

# Tata Power campaign urges millennials and gen Z to think about sustainable & green solutions

The campaign will also make its way into 30 major Indian cities.

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MUMBAI: Tata Power recently launched a nation-wide campaign 'I have the Power' to create awareness among the youth about green solutions. Through this campaign, Tata Power aims to promote the core message of opting for environment-friendly means of consuming energy by highlighting a different range of smart and sustainable solutions and services like Solar Rooftop, EV Charging and Solar Micro-grids.

“We started ideating the thought of the campaign in November. A lot of iterations were done during execution owing to the shift from B2B to B2C market. We wanted to explore all the new-age platforms that resonate with millennials and gen Z keeping into account the perception about Tata Power and the value that it holds in people’s minds. It was a process of three months but the execution never really stopped since we were open to modification at every stage basis in-depth analysis of what is working well for us and what is not,” says Tata Power chief corporate communications and sustainability Shalini Singh.

Tata Power, in a fresh move, also partnered with TikTok. This platform helped the campaign to garner traction and ensured virality of content.

Singh echoes, “As we moved along the way, we undertook an innovative approach to promote the campaign through influencer marketing on new age media platforms such as Snapchat and Quora. The three-phased campaign also includes digital, ATL and BTL mediums such as radio advertising and out-of-home (OOH) to communicate the value of its unique offerings to enlightened and evolved citizens.”

Through geo-targeting, the campaign will also make its way into 30 major Indian cities such as Vizag, Madurai, Coimbatore, Mangalore, Mysore, Belgaum, Chennai, Panjim, Cochin, Trivandrum, Hyderabad, Mumbai, Nashik, Kolhapur, Lucknow, Agra, Ahmednagar, Amritsar, Gurugram, Delhi, Udaipur, Jodhpur, Bhopal, Gandhinagar, Indore, Ranchi, Jaipur, Kolkata, Gwalior and Kharagpur.

Tata Power roped in Shardul Thakur, a member of the Indian cricket team for the endorsement. According to the company, Thakur will help create awareness about sustainable and green solutions that will inspire millennials and Gen Z to make a difference by contributing to a cleaner tomorrow.

The campaign is conceptualised by Singh and will be promoted through various social media platforms like Snapchat, TikTok, Quora, Instagram, Twitter, LinkedIn, Facebook, radio - Red FM and Radio City, BEST and AC Bus advertising in Mumbai and Delhi and YouTube ads.

Tata Power also stated that it has collaborated with the Rockefeller Foundation to set up 10,000 micro-grids in India. According to the firm, rural businesses and households continue to rely on alternative sources to power daily needs—with more than 40 per cent of rural enterprises in states like Bihar and Uttar Pradesh relying on non-grid sources of power such as diesel. In collaboration with TP Renewable Microgrid Ltd, the firm aims to provide a competitive and cleaner source of power, expanding access and lowering effective electricity costs and carbon emissions by 1 million tons per year as well as reducing the amount of diesel burned by 57 million litres yearly. TP Renewable Microgrid Ltd will be operated and managed by Tata Power with approximately 11,000 MW of installed generation capacity and over 2.6 million customers under management across Delhi, Ajmer and Mumbai. Tata Power brings significant experience in distributed energy, having established a joint venture with Delhi government to serve a large portion of the local population, including sizeable slum communities.

Speaking on future campaigns for bringing sustainable solutions Singh says, “We have been leading the change through various campaigns under our energy and resource conservation initiative ‘Club Enerji’ when it comes to promoting responsible advocacy amongst future generation through sustainable solutions. We have done various campaigns like “Switch off 2 Switch On” that focuses on the need to conserve electricity by switching off appliances when not in use. The second leg of this campaign was, “I CAN” wherein we roped in kids to imbibe the idea of how everyone has the power to make a difference.”

Tata Power becomes the first Indian utility company to undertake a new-age campaign of this nature. The idea is to start the process of change in the behaviour and attitude of youngsters towards critical societal issues.

Singh concludes, “The campaign is designed to educate our stakeholders about the various new offerings of Tata Power along with the benefits attached to it on a personal & global level.”