

# EFFECTIVE TOOLS OF PUBLIC RELATIONS

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MCJ 1<sup>st</sup> SEMESTER

2<sup>nd</sup> MODULE

SUJITH NARAYANAN

PR ACTIVITIES OF

**BIG BAZAAR**



# ABOUT

- ❑ Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores.
- ❑ founded by **Kishore Biyani** in 2001, under his parent organization Future Group.
- ❑ There are 250+ outlets in over 120 cities and towns across the country.
- ❑ It is also the parent chain of Food Bazaar, Fbb and eZone
- ❑ Sister chain of retail outlets like Brand Factory, Home Town, Central, etc.



Mr. Kishore Biyani  
Managing Director & CEO

# Products and services offered

It deals with different segments like :

- ✓ Clothing and accessories
- ✓ Food and grocery
- ✓ Footwear
- ✓ Electronics
- ✓ Catering services
- ✓ Home and office improvement
- ✓ Telecom
- ✓ Entertainment
- ✓ Jewellery
- ✓ Books , music & gift's
- ✓ Watches
- ✓ Pharmaceuticals
- ✓ Beauty and wellness



# Effective PR Tools :

## 1. Advertisements

**electronic medium** (TV advertising) -

- ✓ Single advertisement series and reinforces the logical and emotional benefits of the tag line 'Isse Sasta Aur Accha Kahin Nahin.
- ✓ shot by well-known director VK Prakash
- ✓ THEME -a nice family shopping theme
- ✓ Aired in all premier news and family entertainment channels in Hindi and leading regional languages.
- ✓ It is one more effective medium to reach out and communicate to the customer about the joy of shopping at Big Bazaar

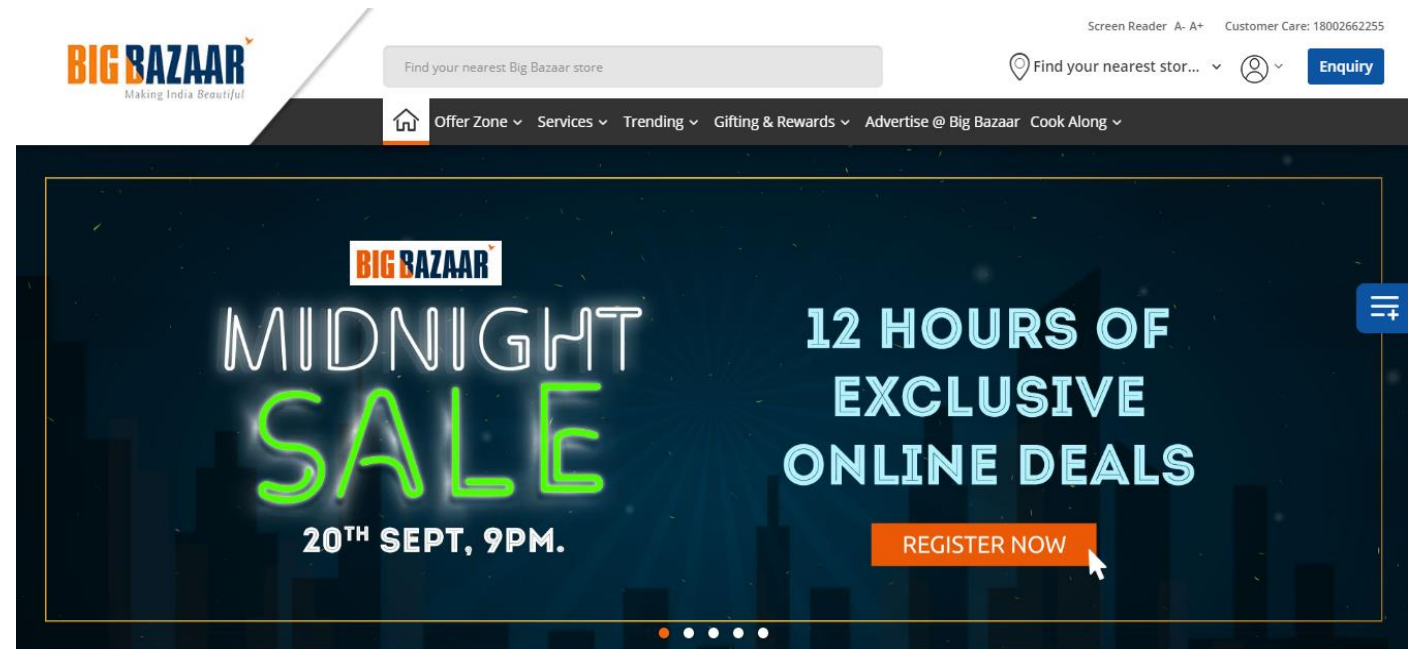
□ <https://youtu.be/fmWiyNBN--8>





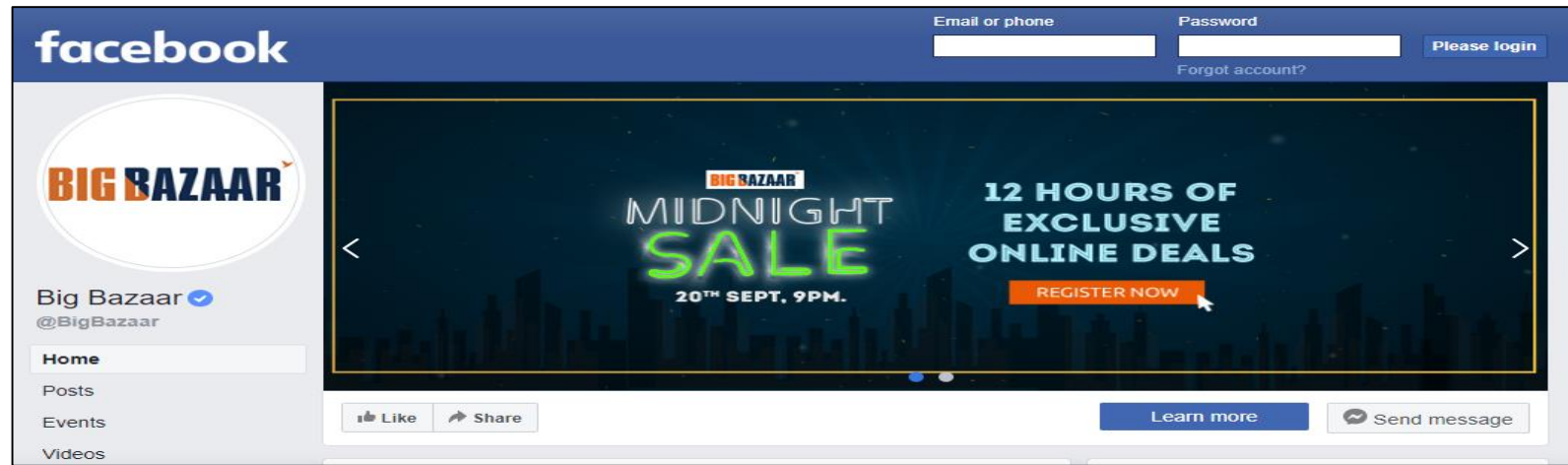
## 2. Website

- ✓ A website is no longer a standard – it is now a necessity.
- ✓ A professional site makes it possible to present the company's offer to a wider outreach.
- ✓ It acts as a virtual showcase that encourages potential clients to establish cooperation with the brand.
- ✓ An attractive and functional website is crucial to building brand image.
- ✓ A website does not only serve a marketing purpose
- ✓ It is also an excellent way to gain the trust of potential clients.



□ <https://www.bigbazaar.com/>

## 3. Social Media



➤ Active account in every single media.

- ✓ Tackle Customer Complaints Efficiently
- ✓ Provide Q & A's
- ✓ Benefit to Your Audience
- ✓ Use Hashtags Often
- ✓ Optimize Accounts – Keywords
- ✓ Branch Outed
- ✓ Use Games
- ✓ Frequent Updating
- ✓ Produce Valuable Content



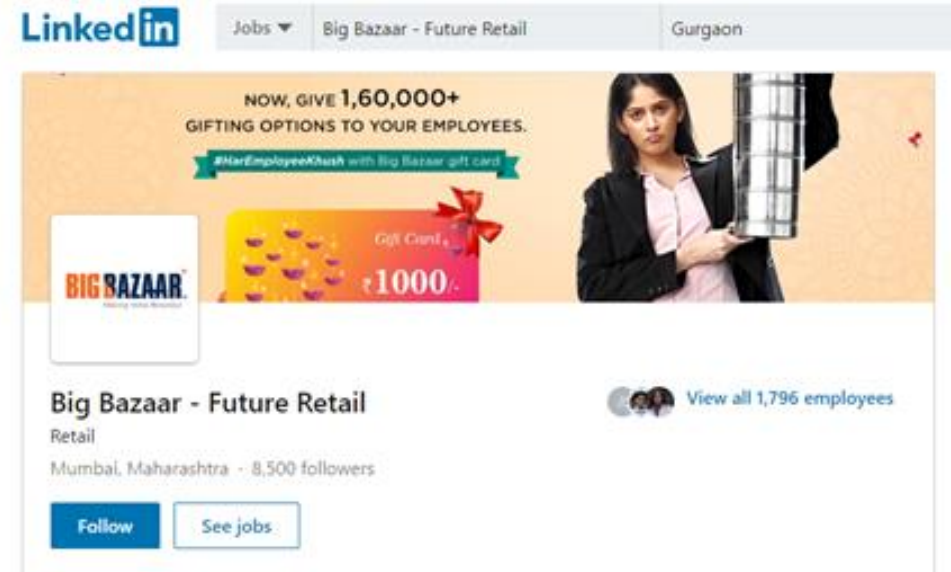
# Twitter



➤ <https://twitter.com/bigbazaar?lang=en>

➤ <https://in.linkedin.com/company/big-bazaar---future-retail>

# LinkedIn



## About us

Big Bazaar is a household name that is used synonymously with 'retail' in India. We represent the requirements of a typical Indian home. Founded in 2001 by Kishore Biyani, we as a retail chain operate under the parent organisation – Future Group – that holds a significant prominence in the Indian retail

## YOUTUBE CHANNEL





➤ <https://www.youtube.com/channel/UCbv5TQkcKvj3ggQzchaMtCQ>

- ✓ Cook Along is a live cooking show that is hosted on the brands YouTube channel; Big Bazaar Food, every Tuesday, Thursday and Friday at 5pm.
- ✓ Cook Along show enjoys a growing fan base of viewers and offers recipes that can be tried across all communities in India.

## 4. Press Release

- Definition - *“A press release is a short, compelling news story written by a public relations professional and sent to targeted members of the media. The goal of a press release is to pique the interest of a journalist or publication”.*
- Big Bazaar Total **34** press releases within last 5 years (2015 – 2019 September )



### All new Big Bazaar GEN NXT store launched in Noida

- *Big Bazaar Gen Nxt opens at DLF Mall of India*
- *Multi-sensorial experiences and technology set to make shopping a lot smarter, easier and joyful*
- *Enhanced Customer service features like Sit-down billing, Smart trial rooms, endless Aisles and customer relationship managers*

18<sup>th</sup> December 2015, Noida:Future Group today welcomed people of NCR to experience next generation world class shopping at its all new Big Bazaar GEN NXT store at DLF Mall of India in Noida. The Big Bazaar GEN NXT store is designed to be smarter and experiential- through use of technology, innovation in services, layouts & sections and digital interfaces.

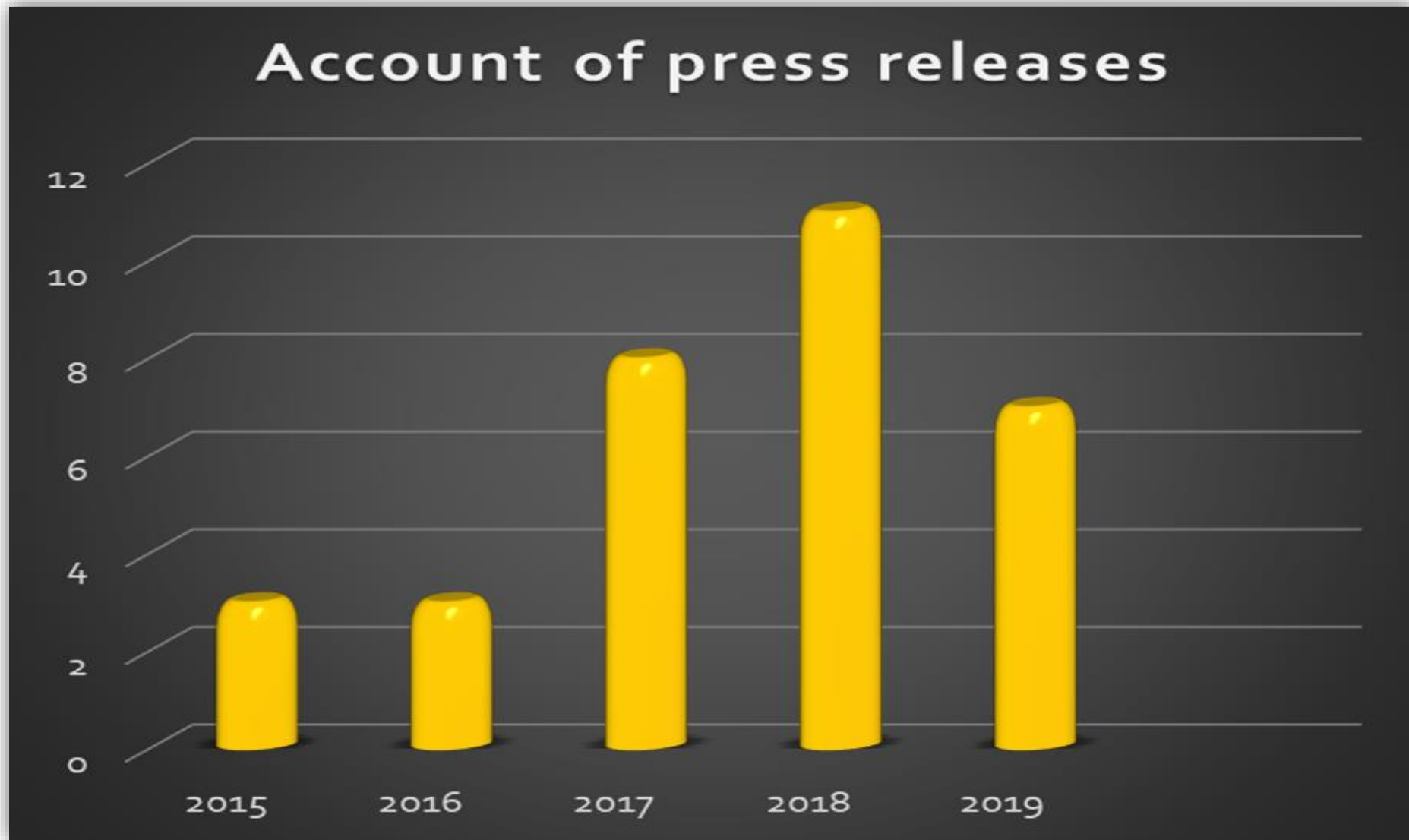
Big Bazaar GEN NXT store located at DLF Mall of India and spread over 56,000 sq feet area is 'the very latest in retail innovation' and 'Next Generation' version of Big Bazaar store.

The Big Bazaar GEN NXT store brings the best of retail innovation under one roof.Speaking on the occasion, **Mr. Kishore Biyani, Group CEO, Future Group** said, *“We have put our 15 years of learning with Indian consumers in creating this concept of Big Bazaar Gen Nxt. It is designed to give a multi-sensorial, smart and easy shopping experience that heightens the joy of shopping. We believe these stores will redefine the shopping experience and set new benchmarks for retailing in India. Big Bazaar Gen Nxt store is where many of our innovations and ideas to give consumers a world class shopping experience have come together and it's great to see all under one roof.”*

The Big Bazaar GEN NXTis designed in such a modular way that it will constantly evolve and can undergo continuous upgrade to incorporate more technology-led interfaces and innovations. Enhanced features like smart trial rooms, sit-down lounges

- [http://dev.futuregroup.in/pdf/Big\\_Bazaar\\_GEN\\_NXT\\_store\\_launched\\_in\\_Noida.pdf](http://dev.futuregroup.in/pdf/Big_Bazaar_GEN_NXT_store_launched_in_Noida.pdf)

- Graphical presentation of data about press releases by big bazaar in last 5 years.





# 5. Press conference



Officials at Big Bazaar mall on Buddha Marg in Patna. Aug.2,2019



M Venkateshwar Kumar, Business Head (South) addresses a press conference, in Bengaluru on Dec 20, 2014.

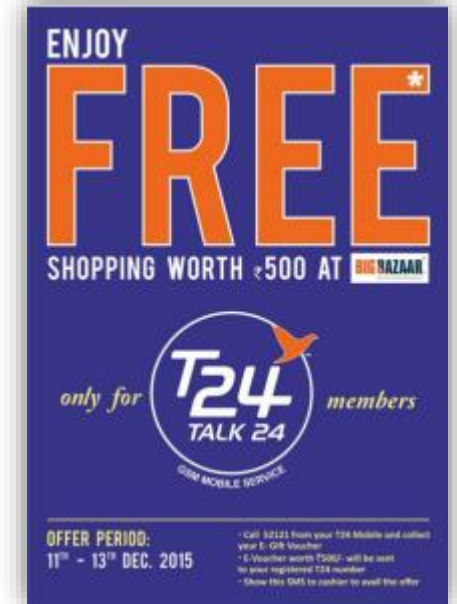
## 6. In store radio



- ✓ Every outlet has a customized audio feed that plays day parted mood mapped music inside the stores creating an audio environment where shoppers feels comfortable, relaxed and happy to spend time.
- ✓ The Music is played in Hindi, English and Regional languages as per the city feed.
- ✓ Advertisers can also run their jingles or ad spots in day parts and communicate their brand message/offers through in-store Big Bazaar Radio.

## 7. collaboration

1. Offer titled “**T24-Shop More, Talk More**”, where customers are given talk-time benefits.
2. 2018- partnered with **RVCJ Media** as their digital partners to promote the Public Holiday Sale through a **meme based campaign on social media** among a young and diverse group of people by communicating the message through relatable content in regional languages on Facebook, Twitter, and Instagram.





## Mememes

AMAZING OFFERS ON KITCHEN APPLIANCES AT **BIGBAZAAR.COM**



#PublicHolidaySale

CUP NAHI TOH KITCHEN SET HE SAHI

DINNER SET PE **50% OFF**  
MIL RAHA HAI BIG BAZAAR MEIN



CHALO GF KI MUMMY KO  
IMPRESS KARNE KA  
IDEA MIL GAYA..

## AMAZING OFFERS ON KITCHEN APPLIANCES AT **BIGBAZAAR.COM**



### MENTION YOUR FRIEND WHO COOKS WELL



RVCJ Media

· 2018, മേയ് 2 ·

Last Day To Grab Offers!

Shashank Kumar, കുടുതൽ പ്രസക്തിയുള്ളത്  
राज पोखरेल, Lokesh Sarve എന്നിവരും മറ്റ് 15,210  
മറ്റുള്ളവർ പേരും ഇത് ലൈക്കുചെയ്തു.

52 പങ്കിടലുകൾ

692 അഭിപ്രായങ്ങൾ



RVCJ Media Last Day Of Sale. Visit Here—> <https://goo.gl/tLD5ra> And Grab Offers Before You Miss Out!



SALE.BIGBAZAAR.COM  
Big Bazaar -...

1 വർഷം

2 മറുപടികൾ



Subhashree Dash Abhilash neiki aso au chicken baneiki dako mte au Aurobinda bhai kun 😊

1 വർഷം

6 മറുപടികൾ



## 8. Effective use of Out-Door advertisement

✓ Bill Boards



✓ Metro advertising

- ✓ Out-door advertisement using Auto Rikshaw



- ✓ flex hoarding





# 9. Special Events

**FREE SHOPPING STARTS TODAY.**

**BIG BAZAAR**  
**PUBLIC HOLIDAY SALE**  
29 SEP - 3 OCT

**SHOP FOR ₹4000 GET BACK ₹4000\***

Home & Kitchenware vouchers worth ₹2500 + Apparel & Footwear vouchers worth ₹1000 + Cash in Future Pay Wallet ₹500

7% Additional Discount on HDFC Bank Debit & Credit Cards. We understand your world.

**BIG BAZAAR**  
Making India Beautiful

Offers include:  
Santol Rice (1 kg) ₹59 '49  
Golden Harvest Premium Chana (Fresh Atta 10 kg) ₹370 '280  
Fresh & Pure Sunflower Oil (1 L) ₹120 '81  
Maggi Masala Noodles (Pack of 4) ₹86 '66 SAVE ₹20  
Amul Butter (500 g) ₹225 '200 SAVE ₹25  
Society Tea (500 g) ₹220 '180 SAVE ₹40  
Pantene/Head & Shoulders/ Clinic Plus/Close Shave/ Nivea/Deo (Select Range) (500 ml) BUY 1 GET 1 FREE

**BIG BAZAAR**  
**SABSE SASTE DIN**  
5  
23-27 JAN

**RUN, SCORE AND WIN**

**PLAY NOW**

**BIG BAZAAR**

# 5 DAYS MAHA BACHAT

11-15 AUGUST

**SHOP FOR ₹3000 & GET UP TO ₹1200\* CASHBACK**

₹600 on Festival  
₹600 per month

**₹998**  
\*UP TO 40% CASHBACK\*  
₹2480

**SAVE ₹138**  
\*UP TO 40% CASHBACK\*  
₹515 ₹378

**BUY 2 GET 1 FREE SAVE -45**

**SAVE ₹57**  
\*UP TO 40% CASHBACK\*  
₹178 ₹118

**SAVE ₹40**  
\*UP TO 40% CASHBACK\*  
₹225 ₹185

**CASHBACK**

**BIG BAZAAR**  
Making India Beautiful

Additional 10% DISCOUNT | SBI Debit Card | future pay | HyperCity

**THE GREAT**

# XCHANGE

20 FEB - 3 APR

**Roshan hoga har ghar-dwar.**

CELEBRATE THIS DIWALI WITH OUR SPECIAL OFFERS.

**HAR DIL KE LIVE TOHFE HAZAAR**

**BUY 2 GET 20% OFF**

**BUY 3 GET 15% OFF**

**MODERN HOME**

**BEAUTIFUL HOME FASHION**

**HOLIDAY ESSENTIALS**

**FESTIVE DELIGHTS**

**FESTIVE SPECIAL**

**Additional 6% Discount**

**Har Tyohaar Mein BIG BAZAAR**  
Making India Beautiful



# Controversies

- **2015 Dec** when pictures of a Big Bazaar ad in Times of India was photoshop-ed, converting its text into an infamous Hindi cuss word.
- **CUTTI KA FAYDA UTHAO** → **CHUTI KA FAYADA UTHAO**
- Photoshop-ed version became a source of social media humour . Affected the image of the newspaper too.





# Tackling strategy

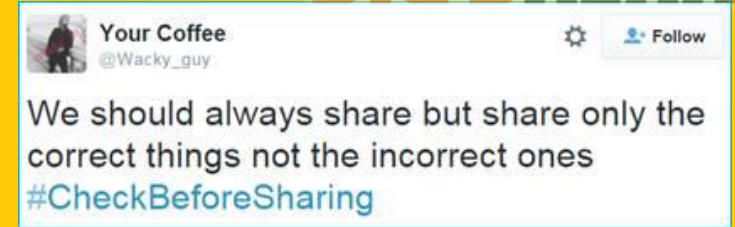
- ✓ The brand initiated #CheckBeforeSharing – sharing the original advertorial with the compromised one.
- ✓ The hashtag got trending in mere 13 minutes of its launch.
- ✓ Trended regionally in Kolkata, Chennai, Bangalore, Thane, and Mumbai.
- ✓ Garnering more than 4200 tweets from 1090+ contributors the campaign created a reach of 4.15 million and achieved 32.2 million timeline deliveries.



Someone got 'obscenely' creative with our Advertisement which many shared without checking!  
[#CheckBeforeSharing](#)



Twitter post on 29 Dec 2015



- ✓ Points like verification of content and fact checking came to the fore in the conversation. Users also went ahead and lauded Big Bazaar for their pro-active approach and sense of social responsibility towards their consumers. Users managed to create almost 4, 246 posts sharing their opinion.
- ✓ A single tweet, helped Big Bazaar bring forth a number of social media evils, while creating a sense of awareness.



THANK YOU

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