This nudges the experts to get their hands on Amul's achievements and relate its success to the business theories. People certainly think of Amul as a

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movement that represents the economic freedom of farmers (*refer to Figure.7*), as a brand which has given farmers a vision of hope and a dream of economic sustainability.

Amul takes up everyone’s issues and connects creatively with the audience to sell the butter. The 'Amul girl' consistently utilizes 'pun' to remark on most recent news or recent events. The advertisements convey the Indian values alongside making mindfulness about the issues the nation faces. Since a large portion of the outdoor advertisements are situated on major highways, it increases the visibility of Amul and induces wide emotions and opinions among the public. Amul advertisements are the point of conversations for journalists, student community, politicians, homemakers and so forth. Amul extends its media advertising to promote films or television serials, either through product placements or sponsorship. Amul uses its slogan 'The Taste of India' and 'Amul girl' in the entirety of its advertisements to date.

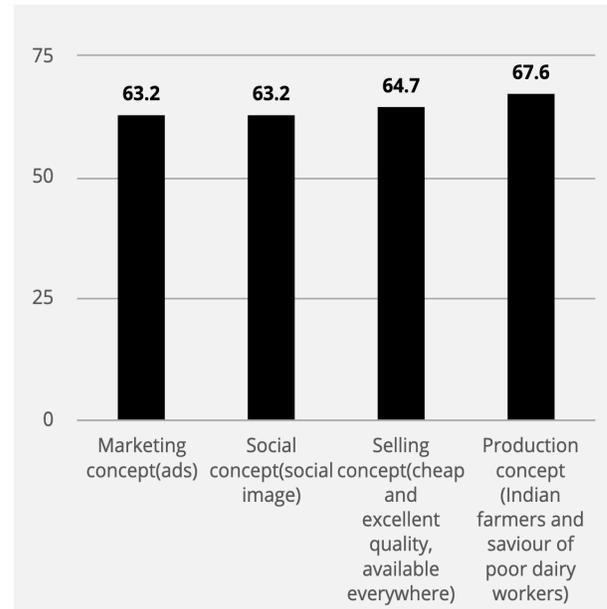


Fig 7: Sustainability of the Campaign – The concepts possessed by Amul that people find most powerful

The study shows that brand fandom is a favorable marketing strategy as being a fan of brand mascots, the companies may win the consumers’ trust and loyalty and heighten the possibility of purchasing the products. (Pairoa and Arunrangsiwed, 2016)<sup>16</sup>

The analysis of these ad campaigns reveals to us why a large advertising financial budget for ad campaigns is not always necessary to sell your item or in building a well-trusted brand. Amul's advertising planning follows the idea of ‘Umbrella Strategy’. This allows the brand to make new and impactful advertisements and commercials for every one of its items at a very low cost. Amul’s advertising financial budget is under 1% of its whole turnover<sup>17</sup>, which is an icebreaking fact.

Amul’s quality items like Amul Butter, which serve as the face of the brand, are present in its ads. The reach of

Amul's advertisements is extremely high as compared to the ad cost. Amul follows the idea of inbound marketing ads to spread awareness and promote publicity about its brand.

Majority of the marketing managers are of the view (*Annexure-1*) that changing or revamping the Amul butter advertising strategy would be very risky.

Though, still, a few experts think that they should experiment with some new presentation ideas like memes and daily stories where they can share the everyday life of their employees, farmers, etc.

While summarizing the respondent's views on one-word expression about what comes to their mind when they define Amul advertising campaign. The word cloud illustration (fig 8) represents the size of the words in relation to the frequency of the words by the respondents.

The analysis resonates that to be a strong and large brand, a company needs to have a strong production concept, impeccable business model, earn the trust of people through the consistency of its missions and attributes for which it stands for. A huge marketing budget is not always needed to communicate with its customers and build exceptional customer loyalty.



Fig 8: Sustainability of the Campaign – Words used by people on defining the Amul's advertisements

## Conclusion

It is true that people purchase those brands with which they are emotionally attached. The study reinforces that the eternal charm of Amul butter girl holds to captivate the consumers and it strongly supports the 'low cost but high impact' advertising strategy as a successful formula for the competitors and consumers together.

This case study analyzes the four most vulnerable aspects of Amul Butter advertising campaign and concludes that:

- The campaign has a great value of trust but the trust is through consumer experience and not the ads as their ads are not direct. They stimulate their audience's mind in a way that increases the recall value of their brand.
- The commentary on the political issues is not new to the Amul butter advertising campaign. People think that Amul represents the voice of India. There are people who are likely to take Amul's side and support it, if it falls in any controversy, the most probable reason being due to the trust value and years of service to them.
- The Amul butter girl idea is evergreen and classic, and it should never be changed. It is the most critical part of their advertising strategy. People still want to see the Amul girl around and they actually like it being around, in spite of being an old idea in a dynamic world.

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- Amul has a strong production concept, trust of people and a sustainable marketing budget with a high impact to build an exceptional customer loyalty. From peoples' perspective, the campaign stands for its '*uniqueness*', '*creativity*', and '*quality*'.

With increased competition in the category, Amul butter campaign cherishes undisputed fame and longevity due to the greater focus on consumer accountability, affordable quality and advertising effectiveness. Concurrently, the brand and Amul butter girl, which was confined to outdoor media for decades, is also spreading its reach to other non-traditional media like Facebook, Youtube and Twitter. Amul Butter advertising campaign, in spite of being a classic campaign with minor changes, has a great future and possesses the potential to live and thrive forever.

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*Annexure 1: Qualitative Analysis of the views of Marketing Managers from various FMCG Giants in India*

**TRUST VALUE CAMPAIGN**

|   |  |   |   |   |
|---|--|---|---|---|
| "THEIR ADVERTISING STRATEGY IS MORE EMOTIONAL IN TERMS OF NATIONALISM AND SECULARISM THAN IT LOOKS" | "THE MAIN START FACTOR IS DISPLAYING THEIR HELP TOWARDS THE FARMERS, AS IF THEY ARE HELPING THE FARMERS AND DEALING WITH POVERTY AND NATION" | "THEY ARE POSITIVE IN EVERY ASPECT TO THEIR AUDIENCE, EVEN THEIR ADS ARE TAKEN AS POSITIVE FROM MAJORITY" | "THE EVERGREEN AND NEVER ENDING AD STRATEGY IS INFACIT BETTER THAN GETTING OUTDATED. AFTER A CERTAIN TIME OLD BECOMES GOLD" | "THEIR PRODUCTS ARE EXACTLY LIKE WHAT THEY PRESENT IN ADS. SIMPLE AND BEST" |
| "TRUST COMES WITH AGE OF SERVICE. SO, SAME IS WITH THEM"  | "NEVER DISAPPOINTED THEIR NATION. THE NATION IS HAPPY, SO THE COMPANY"   | "VERY CLEVER, USING FARMERS NAME AND NATIONS NAME TO GENERATE PROFIT"                                     | "VERY SIMPLE. AND UNCREATIVE. LUCKY ENOUGH TO GET GOOD RESPONSE BECAUSE ITS OLD AND AT THAT TIME, CARTOON WAS A GOOD DEAL"  | "THE KINGS IN INDIAN ADVERTISING. SIMPLY CREATIVE, POWERFUL, HIGH IMPACT"   |
| "IMPECCABLE STRATEGY. CHEAP, FRUITFUL AND SUITS WITH THEIR CONSUMER EXPERIENCE"                     | "TOO COLOURLESS, OLD AND UNCREATIVE"   | "GREAT. NATIONALISM FEEL, FUNNY ANF PROUD AT THE SAME TIME"   | "GREAT EXPERIENCE DUE TO AGE. MINIMAL RISKS IN THEIR STRATEGIES"  | "FUN TO WATCH, DIDN'T EXPECTED THAT A CARTOON WOULD TAKE IT SO MUCH"        |

**POLITICAL APPEAL IN CAMPAIGN**

|   |   |   |  |  |
|---|---|---|--|--|
| "THEY CAPTURE EMOTIONAL BEHAVIOUR FIRST AND THEN THEY CAN MAKE ANY COMMENT"                                 | "POLITICS INDIRECTLY LEADS TO GROWTH AND EVENTUALLY FARMERS TOO, THEY MOVE BACKWARDS"             | "THEY ARE LIKE THE VOICE OF PEOPLE IN POLITICS, AN INDIRECT PARTY"  | "THEY ARE TRANSPARENT, THEY USE LATEST NEWS AS ADS, FOR NEW CONTENT"                                       | "THE CONTENT COMES FROM NEWS , INSTEAD FROM CREATIVITY/STORY"  |
| "ALWAYS TAKES SIDE OF NATION, A NATIONALIST COMPANY, THEREFORE, POLITICS"                                   | "TRYING TO SECURE AN UNLIMITED PROFIT THROUGH INDIRECT POLITICAL POWER"                           | "THATS THE OLD WAY FOR THEM TO CREATE PROFIT, THEI MAIN STRATEGY IS POLITICAL COMMENTS EMBEDDED IN CARTOONS CALLED ADS" | "THE ONLY COMPANY WITH THEIR VIEWS ON POLITICS AND NEWS. NO ONE IS LIKE THEM"                              | "DOESN'T MATTER, JUST FUN TO WATCH. DON'T THINK THAT WOULD BE OF MUCH IMPACT IN BUYING THEIR PRODUCTS" |
| "REPRESENT PUBLIC VIEWS AND NEWS RELATABLE TO EVERYONE. MY KID ASKS ME ABOUT NEWS AFTER WATCHING THEIR ADS" | "THEY DON'T FORCE PEOPLE WITH THEIR OPINION. NEVER. THEY JUST CELEBRATE EVERYTHING. SO NO ISSUES" | "NEVER FELT LIKE IT, ADS ARE NOT BIASED.THEY ARE NEUTRAL"   | "THEY AGE IN SECTOR MAKES PEOPLE THINK THAT THEY CAN MAKE COMMENT ABOUT THE THE COUNTRY POLITICS PUBLICLY" | "WILL EVENTUALLY LEAD THEM DOWN AS PEOPLE REALISE THAT THEY HAVE NO RIGHT TO MANIPULATE"               |

**AGELESS WONDER AMUL BUTTER GIRL**

|  |   |   |  |  |
|--|---|---|--|--|
| "A SMALL KID FOR OUR GRANDPARENTS AND CHILDREN TOO, THAT NEVER ENDING PICTURE" | "SAVING MONEY ON CELEBRITIES AND MAKING A NEW ONE BY THEMSELVES"      | "THEIR KID IS WORTH MORE THAN NEW CELEBS. IT GIVES NOSTALGIA AND TRUST" | "AT THAT TIME IT WAS NEW, NOW ITS GOLD"                                  | "IT IS A SUBJECT/SUPPORT FOR ADDING CARTOONS OF NEWS AND CELEBS, A DIRECTION TO NO ENDORSEMENTS" |
| "NOSTALGIA, CANT AFFORD TO CHANGE IT"  | "I PERSONALLY FEEL, IT SHOULD BE CHANGED, THE BRAND WONT BE AFFECTED" | "GOOD AS IT ENGAGES THE AUDIENCE, LIKE A PARTY LOGO"                    | "THEIR MAIN SOURCE TO CREATE AD FROM THE CONTENT WHICH IS NEWS"          | "BEST CREATIVITY THAT EVERYONE CAN UNDERSTAND KEEPING IN MIND THE RICH, POOR, OLD, YOUNG"        |
| "CREATIVE, FUNNY AND EVERGREEN"  | "BORING AND DON'T KNOW HOW IT CAN STILL SURVIVE"                      | "FUN TO WATCH, EVERY TIME IS NEW"                                       | "RELATABLE TO ME AND MY KIDS, FUN TO WATCH AND CONNECT WITH GENERATIONS" | "PERFECTLY FITS IN ADS AND GETS ATTACHED TO THE CONTENT"   |

**SUSTAINABILITY OF THE CAMPAIGN**

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| "STRATEGY DURING COVID MAHABHARATA WAS AMAZING!"   | "THERE WONT BE MUCH CHANGE IN ITS STRATEGY NOW, JUST NEWS TO AD, LIKE VIRAT KHOLTI'S BABY EXPECTATION NEWS" | "THEIR ADS MIGHT NOT CHANGE BUT ARE VERY INTERESTING THEMSELVES"   | "IT SHOULD NOT CHANGE AS IT GIVES NEWS IS A BETTER FORMAT"   | "ITS SO OLD THAT ITS BECOME A PART IN LIFE IN PEOPLE , CANT IMAGINE OF CHANGING IT, NOSTALGIA POWER" |
| "FOCUS MORE ON SOCIAL MEDIA ADS, MEMES, BASICALLY TAKE UP THE OLD TASTE ON NEW PLATFORM" | "SHOULD CHANGE THE GIRL AND CARTOON FEELING, PERSONALLY KIND IT KIDDISH"                                    | "ADS SHOULD BE LIKE COMPANY TELLING ABOUT THE PRODUCT, NOT NEWS"   | "PEOPLE DON'T REALISE THEY THEIR ADS ARE ACTUALLY NEWS AND JUST SOME SMALL AD VIDEOS ARE FOR PRODUCTS, THEY DON'T TALK ABOUT THEIR PRODUCT'S FEATURES" | "SHOULDN'T BE CHANGED, ITS SMOOTH AND GOING GOOD"  |
| "GROWTH IS STABLE AND NON-VOLATILE, GOOD"  | "SHOULD BE CHANGED AS IT IS BORING AND MAKES US LOOK LIKE FOOLS AS IF EVERYONE IS A 3 YEAR OLD KID"         | "LOVE THE BRAND AND THEIR ADS. ITS GOOD THAT THEY JUST DON'T TALK ABOUT THEIR PRODUCTS. THEY SHARE SOME FUN CONTENT TOO" | "REPRESENTS MY COUNTRY AND TRUST,PLEASE NO CHANGE"   | "DON'T EVEN LOOK TO CHECK WHILE BUYING. IF IT IS AMUL, ITS SAFE"                                     |

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