

MARKETING MONDAY



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MAHAKUMBH 2025: A MARKETING GOLDMINE

The Mahakumbh 2025 in Prayagraj was not only a major spiritual event but also a key platform for brand storytelling, with over 30 crore attendees. Businesses leveraged on-ground activations and digital campaigns to maximize visibility. However, balancing engagement with respect for religious sensitivities was crucial. Successful brands were those that created strategic, culturally aligned campaigns. Let's explore how they navigated this challenge and the lessons marketers can learn.

AMAZON INDIA

Amazon India's approach to the Maha Kumbh Mela was innovative and thoughtful. Using its cardboard packaging, the brand provided free portable beds for workers, strategically placing them at key locations like the lost and found center, Kumbh Police Karmacharis, and the Kumbh hospital.



BLINKIT

Blinkit made its mark at the Maha Kumbh Mela by setting up a temporary store in Prayagraj, catering to pilgrims and tourists. The store offered delivery services across key locations like Arail Tent City and Dome City, providing essentials such as pooja items, fresh milk, curd, fruits, and vegetables.



DETTOL BANEGA SWASTH INDIA CAMPAIGN

Dettol, through its 'Banega Swasth India' campaign, has significantly enhanced its brand presence at the Maha Kumbh Mela 2025 in Prayagraj, India, by integrating health and hygiene initiatives with strategic branding efforts.

ITC FMCG

ITC's Mangaldeep enhanced the Mahakumbh 2025 experience by blending tradition with technology. From participating in havans and hosting bhajans to offering immersive AR experiences, the brand brought Kumbh rituals into people's homes. ITC's FMCG brands, including Bingo! and Mangaldeep, engaged with the crowd through experiential initiatives, strengthening their connection with attendees.



SOURCES: MINT , MARKETING MONK, YOUTUBE

