

Case Study

Client	A non-profit cooperation of almond growers in California
Category	Category communication
Communication Objective	To dispel the myths associated with almonds and spread awareness about its health benefits to increase the consumption of almonds in India.
Target Audience	The Indian housewife was identified as the primary target audience, as she holds a considerable influence over her family's eating habits.
Opportunities/challenges	<p>The main challenges faced by us were:</p> <ol style="list-style-type: none">1. Building a definite programme structure from the grassroots.2. Dispelling the myths associated with almonds.3. Geographical diversity of the country contributes to the difference in the dietary habits of the people. For instance, the southern belt contributes to the least consumption of almonds in the country, thus serious measures were required.
Communication Campaign	<p>The Almond awareness campaign was strategically executed all across the country through the following diversified programmes:</p> <ul style="list-style-type: none">• The first approach adopted was that of eliminating the myths and highlighting the benefits of almonds across the target audience. Feature articles and news were used as the medium to forward the health messaging.• Secondly, an Advisory Board was appointed, which comprised of doctors, nutritionists, cardiologists and dieticians. The board members played an important role as opinion leaders, who helped in promoting the key messages of the campaign.

**Communication
Campaign
(Contd)**

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- The housewife was also indirectly targeted through the other important member of the family unit- children! A school programme was initiated where the life-size 'Almond Man' engaged the children in learning about the importance of good dietary habits. This activity was followed by an essay competition in the major cities of the country. Over 5,000 children participated in the essay competition. The winners of the competition were regionally awarded. These functions involved local celebrities to draw additional mileage.
- To include almonds in the dietary habits of the Indian household the almond recipes were published in the media. Almond recipe contest was organised in collaboration with the two leading women's magazines. A food festival was also hosted where chefs of multi star hotels showcased the usage of almonds in multi-cuisines.

**Result/
evaluation**

Our achievements are as follows:

- Extensive coverage was received in all the prominent national and regional media. The key message delivery success rate of 96% was achieved.
- The campaign generated a lot of enthusiasm from the other quarters of the target-audience like: the geriatric group.
- Client appreciated the efforts at the global level.
- The International Public Relations Association (IPRA) recognized the campaign.

