

# Iconic Campaigns:

CASE STUDY — 'GOD'S OWN COUNTRY' (KERALA TOURISM)

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# Summary & Objectives

## Content Points:

- Launched in 1989, a long-term, authentic brand rooted in culture and mythology.
- Demonstrated strategic agility, pivoting from traditional to digital-first.
- Crisis Management during the 2018 floods and COVID-19 pandemic.
- By 2022, domestic tourist arrivals exceeded pre-pandemic levels.





**Brand ambassadors of Kerala Tourism**  
Youngsters

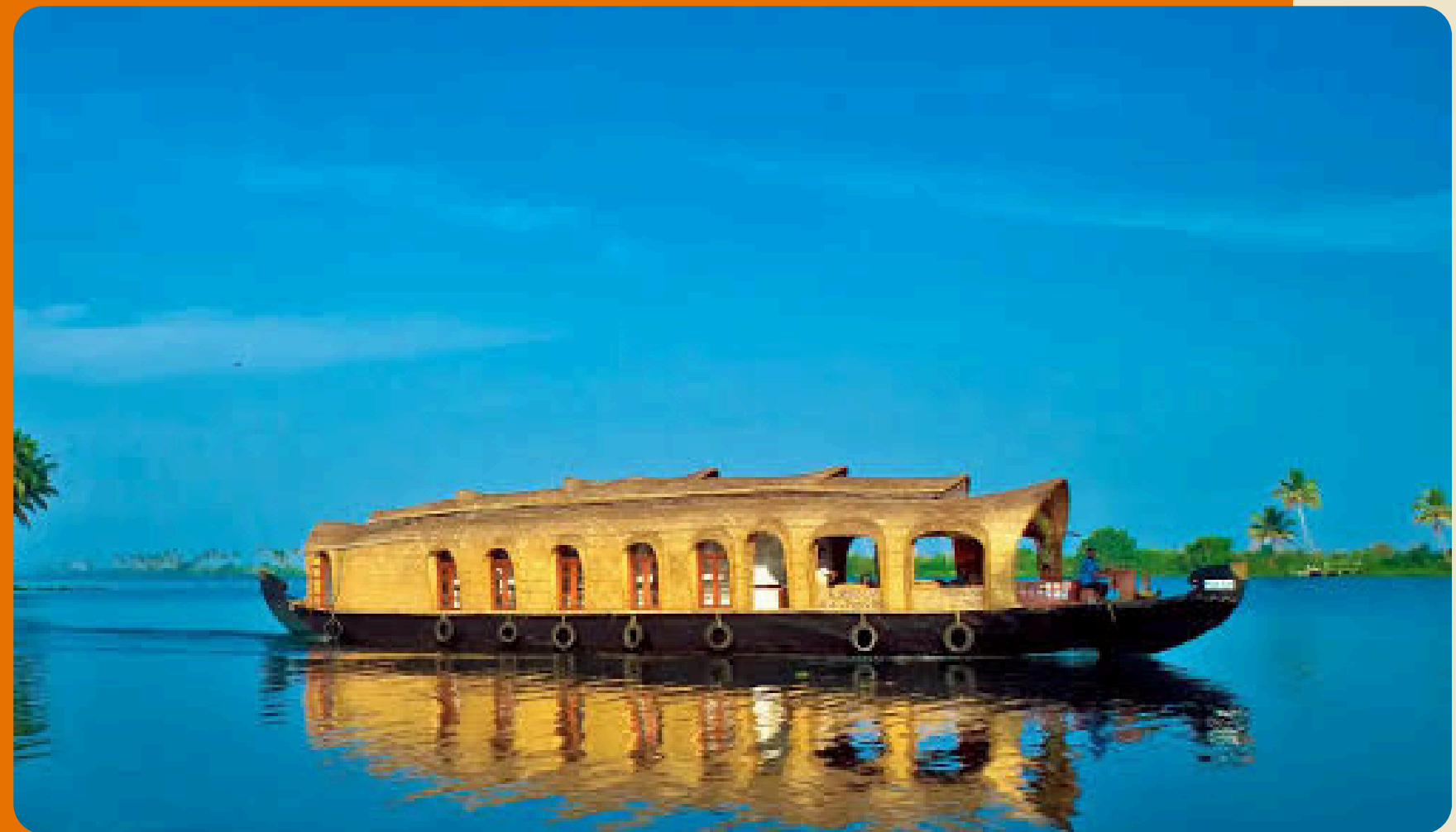


**Brand ambassador of**  
**Kerala Tourism**  
P. A. Mohammed Riyas

# The Branding

## Content Points:

- Tagline coined in 1989 by Walter Mendez.
- Rooted in ancient legends, such as the story of Parasurama.
- Reflects the state's historical tradition of communal harmony.



# The Core Product (The 4Ps)

## Content Points:

- Product: Diversity of natural, cultural, and wellness experiences.
- Natural Landscapes: Backwaters, beaches, hills.
- Wellness: Traditional Ayurveda and Yoga.
- Cultural Heritage: Temples, art forms like Theyyam.

# Positioning & SWOT Analysis



- Positioning: Promoted for Soul Healing, not just sightseeing.
- Strengths: Authentic brand, diverse product, global recognition.
- Weaknesses: Competition from other states, dependency on specific international markets.
- Opportunities: Domestic market potential, global demand for sustainable tourism.
- Threats- Natural disaster

# Creative Evolution



to

- Early campaigns focused on print media.
- Now focuses on storytelling and cinematic visuals.



# Happy State



**INDIA'S happy state**

**BEST PERFORMING STATE IN HAPPINESS INDEX\***

**BIG STATE KERALA**

\*Happiness Index has been introduced from this year. Please see methodology for parameters.

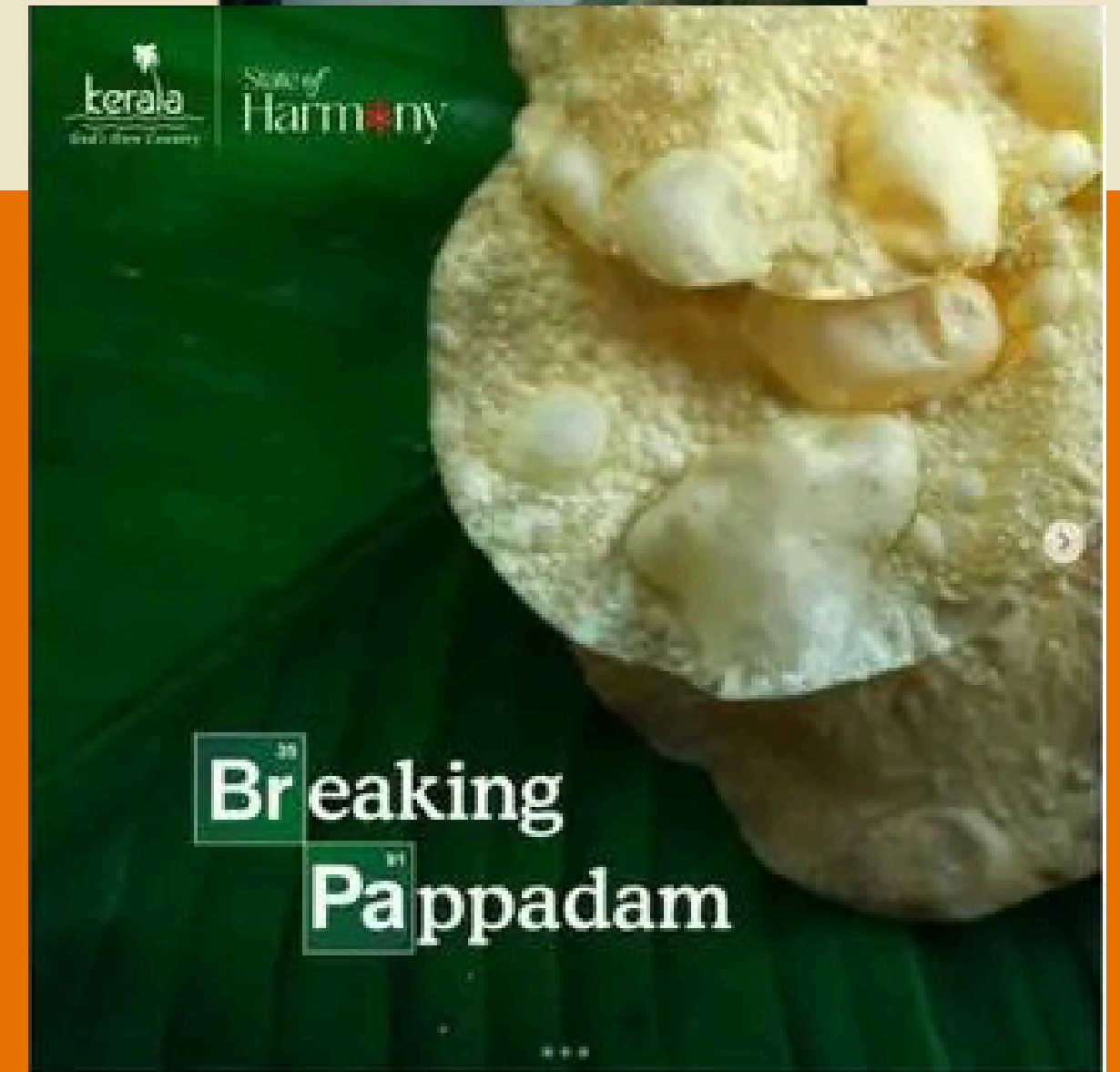
**INDIA'S happy state**

**INDIA'S TOP BIG STATES**  
Winners of the India Today State of the States survey 2021

CATEGORY	BEST PERFORMING	MOST IMPROVED
OVERALL	TAMIL NADU	BIHAR
ECONOMY	TELANGANA	BIHAR
INFRASTRUCTURE	PUNJAB	MHARASHTRA
INDUSTRIAL TOURISM	PUNJAB	MAHARASHTRA
HEALTH	KERALA	BIHAR
EDUCATION	BIHAR	BIHAR
LAW & ORDER	GUJARAT	KARNATAKA & UTTAR PRADESH
GOVERNANCE	GUJARAT	WEST BENGAL
INCLUSIVE DEVELOPMENT	ANDHRA PRADESH	BIHAR
ENTREPRENEURSHIP	MHARASHTRA	UTTAR PRADESH
TOURISM	KERALA	PUNJAB
ENVIRONMENT	KERALA	CHHATTISGARH
CLEAN AIR	PUNJAB	ASSAM

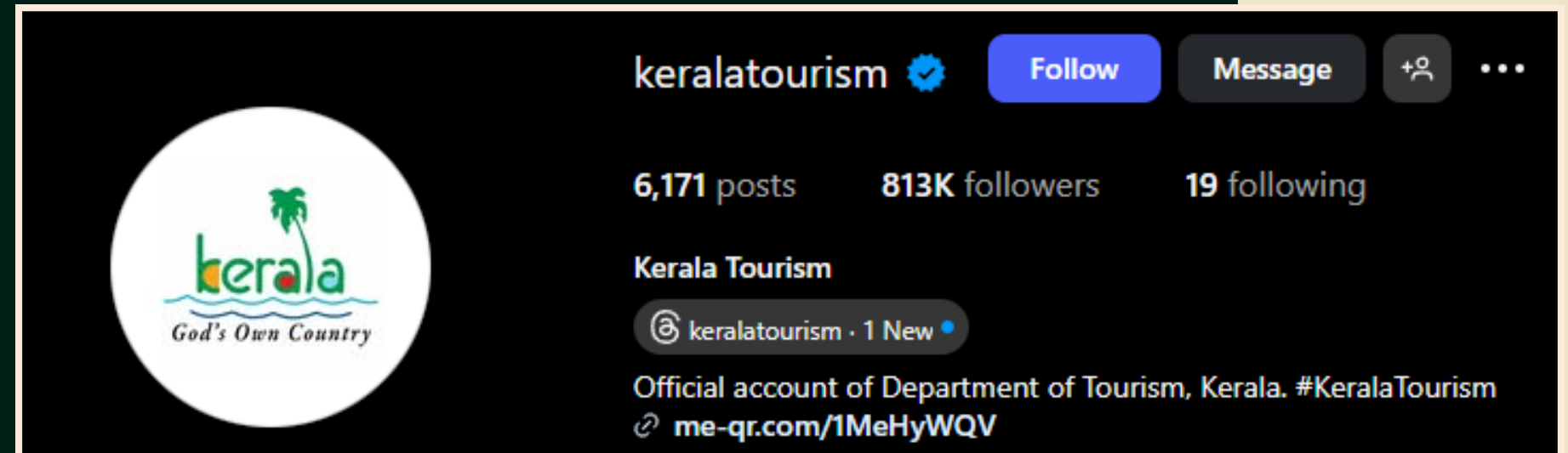
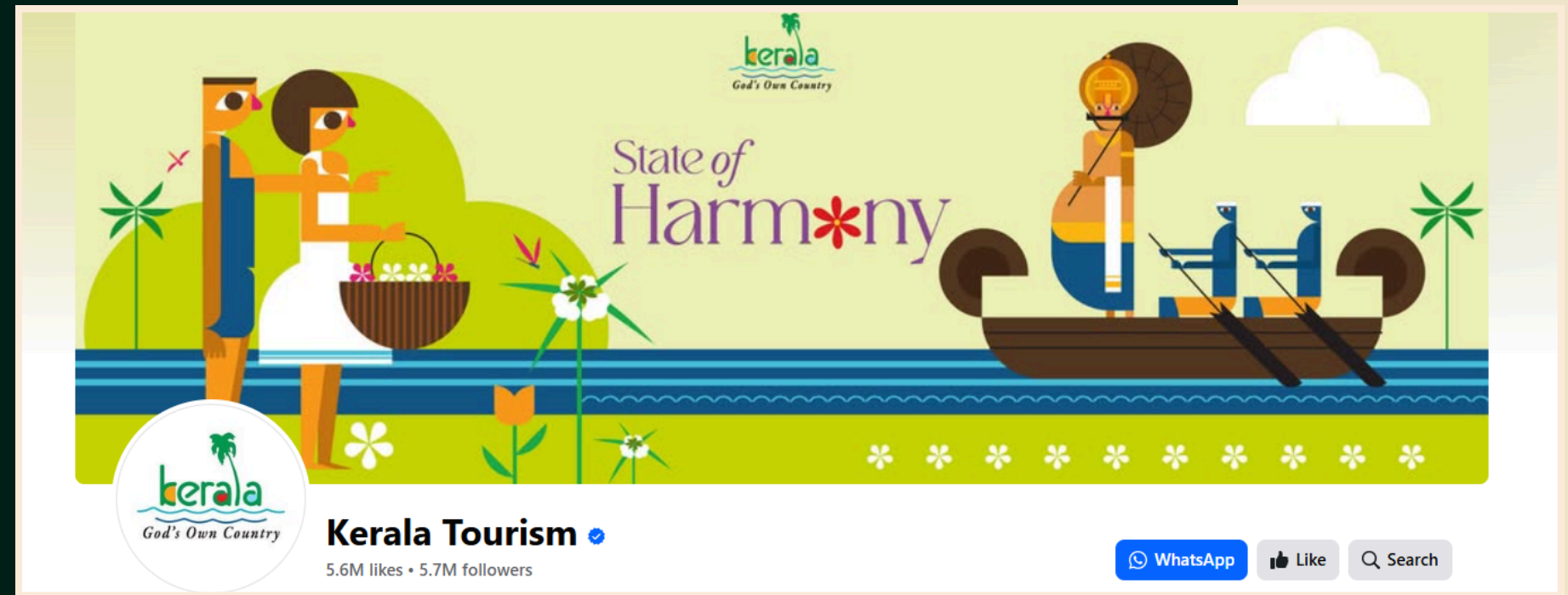


# Social Media Designs



# The Digital Revolution

They resonate with a younger, digital-native audience and earned them a Pacific Asia Travel Association Gold Award for their engaging social media





WHEN TRAVEL MET HUMOUR,  
THE INTERNET STOPPED TO LISTEN.

Kerala Tourism  
Meme-led Makeover  
Campaign

2025 PATA GOLD  
AWARD WINNER  
*Most Engaging  
Social Media Campaign*

# Crisis Communication:

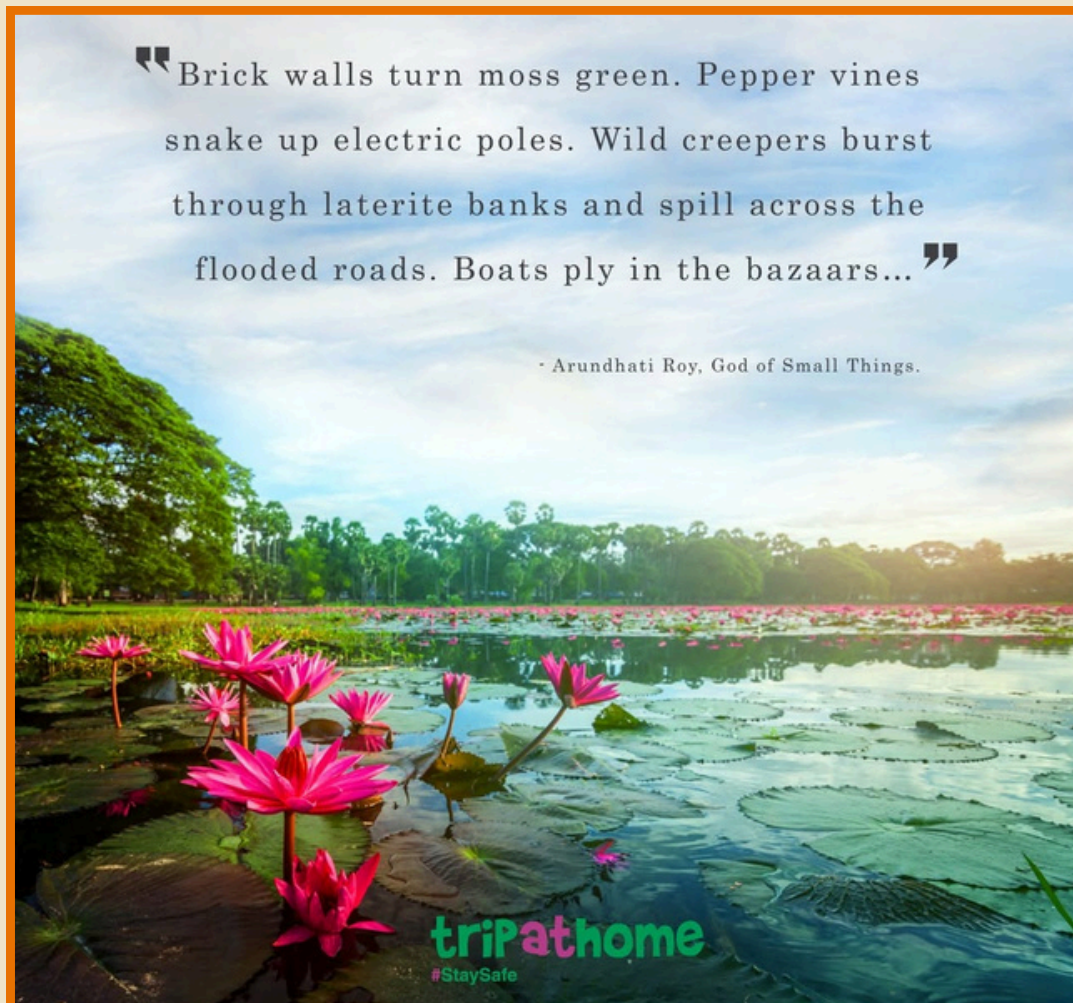
## The 2018 Floods

### **Content Points:**

- Devastating floods caused significant infrastructure damage.
- The government used the Kerala Travel Mart (KTM) for stakeholder reassurance.
- Strategic response: focusing on a 'perceptual change' to show the state was open for business.



# Crisis Communication:



- Shifted messaging from "Trip at Home"
- Demonstrated strategic flexibility and empathy during a global crisis.



# Influencer Marketing

- A strategic campaign to rebuild post-pandemic confidence.
- Invited ten domestic influencers on a road trip.
- Generated authentic content and a powerful message of safety.
- Focused on the domestic market to recovery.



#myfirsttrip

Journey across Kerala,  
experiencing the land in a fresh new way

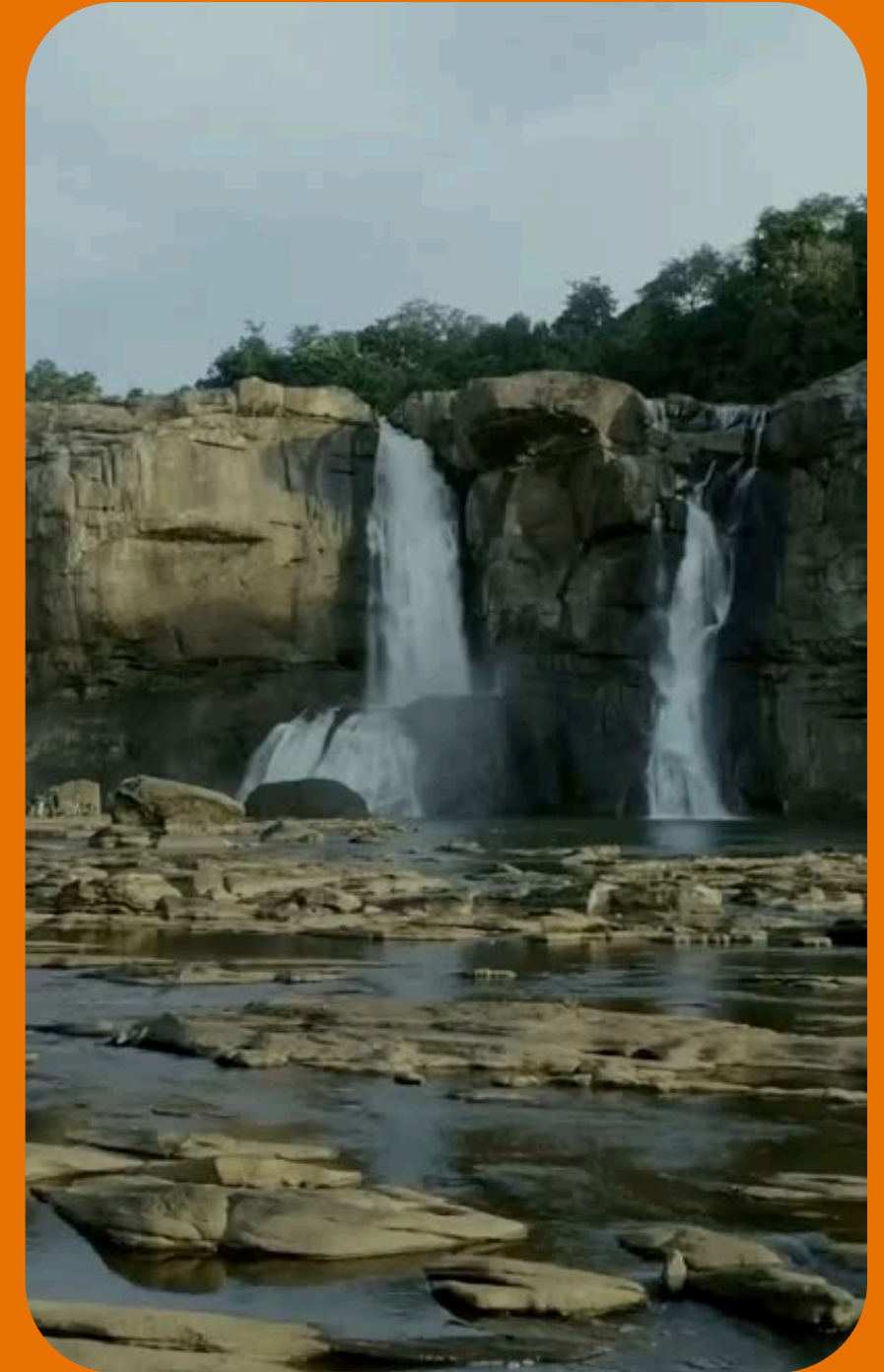
# Mememes

Your friend planning  
a trip to Kerala with you

You, having already  
booked a solo trip  
to Kerala.

Planning a Kerala trip  
with your homie

Let's go to  
Kerala



Thank you

Q&A?

*Woh toh karna hi hain*