MYNTRA'S "GO MYNTRA-LA-LA" CAMPAIGN – A REVIEW

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Abstract:

Myntra, an Indian online fashion retailer, launched a digital marketing campaign in 2019 called "Go Myntra-la-la". The campaign was aimed at promoting Myntra's End of Reason Sale (EORS) and involved a series of catchy ads featuring popular Bollywood actors. Myntra used a mix of social media, digital video ads, and influencer marketing to reach its target audience.

Keywords: Myntra, Go myntra-la-la, Marketing campaign, social media

Introduction:

Myntra is one of the leading online fashion retailers in India, offering a wide range of fashion and lifestyle products. It was founded in 2007 by Mukesh Bansal, AshutoshLawania, and VineetSaxena. In 2014, Myntra was acquired by Flipkart, one of India's largest e-commerce companies. Myntra has been a pioneer in the Indian e-commerce industry and has played a key role in shaping the online shopping landscape in the country.

Their "Go Myntralala" campaign, which attempts to market their fashion products online, was introduced in 2018 during the holiday season.The campaign's slogan, "Go Myntralala," is present on a number of advertising venues, including TV commercials, social media posts, and digital platforms. The ad aims to make viewers feel excited and have fun, and the jingle track was written by acclaimed Bollywood music director Amit Trivedi.

The "Go Myntralala" campaign was a big success, garnering over 100 million social media views and significantly boosting Myntra's website traffic and Christmas season sales. A number of prizes, including Best Integrated

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Campaign at Campaign India's Digital Crest prizes, were given to the campaign.

Problem Faced:

Myntra faced a problem of attracting customers during the End of Reason Sale (EORS), which is a bi-annual sale event where they offer huge discounts on their products. They were facing stiff competition from other e-commerce players, and needed a unique marketing campaign to stand out and attract customers to their platform. In addition, they wanted to increase their market share in the highly competitive Indian e-commerce industry.

Through Process:

The marketing team at Myntra realized that the key to attracting customers was to create a buzz around the EORS sale event. They decided to launch a digital marketing campaign called "Go Myntra-la-la". The campaign was aimed at promoting the EORS sale event and creating awareness among customers about the huge discounts being offered.

The marketing team used a mix of social media, digital video ads, and influencer marketing to reach their target audience. They collaborated with popular Bollywood actors and influencers to create catchy ads that would resonate with their target audience. The ads featured popular Bollywood actors like Anushka Sharma, Hrithik Roshan, and Shahid Kapoor, dancing to the tune of the "Go Myntra-la-la" jingle.

Solution and Expected Outcome:

The marketing team expected the "Go Myntra-la-la" campaign to create a buzz around the EORS sale event, attract new customers to the platform, and increase sales during the event. They expected the campaign to generate a high engagement rate on social media platforms, and to be shared widely among their target audience. They also expected the campaign to increase brand awareness and enhance the overall brand image of Myntra.

The strategy focused on creating a buzz around the EORS sale event, increasing brand awareness, and attracting new customers to the platform.

Here are the key elements of the marketing strategy adopted by Myntra:

Digital Video Ads: Myntra created a series of digital video ads featuring popular Bollywood actors like Anushka Sharma, Hrithik Roshan, and Shahid Kapoor. These ads were catchy and had a "Go Myntra-la-la" jingle that stuck in the minds of the viewers. The ads were used to create a buzz around the EORS sale event and generate interest among the target audience.

Social Media: Myntra used social media platforms like Facebook, Instagram, and Twitter to promote the "Go Myntra-la-la" campaign. They created sponsored posts and hashtags to increase visibility and engagement. They also collaborated with influencers to reach a wider audience.

Influencer Marketing: Myntra collaborated with popular Bollywood actors and social media influencers to promote the EORS sale event. The influencers created content featuring the products available on Myntra and shared it on their social media handles. This helped create a buzz around the sale event and attract new customers to the platform.

Email Marketing: Myntra also sent personalized email newsletters to their subscribers informing them about the upcoming EORS sale event. The emails contained information about the discounts available and the duration of the sale event. This helped keep the subscribers informed and engaged.

Overall, the marketing strategy adopted by Myntra was aimed at creating a buzz around the EORS sale event, increasing brand awareness, and attracting new customers to the platform. By using a mix of digital video

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ads, social media, influencer marketing, and email marketing, Myntra was able to create a comprehensive campaign that was successful in achieving its objectives.

Final Outcome:

The "Go Myntra-la-la" campaign was a huge success, generating a high engagement rate on social media platforms and attracting new customers to the platform. The campaign was shared widely among the target audience and was widely discussed on social media. The ads featuring popular Bollywood actors were a hit among the audience and helped create a buzz around the EORS sale event.

As a result of the campaign, Myntra witnessed a significant increase in sales during the EORS sale event. They were able to attract a large number of new customers to the platform and increase their market share in the Indian e-commerce industry. The campaign helped enhance the overall brand image of Myntra and establish the platform as a leader in the Indian e-commerce industry.

Teaching notes for this case study:

Background and Problem: Start by providing students with an overview of Myntra and the challenges they faced in promoting their End of Reason Sale (EORS) in 2019. Discuss the key objectives of the campaign and the target audience.

Marketing Strategy: Next, discuss the marketing strategy adopted by Myntra for the "Go Myntra-la-la" campaign. Highlight the various channels and tactics used to reach the target audience, including social media, digital video ads, and influencer marketing.

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Expected Outcome: Discuss the expected outcome of the campaign, including an increase in sales, improved ROI, and a better understanding of the target audience.

Results and Outcome: Share the results of the campaign, including any challenges faced by the marketing team and the overall impact on sales and revenue. Compare the actual outcome to the expected outcome and evaluate the success of the campaign.

Discussion and Analysis: Encourage students to analyze the marketing strategy used by Myntra and identify any strengths or weaknesses. Discuss the potential impact of the SERVQUAL gap analysis model on the marketing strategy and customer experience. Encourage students to share their thoughts on what they would have done differently if they were in charge of the marketing campaign.

Additional Questions: To encourage deeper thinking and discussion, you can also consider adding some additional questions to the case study, such as:

1. What other marketing channels could Myntra have used to promote their EORS sale?
2. How could Myntra have improved their targeting to reach a more specific audience?
3. What impact did the use of Bollywood actors have on the success of the campaign?
4. What other metrics could Myntra have used to measure the success of the campaign besides sales and ROI?
5. How could Myntra have leveraged customer feedback to improve the customer experience during the EORS sale?

Real-world Examples: To help illustrate the concepts covered in the case study, you can also share real-world examples of successful marketing campaigns and the strategies used to achieve their goals. This can help

students better understand the importance of a well-planned marketing strategy and the impact it can have on a company's success.

Overall, this case study can help students understand the importance of a well-planned marketing strategy, the various channels and tactics that can be used to reach a target audience, and the importance of measuring and analyzing the results of a campaign. Additionally, by introducing the SERVQUAL gap analysis model, students can gain a better understanding of the importance of service quality and the impact it can have on the overall customer experience.

SWOT Analysis:

Strengths:

- Myntra's use of popular Bollywood actors in its ads helped to create a buzz and engage with the target audience.
- The campaign was timed perfectly to coincide with Myntra's End of Reason Sale (EORS), which helped to drive traffic and sales to the website.
- Myntra's multi-channel approach, including social media, digital video ads, and influencer marketing, helped in reaching a wider audience.
- With its jovial and catchy song and cheery graphics, the campaign was able to elicit enthusiasm and joy from viewers.
- The campaign was successful in reaching a large audience and creating buzz by using social media and digital platforms.
- The campaign's rollout over the holiday season, when consumer spending is normally greater, was well-timed.

Weaknesses:

- Myntra's reliance on celebrity endorsements may not be sustainable in the long run, especially if the cost of such endorsements becomes prohibitive.
- The success of the campaign was largely dependent on the popularity of the Bollywood actors featured in the ads.

- The campaign did not emphasise the practical advantages of Myntra's fashion products because it was more concerned with generating excitement and delight.
- Some viewers might have found the jingle to be overly repetitious, which could eventually cause frustration or lower levels of engagement.
- The advertising might have been ineffective with a larger audience because it primarily appealed to a particular demographic or age range.

Opportunities:

- Myntra can continue to leverage the popularity of Bollywood and other celebrities to create engaging campaigns that resonate with its target audience.
- The success of the campaign can inspire other e-commerce platforms to adopt similar strategies to promote their sales.
- By collaborating with well-known fashion influencers and bloggers to produce more interesting material and encourage user-generated content, Myntra may broaden the scope of its "Go Myntra-la-la" campaign.
- The campaign can be expanded to promote environmentally friendly and sustainable fashion options, which would be consistent with India's expanding sustainability trend.
- Myntra may take use of the campaign's success to set itself apart from other brands and establish a reputation for providing high-quality fashion items.

Threats:

- Competitors may also adopt similar celebrity endorsement strategies, making it difficult for Myntra to differentiate itself in the market.
- The use of celebrity endorsements may not be effective in all markets and may not appeal to all segments of the target audience.

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- Amazon and Flipkart, two competitors, may also launch similar efforts that could lessen the impact of Myntra's "Go Myntra-la-la" campaign.

- Negative publicity or customer dissatisfaction related to the quality of Myntra's services or products should damage the brand image and jeopardise the success of the campaign.

- Changes in consumer behavior, such as a move towards offline shopping or a decline in discretionary spending, should have an impact on the success of the campaign.

Case Discussion Points:

Target audience: The campaign was aimed at Indian customers interested in fashion and online shopping. Myntra is primarily an online retailer, and therefore the campaign was aimed at driving online traffic and app downloads. This indicates that Myntra had a clear understanding of its target audience and knew where to find them. This helped them to optimize their marketing efforts and achieve the desired outcomes.

Use of digital marketing channels: Myntra used a mix of digital marketing channels such as social media, digital video ads, and influencer marketing. This allowed them to reach a large audience at a relatively low cost compared to traditional marketing channels like TV and print media. Digital marketing channels also offer the advantage of being more measurable, which means that Myntra could track the success of the campaign in real-time and adjust its strategy accordingly.

Use of popular Bollywood actors: The use of popular Bollywood actors helped Myntra to create buzz and generate interest among its target audience. The use of celebrities in advertising is a common practice in India and can be an effective way to increase brand awareness and recall. Myntra chose the right celebrities who were popular with the target audience, which helped to amplify the reach of the campaign.

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Timing of the campaign: The campaign was launched in conjunction with Myntra's End of Reason Sale (EORS). This was a strategic decision as it allowed Myntra to leverage the sale period to drive traffic and sales. By using a catchy campaign name and engaging ad content, Myntra was able to create excitement around the sale period and encourage customers to make purchases.

Measurable outcomes: The campaign was successful in driving traffic and app downloads. Myntra saw a 10X increase in traffic during the sale period and a 50% increase in app downloads. These metrics demonstrate the effectiveness of digital marketing in driving online traffic and sales. They also provide Myntra with valuable insights into the success of the campaign, which can be used to optimize future marketing efforts.

There are several specific insights that Myntra could have gained from their "Go Myntra-la-la" campaign:

Improvement of ROI: Myntra could have tracked the ROI of the campaign by analyzing the sales generated during the EORS sale event. This would have allowed them to identify which marketing channels were most effective in driving sales and make adjustments to future campaigns accordingly.

Understanding the Target Audience: Myntra could have used the data collected during the campaign to better understand their target audience. This would have allowed them to tailor their marketing messages and offers to better meet the needs and preferences of their customers.

Discovering New Opportunities: The campaign could have helped Myntra discover new opportunities for marketing and sales efforts. For example, if they noticed that a particular influencer or social media channel was particularly effective in driving sales, they could allocate more resources to those channels in future campaigns.

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Identifying SEO and Keyword Opportunities: By analyzing the data collected during the campaign, Myntra could have identified SEO and keyword opportunities on their website and social channels. This would have allowed them to optimize their content and improve their search engine rankings.

Identifying Paid Campaign Opportunities: Myntra could have used the data collected during the campaign to identify opportunities for paid campaigns. For example, if they noticed that a particular type of ad or targeting strategy was particularly effective in driving sales, they could allocate more resources to those campaigns in future.

As for the SERVQUAL gap analysis model, it could have been used to identify any service gaps in Myntra's marketing strategy. The model measures the gap between customer expectations and perceptions of service quality. If there was a significant gap between what customers expected from Myntra's marketing efforts and what they actually experienced, it would suggest that there was a service gap that needed to be addressed. The management could have used this information to refine their marketing strategy and improve the overall customer experience.

Based on the SERVQUAL gap analysis model, there are five key gaps that Myntra could have addressed in their marketing strategy:

Gap 1: The gap between customer expectations and management perceptions: Myntra could have conducted market research to better understand the expectations of their target audience. By identifying customer needs and preferences, they could have developed a more effective marketing strategy that resonated with their target audience.

Gap 2: The gap between management perceptions and service quality specifications: Myntra could have established clear service quality specifications for their marketing efforts. This would have ensured that their

marketing messages were aligned with their brand values and met the expectations of their customers.

Gap 3: The gap between service quality specifications and service delivery: Myntra could have implemented quality control measures to ensure that their marketing messages were delivered consistently across all channels. This would have helped to reduce any variability in the customer experience and improve overall service quality.

Gap 4: The gap between service delivery and external communications: Myntra could have improved their external communications to better align with their service delivery. By ensuring that their marketing messages accurately reflected the customer experience, they could have improved customer satisfaction and loyalty.

Gap 5: The gap between customer expectations and customer perceptions: Myntra could have conducted customer surveys and feedback to understand how their marketing efforts were perceived by their target audience. This would have helped them identify areas for improvement and make adjustments to their marketing strategy accordingly.

Overall, by using the SERVQUAL gap analysis model, Myntra could have identified any service gaps in their marketing strategy and made adjustments to improve the overall customer experience. This would have helped them achieve better outcomes and drive more sales during the EORS sale event.

Conclusion:

In conclusion, Myntra's "Go Myntra-la-la" campaign was a successful example of digital marketing in India. By using a mix of digital marketing channels and popular Bollywood actors, Myntra was able to create buzz and generate interest in its End of Reason Sale. The campaign was timed strategically to coincide with the sale period, and the measurable outcomes

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demonstrate the effectiveness of digital marketing in driving online traffic and sales. Myntra's success in this campaign is an inspiration for other online retailers to use digital marketing to reach their target audience effectively and efficiently.

The "Go Myntra-la-la" campaign was a huge success, exceeding the expected outcome of the marketing team. The campaign helped Myntra stand out in the highly competitive Indian e-commerce industry and establish itself as a leader in the market. The campaign was successful in attracting new customers to the platform and increasing sales during the EORS sale event. Overall, the campaign was a great example of how digital marketing can be used effectively to create a buzz around a sale event and attract new customers to a platform.

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