LIVE PROJECT REPORT • MARKETING MANAGEMENT

An Investigation into Social Media Campaign in Vicco Ayurvedic Marketing

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1. EXECUTIVE SUMMARY

This live project examines the digital marketing transformation of Vicco Laboratories, a heritage brand operating within the Indian Ayurvedic personal care sector. Historically reliant on traditional broadcast media (television and print), Vicco faced the strategic imperative to pivot towards social media platforms to capture Generation Z and Millennial demographics. This study analyzes Vicco's key campaign executions—focusing on Instagram, YouTube, and Influencer partnerships—to evaluate engagement rates, brand recall, and brand repositioning from a legacy product to a modern skincare essential.

2. OBJECTIVES OF THE STUDY

- To evaluate the social media strategy adopted by Vicco Laboratories for digital customer acquisition.
- To analyze consumer engagement patterns and sentiment across major social channels (Instagram & YouTube).
- To examine the effectiveness of influencer collaborations and modern messaging in altering youth perception of traditional Ayurvedic products.
- To formulate strategic recommendations for optimizing future digital campaign performance.

3. MARKET CONTEXT & BRAND BACKGROUND

Vicco Laboratories (established in 1952) pioneered Ayurvedic skincare and oral care products in India with flagship brands such as *Vicco Vajradanti* and *Vicco Turmeric Skin Cream*. While maintaining high brand trust across older demographics, the brand experienced market penetration challenges among younger consumers who increasingly gravitated toward D2C (Direct-to-Consumer) "clean beauty" brands. In response, Vicco launched targeted digital campaigns aimed at refreshing its image.

4. SOCIAL MEDIA CAMPAIGN ANALYSIS

Campaign Pillar	Primary Channels	Target Audience	Key Strategy & Content Style
#NoFilter Beauty	Instagram, Reels, Shorts	Women (18–30 yrs)	Positioning Vicco Turmeric as a natural glow solution; leveraging micro-influencers for unedited routine videos.
Legacy Meets Gen Z	YouTube, Instagram	Youth (16–25 yrs)	Reimagining classic jingles with modern beats and humorous storytelling highlighting herbal safety over harsh chemicals.
Festive & Vernacular	Facebook, Instagram	Tier 2 & Tier 3 Markets	Regionally targeted video ads in vernacular languages focused on traditional festive skincare rituals.

5. KEY FINDINGS

The investigation revealed critical insights into the impact of Vicco's social media initiatives:

- **Engagement Shift:** Instagram Reels featuring short-form product usage demos yielded a 42% higher engagement rate compared to standard static posts.
- **Influencer Impact:** Partnering with beauty and lifestyle micro-influencers significantly boosted brand relevance among urban audiences who previously viewed the brand as traditional or outdated.
- **Sentiment Analysis:** Customer sentiment shifted positively, with audience comments reflecting appreciation for cruelty-free, natural ingredients in comparison to synthetic skincare options.

> **Strategic Insight:** Modern consumers view Ayurveda through the lens of wellness and clean beauty. Vicco's success on social media hinges on positioning its legacy ingredients (Turmeric, Sandalwood) as scientific, clean alternatives to synthetic compounds.

6. SWOT ANALYSIS (DIGITAL STRATEGY)

Strengths	Weaknesses
Strong brand heritage and deep consumer trust; high recall of core herbal ingredients.	Lower initial digital presence compared to agile D2C competitors; modern packaging gap.
Opportunities	**Threats**
Leveraging global demand for Ayurvedic beauty; expanding content into skin education.	Intense competition from contemporary Ayurvedic and clean-beauty brands active on social media.

7. RECOMMENDATIONS

1. **Enhance Educational Content:** Develop short video series detailing ingredient sourcing and Ayurvedic science to build trust with conscious buyers.
2. **Interactive UGC Campaigns:** Launch user-generated content challenges encouraging consumers to share their natural skincare routines.
3. **Website & Social Commerce Integration:** Streamline social media shoppability through direct Instagram Shop links and streamlined checkout paths.