

**PROJECT**



# Objective



- Largest Customer & Consumer Connect initiative in India and across Unilever World
- Record No. of stores to be made perfect and consumers met in a day
  - 5 Star launch of Fair & Lovely across markets

# Concept



- Invasion of hostile and friendly battlegrounds (Outlets)
- Using over 4000 soldiers (Employees)
- Squadron Leaders (Bushfire Anchors across branches)
- Using modern and Effective Weapons (POSM, HHTs, Stocks, T Shirts)
- Planning in Modern War Room (Portal for allocation of Markets)

# What is to be Done

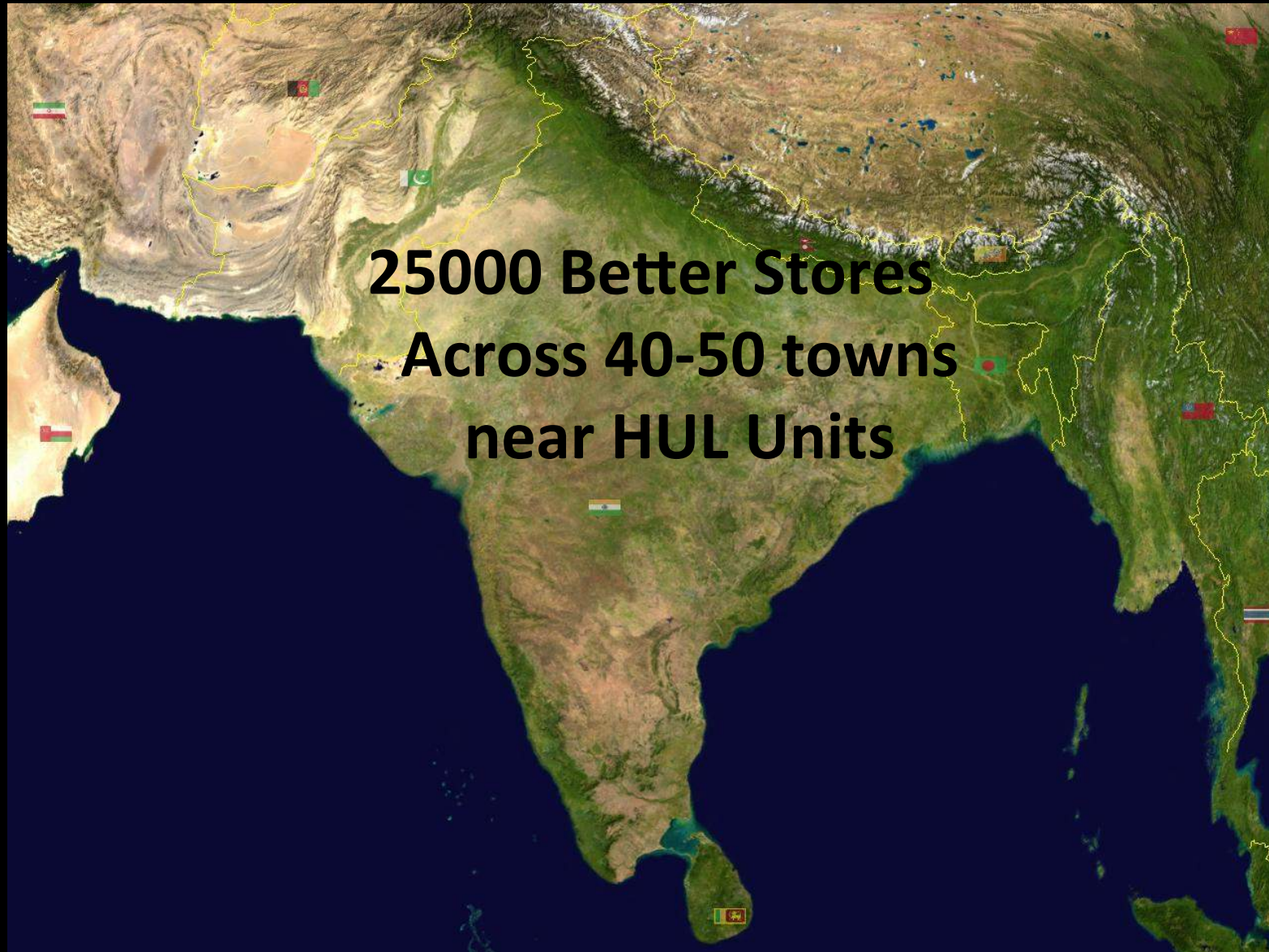


- Storming of outlets in all major cities across branches
- Employees to engage with consumers and retailers and work with Merchandisers to make 5-6 outlets perfect
- Use of technology (for faster – real-time reporting)



**Invasion Day: 3<sup>rd</sup> to 7<sup>th</sup> May**

# Battle Ground





# Soldiers



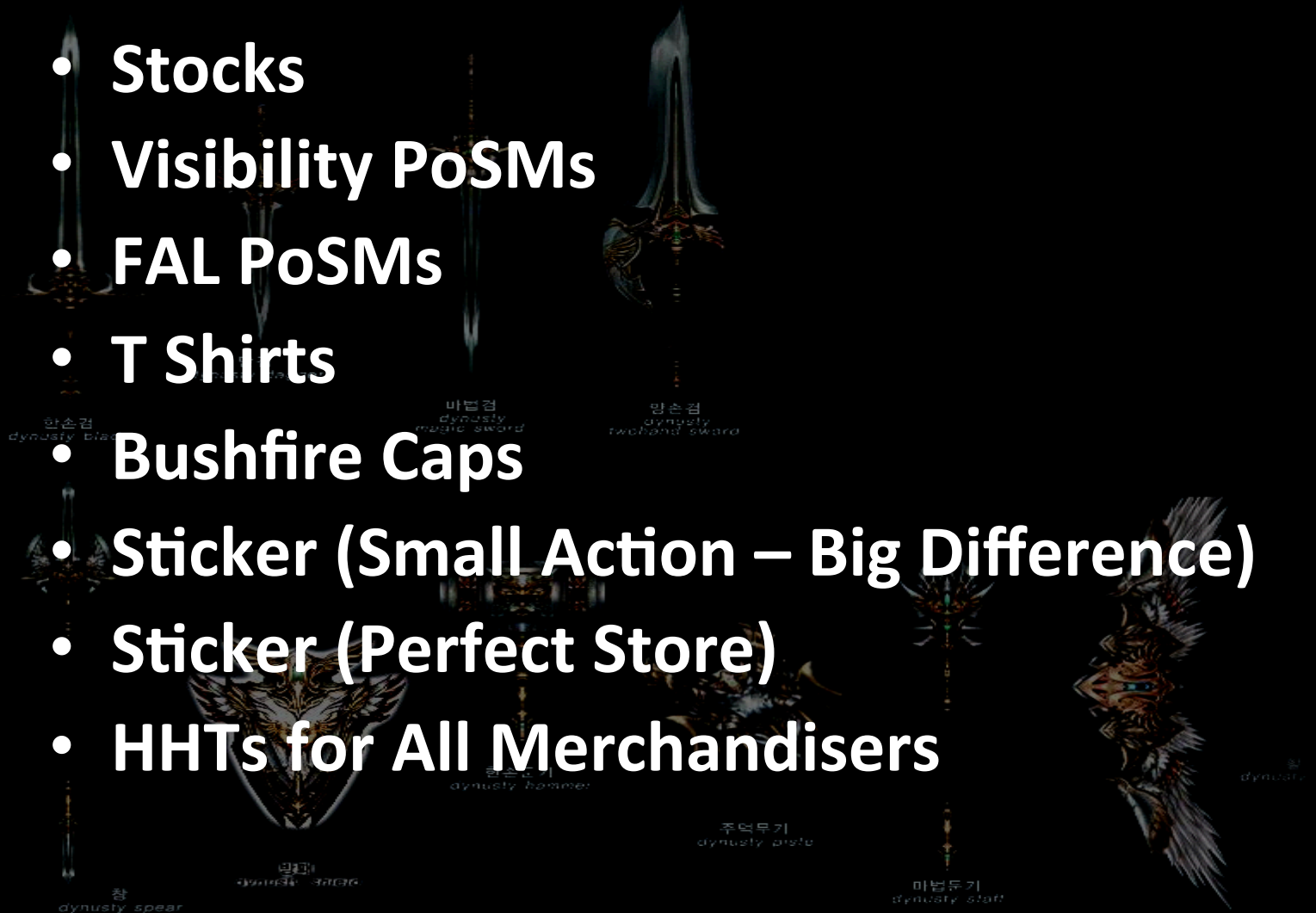
- **All managers**
  - Includes all sales personnel in branches
- **Total of 4000 Employees**



# Weapons to be Used



- Stocks
- Visibility PoSMs
- FAL PoSMs
- T Shirts
- Bushfire Caps
- Sticker (Small Action – Big Difference)
- Sticker (Perfect Store)
- HHTs for All Merchandisers





# Managing Logistics



- Employee to log on to Portal using Employee Code
- Each Employee would have towns allocated to him
- He can select Preferred Town and Date
- Portal will show the availability of Slots (depending on previous bookings)
- If Preferred Slot is not available, Employee can select Alternative town or Date

# Managing Logistics



- A War room Portal for booking of slots for various Markets
- Employee to log on to Portal using Employee Code
- Each Employee would have towns allocated to him
- He can select Preferred Town and Date
- Portal will show the availability of Slots (depending on previous bookings)
- If Preferred Slot is not available, Employee can select Alternative town or Date

# Managing Logistics



- Portal to be Ready for Booking of slots by 15<sup>th</sup> April
- Employees can book the Battleground and invasion Date till 25<sup>th</sup> April
- Contact Details of Merchandisers, Meeting Place, etc. to be communicated to Employees by 27<sup>th</sup> April

# Observation Capture

- All employees to fill up a contact sheet with observations and insights from the day in the field
- Insights and observations to be transferred electronically to HUL Insight bank
- Some ideas to be fast tracked through pilots to evaluate feasibility for all India roll out.

small  
actions

**BIG**  
Difference