

IMC of Fevicol

Subiksha. K

Department of MBA, PES University, Bengaluru, Karnataka, India

Abstract: *Fevicol a renowned glue brand owned by pidilite industries has long held a monopoly on the Indian market. This study demonstrates how Fevicol's brand positioning strategy was implemented through the use of Integrated Marketing Communications (IMC) with a particular emphasis on its advertising public relations internet marketing and promotional activities. The research begins with a history of Fevicol highlighting its Unique Selling Proposition (USP) of strong bonding. The report goes on to discuss Fevicol's marketing strategies including the memorable and entertaining advertisements. The effectiveness of these advertisements is assessed based on how well they communicate build brand recognition and are culturally appropriate. Additionally the public relations approach of Fevicol is critiqued in particular its interactions with carpenters and the carpentry community. Investigated is how this involvement in the community affects consumer advocacy and brand's foray into digital marketing and social media emphasizing its efforts to appeal to younger demographic. The marketing strategy used by Fevicol such as its association with Bollywood movies and product variety are also thoroughly examined in the research. It assesses if these programmes appeal to their target demographic and are consistent with the brand's core values. By critically analyzing Fevicol's brand positioning and IMC initiatives this critique aims to provide light on the brand's successes and potential growth areas. It highlights how important it is to maintain and strengthen a brand's position in the market through a coordinated and integrated plan for marketing and communication in the final paragraph.*

Keywords: Fevicol, Glue, Pidilite, market monopoly

1. Introduction

The parent firm of the well-known Fevicol brand which is known for its powerful adhesives used in carpentry work is Pidilite Industries. Customers of Fevicol range from architects to young toddlers and the company's motto "The Ultimate Bond" depicts two elephants pushing in opposite directions to represents the products outstanding adhesive strength. The slogan "The Ultimate Bond" which denotes a strong bond between the product and customers is the major marketing aspects of Fevicol. Due to the strong brand loyalty that has resulted customers frequently ask for "Fevicol" in place of conventional adhesives. The company's devoted division consistently adjusts to the changing industry by developing standout and powerful commercials. High brands recall is the emphasis of Fevicol's pricing and positioning strategy in both B2B and B2C sectors. It controlled 70% of the market in its sector in 2020. Fevicol priorities market penetration in mature markets. The business uses a variety of channels for distribution including e-commerce, retailers, wholesalers, shops and resellers. With 26 subsidiaries including 18 abroad and 8 in India it is expanding into 71 more nations. Particularly during high TRP programmed like cricket matches Fevicol's invented and cost-effective advertising efforts have an impact. The business extensive brand visibility is a result of its promotional strategies across numerous media. Because of the widespread recognition of the Fevicol logo and the frequent substitution of Fevicol for Adhesive in conversations between sellers and buyers the company has benefited from word-of-mouth advertising. The business keeps spending a lot on television ads and promotes online through its website through keyword creation, content updates and paid advertising. Social media is essential for promoting products since it enables targeted advertising to particular demographics and the development of clever hashtags to interact with both current and potential customers. Due to its market dominance Fevicol is able to keep prices steady without worrying about price competition. Customers are confident in Fevicol's goods and

longevity. To further serve these devoted consumers the business has expanded into furniture and related hardware products. Consistent exposure to marketing and information is necessary to keep customers. Consumer preference are influenced by information provided by mass media and display advertisements which are based on factors including income, culture, social class and environment. Influencers can also suggest Fevicol including professors or students in a classroom. Referral programmed encourages current customers to promote the products to new consumers in order to earn commissions.

Target Customers

The target market for Fevicol includes a wide range of consumer groups that depends on adhesives to meet their unique requirements. These parts consist of:

- 1) Architects and carpenters
- 2) Interior architects
- 3) Tradespeople and dealers
- 4) Including those for projects at home and in the classroom and homeowners.
- 5) Retailers and wholesalers
- 6) Mechanics
- 7) Plumber
- 8) College offices

Fevicol's market categories which range from professionals like interior designers to students working on scientific projects are essentially distinguished by various customer requirements. With varieties like tubes for students or office employees and larger jars for small stores and builders the product is made to meet these specific consumer needs.

Unique Selling Proposition (USP)

The tagline for Fevicol is "The Ultimate Bond" which expresses two key points: first is that the product is the best adhesive available for bonding and second is that the company's bond with its customers is unbreakable because of the brand's value. This is what makes Fevicol unique and

contributes greatly to the brand's reputation. The business has implemented a thorough marketing campaign to support this tagline making use of a variety of media including print publications, television commercials, enormous billboards and even their own logo. The strength of the adhesive is represented by the emblem, which features two elephants tugging in opposing directions on a joined wooden plank. To inform its mostly illiterate client base which includes many manual laborer's this emblem is extensively displayed in newspapers, banners and on the product packaging.

The message in television commercials that Fevicol-bonded things won't ever separate no matter how much power is applied is effectively conveyed through scenarios or short stories. In order to respond to shifting market circumstances Fevicol's creative marketing team regularly tweaks and develops slogans while maintaining the product's basic strength. Even the most current catchphrase was developed with the intention of increasing awareness of the value of social isolation during the Covid period while reiterating the key USP. The fact that the brand name Fevicol has come to be associated with the word Adhesive is evidence of the success of this USP. Customers now actively request Fevicol rather than just asking for some adhesives at nearby hardware stores or wholesalers because this marketing strategy has been so successful this clearly displays the merchandise on racks.

Pricing and Positioning Strategy

In both the adhesive and industrial polishing and surfacing industries Fevicol has made a name for itself. In their respective industries as of 2023 goods with the Fevicol brand name enjoyed a dominant 80% market share. Both the business to business and business to consumer market segments have benefited from Fevicol's rigorous efforts to build great brand recognition. Fevicol products stand out for their distinctive selling point (USP) which is that they are synthetic, non-water based liquid adhesive renowned for their strength and adaptability in a variety of applications from carpentry to paper-based arts and crafts. Fevicol MR is well known for its stretchy clear-dyeing glue that doesn't damage materials whereas Fevicol SH is preferred by woodworkers for its capacity to harden after bonding with wood fibers. While the adhesive and surfacing/polishing sectors have developed to sufficiently meet customer expectations and Fevicol has successful goods in its catalogue, there is a priority on developing within the current market. Even though Fevicol dominates the adhesive market in India, newcomers to the country now sell items like glitter glue and clear glue that doesn't drip. Fevicol SH and Fevicol MR are industry leaders, although expanding the product line could result in a minor rise in market share in some niche sectors.

The usefulness of the product and competition from other brands determine Fevicol's positioning in the market. Fevicol has long been regarded by consumers as a reliable and ubiquitous brand formed by amusing TV prints and billboard commercials as well as via direct customer interaction for example the furniture styles catalogue created for carpenter's use. Fevicol has raised its prices as a result of growing raw material costs. There is an emphasis on semi-urban and metropolitan areas in order to increase sales

volume. Consumers are prepared to spend a little bit more for a product they trust therefore given Fevicol's great brand recall among consumers and its remarkable market share it makes sense for the company to sustain current pricing approach.

Distribution Plan

The Pidilite board of directors decided against assuming financial risk by giving distributors credit. Despite still having an 80% market share and a firm hold on the market the corporation started to lose market share to its rivals. In India Fevicol has been a well known and dependable household name for more than 50 years. Its products are available almost everywhere in the nation and it is one of the top selling brands in Asia with a presence in the majority of Asian nations. Pidilite has more than 60,000 retail locations in India alone and some of its items are also sold online on websites like Amazon, Flipkart and numerous online strategy stores additionally general stores, hypermarkets and superstores carry Fevicol products. There are 26 subsidiaries in all for Pidilite with 18 of them overseas and 8 in India. The company uses direct and indirect distribution methods to reach an additional 71 nations around the world. The company exports more than 500 different stock keeping systems each year from its more than 9 manufacturing facilities. Fevicol sells its products through a wide variety of channels including neighborhoodmom and pop shops. Wholesalers, and retailers in addition to e-commerce and hypermarkets as was already noted. Fevicol uses a multi-channel distribution strategy working with numerous supply channels and paying them according to the profits the business makes. Many consumers especially tech savvy ones prefer to shop on websites like Amazon, Flipkart and Industrybuying.com. but other people still prefer to shop at neighborhood brick and mortar establishments.

Offers and Sales Promotion

Effective advertising is essential for increasing interest and driving up demand for a product. Fevicol has a creative and cost-effective marketing strategy. Fevicol carefully airs its commercials during high- TRP events including cricket matches, newscasts and well-liked games shows like Bigg Boss and Kaun Banega crorepati. According to the most recent data, Pidilite's stock is currently trading at 1554.45 Indian rupees. Fevicol's products can influence customer's especially impulsive buyers to make decisions about their purchases based on their interests rather than just the price. Stockpiling entails acquiring more of a good than is initially required frequently when it is less expensive to do so. Customers may choose to switch to that less expensive choice indefinitely or temporarily. However, if a consumer who chose the less expensive product recognizes its quality and gains confidence in it, they might keep doing so even if the price goes up. This tactic works well for bringing in clients and growing the market share of your business. Customers who were first drawn in by lower pricing and ended up being satisfied would even suggest the product to others. In order to make it more convenient for contractors especially those working on woodworking projects Fevicol offers FCC Udayan a platform that is hosted on the google play store and was created by Fevicol. Point banking is made easier by FCC Udayan which also delivers data on

lifetime and current points as well as a history of gifts that have been redeemed.

Promotion Materials

Fevicol's outstanding promotional tactics are responsible for the brand's current growth. To each all-clients base segment, the business has utilized nearly every advertising media that is currently available. Through multiple marketing media exposure across various platforms or referrals from others potential customers learn about the goods. Fevicol's beginnings can be traced back to 1963 when it was first offered in 30- gram tubes. Early marketing initiatives focused mostly on end users particularly carpenters. This strategy assisted in reducing shop competition from alternative adhesives. Carpenters and other skilled tradespeople gained confidence in Fevicol as they witnessed its efficacy. Fevicol gradually gained popularity and was often regarded as the best option. Fevicol expanded brand visibility through print media which at the time were the predominate advertising channels in order to further extended its market. Rajkumar Hirani's commercials for the product which debuted on television in 1997 allowed for widespread advertising all throughout the nation. In densely crowded Indian cities, huge hoardings and banners advertising panels along main roads and highways have become commonplace. This widespread advertising efficiently grabbed commuters' attention since it reached individuals who either couldn't afford televisions especially low wage workers or people who don't read newspapers regularly. Fevicol with its straight forward yet recognizable logo became a common item at hardware and neighborhood shops. Fevicol wholesalers were urged to put their items on display so that clients could see them. The custom of substituting Fevicol for adhesive by both buyers and sellers inevitably resulted in word-of-mouth advertising. Despite this accomplishment the business kept spending a lot of money on television commercials while also putting out unique materials that complemented its unique selling proposition (USP). Websites became a popular way for businesses to engage with their clients as the digital and internet era came into being. Pidilite also promoted Fevicol online by using its websites as a platform. Additionally, Fevicol launched its Fevicol-Design-Ideas-Catalogue websites enhancing its brand recognition and subtly publishing furniture and decorating concepts. These design ideas have been disseminated through social media channels like Pinterest and YouTube. Advertisement for Fevicol can still be seen in journals for architects and interior designers like Surface and A&I Digest. The business also produces its own periodicals Fevicol Design Ideas and Fevicol Furniture Book which double as marketing and teaching aids.

Promotion Strategy

Over the years Fevicol has had remarkable success in promoting its goods. Advertising is the most important aspect in the promotion of Fevicol's products. Fevicol has excelled at clearly and succinctly communicating to customers and businesses the desirable properties of its products particularly their strength and longevity in bonding surfaces. Due to their humor, charming rusticity and unexpected punchlines the TV commercials for Fevicol appeal to the general Indian public. The success of print advertisements is comparable to that of their television

counterparts and they resemble internet memes in that they frequently incorporate pop culture references. On social media platforms Fevicol has also engaged in viral marketing efforts that use humor as a crucial component of product promotion. Memes or visually depicted bite-sized chunks of information are frequently used in internet humor. Fevicol is well known among customers that it even makes an appearance in the lyrics of popular Bollywood song "Fevicol se" from Dabangg 2. Fevicol also uses consumer outreach programs like the "Fevicol Champions club" which is designed for carpenters and publishes furniture catalogues with new styles and fitting for woodworkers to explore. In the end Fevicol's product quality speaks for itself frequently inspiring pleased customers to spread the word about Fevicol's goods.

Online Marketing Strategy

The technique for using keywords to sway potential clients can range from straightforward terms like "Glue," "sticky", "Fevistick" and "Adhesive" to ones that build an emotional bond. Due to the fact that Fevicol is an Indian brand, it has also used advertising in regional languages, such as "Dum Laga ke Haisha" and "Asli Waterproof Adhesive". Additionally, hashtag usage on social networking sites has the power to greatly increase popularity. The use of regional languages can emotionally engage consumers; hence this sort of advertising can also be used in digital marketing through the internet. Additionally, including pertinent terms might improve the efficiency of keyword-driven marketing.

SEO (search engine optimization) Plan: Several website components need to be revised in order to improve website visibility and draw in local clients. This involves keeping address and contact information up-to-date, making sure the material is understandable to the intended audience, and using powerful keywords to drive more customer visits. The product qualities, size variants, and uses should be thoroughly covered in the content to make it more accessible to internet users looking for related keywords. Local searches should be a top priority, and crucial details like addresses, nearby business, contact information, and business hours should be included on landing pages and listings. Fevicol's popularity among carpenters and shopkeepers, makes it essential to optimize for local searches, particularly during periods like the epidemic when online accessibility is key. Paid Online Advertising Strategy: Despite the well-deserved reputation of Fevicol, success in the age of digital marketing doesn't necessitate extravagant investment. Budget-friendly tactics, such Pay-per-Click (PPC) advertising can produce impressive outcomes. PPC is known to provide 60% more traffic and income than organic marketing. It is an effective Additionally, banner marketing is still a successful strategy in digital marketing since it attracts both desktop and mobile consumers by prominently appearing in sidebars or at the top of webpages. Banner advertisements can improve the advertising of goods and websites even further. Social Media Strategy: Social media strategy is a crucial and effective tool for growing a website's popularity. Paid advertising is becoming more popular on social media sites like Facebook, Twitter, and Instagram, which has a significant impact on the corporate landscape. These platforms allow firms to efficiently serve customers. Social media makes it easier to comprehend the

characteristics and tastes of the target audience, enabling the development of material for advertisements that is specifically targeted. Using hashtags is a quick and efficient way to connect with your market.

The glue industry experiences less competition than other industries do. Over 90% of the adhesive market in this sector is jointly controlled by just five big manufacturers, with Pidilite standing out as the clear market leader. Fevicol's business operations have been made easier by the reduced level of competition. Since Fevicol enjoys a monopoly in the glue market, it is not required to lower its pricing in order to compete. In addition, Fevicol's customers, they put their trust in the brand's well-known durability and quality, therefore the tiny premium they could pay for Fevicol is unimportant. Due of these aspects, fevicol has a sizable and devoted consumer base, which leaves little space for conversion. Customers frequently choose Fevicol without researching alternatives when they require an adhesive for a task. Fevicol is extending its service offerings into the furniture and interior design industries in order to preserve partnerships with its current clientele. By providing consulting services and other value-added services, Fevicol hopes to attract customers who do not frequently need glue. Because it tempts people who may not have immediate need for Fevicol to become effective converts through these supplemental services, this expansion can be seen as a type of conversation.

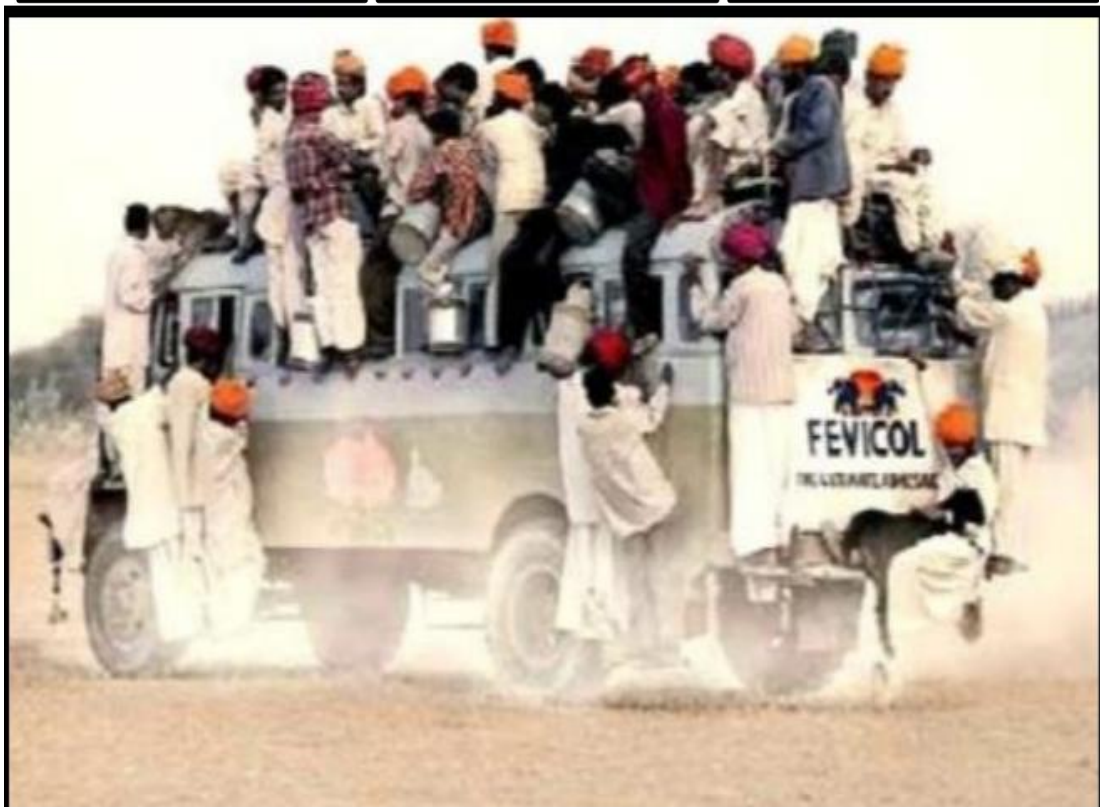
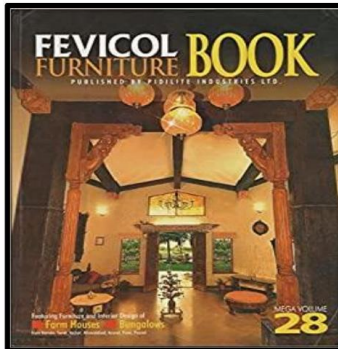
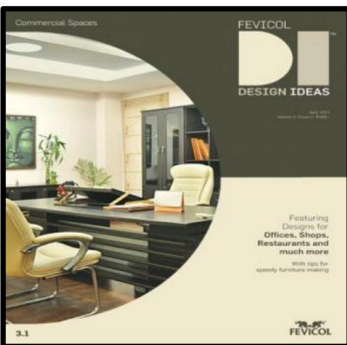
Referral Strategy and Retention Strategy

Customer retention is a major problem for many businesses because even really happy customers may not come back for more. Exposing customers to adverts and other forms of information on regular basis is crucial for effective customer retention. Newspaper ads and dramatized commercials should be designed to match consumer psychology. It is important to make use of information from displays and the media. Factors including money, culture, social status, and physical environment have an impact on customer loyalty. Teachers or other students can act as influencers in educational contexts by endorsing goods. Exposure to varied information and messages shapes customer preferences and traits, which in turn shapes consumer attitudes. Researches, evaluation, incentive to purchase, actual purchase, and post purchase evaluation are common steps in the customer's journey, which helps retention techniques. Referral programmers are a type of marketing tactic used to increase brand awareness among consumers who may not be familiar

with the product or its advantages over rivals. These initiatives, prizes, or discount coupons in exchange for their word-of-mouth recommendations of the company's goods to other professionals in related professions. By encouraging interior designers and architect to suggest Fevicol products for their projects, Fevicol can create referral programmes. This reference method can successfully persuade more workers to select Fevicol as many carpenters work under these experts. On each time sold as a result of their recommendations, architects and interior designers could be paid commissions. While high user ratings and reviews are often linked with new items hitting the market, Fevicol can profit from them as an existing product. Fevicol can profit from them as an existing product. Fevicol becomes more desirable to both current and new customers when it receives positive ratings and reviews, particularly on online review sites that also displays user comments. When compares to rival brands like Elmer's and Mod Podge, Fevicol's market share is increased by these favourable recommendations, which essentially serve as referrals.

References

- [1] Sahoo, D., & Ammani, P. (2017). Fevicol A Tale of Successful Product Positioning. *Journal of Emerging Technologies and Business Management*, 7(2), 13-21.
- [2] Ansari, M. Z., & Nirala, A. K. (2016). Following the drying process of Fevicol (adhesive) by dynamic speckle measurement. *Journal of Optics*, 45, 357-363.
- [3] Mohan, Bijuna. "An Application of David A. Aaker's Brand Identity Planning model-A case study approach." *Proceedings of 2009 International Conference on Economics, Business Management and Marketing, Singapore*. 2009.
- [4] Kudoli, Anand B., and Sudarshan S. Bobade. "To Study the Properties of Concrete by Adding Fevicol."
- [5] Harika, Z., Rao, S. S., & Phanikanth, K. (2022). CASE REPORT: A Rare Case Of Fevicol Inhalant Addiction In A Daily Wage Labourer. *Indian Journal of Psychiatry*, 64(Suppl 3), S696.
- [6] Banerjee, Saikat. "Marketing Communication through Brand Placement: A Strategic Roadmap." *Journal of Marketing & Communication* 5.2 (2009).
- [7] Roopa, D., Balasundaram, N., & Karthik, V. (2023, August). Experimentation on reuse of waste styrofoam as an adhesive material. In *AIP Conference Proceedings* (Vol. 2861, No. 1). AIP Publishing.





Fevicol @StuckByFevicol

What do you think is the ETA? #FevicolKaJod

Ab isme humari galti nahi

FEVICOL THE ULTIMATE BOND