

# Pitch

## DOCOMO

**T**ata DOCOMO – the GSM service of Tata Teleservices was launched in November 2008. In a market cluttered with numerous telecom operators and me-too brand communication talking about product differentiation that mostly fail to last for even 24 hours, DOCOMO took a different and rather simpler approach to reach its target consumer.

In the early phase, the brand chose to stay away from products and tariffs that is an oft repeated differentiator in the category. The brand started with asking the consumers to 'Do the new'.

### Insight

Today's youth is time-stressed and reeling under stimulus overload. They operate with a short attention span, and disregard complex messages. But they also are the most brand literate and ad literate. Therefore, the only way to reach out to them is with a simple relevant message packaged in an interesting form. Gurinder Singh Sandhu, Head - Marketing, Tata DOCOMO, says, "The core of how we choose to do business – simplifying telecom, is the mission we embarked on from the onset and what we choose to stay true to."

### Category Clutter

The consumer, today, is feeling overwhelmed by the 'quantum of offers and schemes', without a meaningful differentiation between brands and offerings. This was the premise that led DOCOMO to alter the category DNA. "We thought it was imperative to establish a compelling promise – a promise of simplification. Thus, our core cue, right from our thought to the way we



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executed – be it product or communication, was 'simplicity'," says Sandhu.

### Communication Strategy

Like the financial services sector, DOCOMO operates in an ecosystem where 'footnotes' have no role. The brand's communication strategy was dwelled on the promise of "no nasty surprises" hidden in fine-print. Hence, all its communication across media follows the principle of highlighting the key product benefit in a single line.

### Communication Tools

For every medium, the message was tailored for effective delivery considering how the medium is consumed:

**Television:** High frequency, passive

medium - every DOCOMO ad has a consistent approach to present the product window – both the benefit and mechanic presented on a clear screen; all set to the signature tune dissolving into the brand logo.

**Print:** Low frequency, active medium – Simple stark message set against the brand logo. Out-door: High frequency, passive medium, limited viewing time – Used for reminder messaging, and highlighted Call-to-Action.

**Radio:** The medium was used as a youth medium. Since the medium rarely gets exclusive attention, it was used as a part of the activation agenda rather than to deliver messages.

**Internet:** The medium was used for its ability to deliver high engagement and inculcate a two-way conversation to romance the refreshing world of the brand and invite people to join.

### Results

"We are the largest selling operator, six months in a row now. This consumer revolution has been led by the youth (over 60 per cent of our base). There has also been massive adoption of Tata DOCOMO communities in the social media space. We have often been touted as the 'buzziest brand' on the internet, across various forums," says Sandhu.