

SUMMER

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MARKETING

How Consumer **Durables Brands** Nail Summer Marketing

To succeed, brands should combine creativity, speed, and phygital experiences with authentic storytelling—crafting campaigns that move beyond pure promotion to foster meaningful connections, influence buying decisions, and turn interest into action **By PRAGYA BIJALWANN**

As temperatures soar, so do marketing opportunities. Summer has long been the busiest season for consumer durable brands, and air conditioners in particular see a surge in demand. According to a recent industry report, companies operating in this space are expecting a particularly good season this time, with the AC segment projected to grow by more than 20 per cent.

But in an increasingly cluttered market, product utility no longer guarantees visibility or sales. Brands must now win the season with creative marketing, agility, phygital experiences, and customer-centric storytelling. This has led to a rise in summer



campaigns that go beyond promotional noise to spark real connections to drive consideration and convert intent into action/sales.

Riding the Heatwave

Successful brand campaigns lean into what consumers feel in the moment—discomfort, restlessness, and a desire

for ease—and mirror that in their messaging. For instance, some brands have launched campaigns highlighting silent features in their air conditioners, appealing to consumers' desire for peaceful and efficient cooling. Others have introduced all-weather narratives, especially targeting northern markets of India, where hot days can be followed by chilly evenings. These campaigns strike a powerful chord with consumers seeking all-weather appliances by promoting heating and cooling capabilities as a bundled lifestyle solution.

Relevance also comes through regional customisation. Brands are increasingly localising their campaigns—not just in language but also in behaviour and need-state mapping.

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A campaign that works in humid coastal cities like Mumbai may not resonate in dry and dusty interiors like Jaipur. So, some successful marketers are leveraging AI-based insights and regional influencers to bridge this gap and generate deeper engagement.

Emotional Storytelling

Summer campaigns that succeed often touch an

emotional communication, which touches the chord as a "slice of life" moment with consumers. Brands today sell outcomes—comfort, time, family bonding—not just features. Emotional storytelling, especially when tied to themes like self-care, family well-being, or productivity, gives consumer durable brands the edge in an otherwise

AR simulations, and even gamified product selection tools. These experiences are particularly impactful during pre-purchase research phases, allowing customers to explore benefits from the comfort of their homes.

Simultaneously, retail experience remains critical. Leading brands are transforming physical showrooms into experience centres with temperature-controlled zones, guided product journeys, contextual displays, and interactive counters. These tactics reinforce the product's utility in the real world, which is essential during peak buying season.

Limited-time Offers

Price sensitivity peaks during seasonal buying, and brands that ace the timing and positioning of their promotions tend to outperform. Instead of straightforward discounts, many companies now craft value-driven bundles, like an air conditioner and maintenance package.

EMIs, cashback schemes, and no-cost financing have also become staples of summer campaigns. Brands collaborate with NBFCs, fintech platforms, and banks to make premium appliances more accessible. The key here lies in communication—packaging these offers not as deals but as enablers of a smarter summer lifestyle.

Influencer are Key

Influencers are central

to summer marketing in the age of short attention spans. But it is not just about celebrity associations anymore. The rise of vernacular influencers and real-life testimonials gives summer campaigns authenticity. YouTube explainers, Instagram reels about "how to prep your home for summer," and product unboxing videos generate organic interest.

Various brands in this space have collaborated with content creators to highlight specific use cases, like fan noise levels, refrigerator space during mango season, or intelligent cooling in ACS. These bite-sized stories help consumers make faster decisions.

Lessons for Marketers

Consumer durable brands offer a masterclass in winning seasonal moments through holistic storytelling, digital savvy marketing, and behavioural insight. The best summer campaigns don't just ride the temperature curve; they anticipate how consumers feel, search, shop, and share in summer. By prioritising customer experience, narrative depth, and value creation, consumer durable brands are redefining effective seasonal marketing.

As other sectors look to replicate this success, one lesson is clear: it is not just the season that sells the product, but how you skillfully market your product with the season's pulse. **BW**



Photograph by Raxpixel

emotional chord. Whether highlighting the idea of 'care through comfort' during heatwaves or celebrating small summer moments at home with family, these stories humanise technology and bring appliances closer to people's lives.

What has changed is the move from functional to

commoditised market.

Digital Discovery

The omnichannel push is perhaps more visible during the summer months. Leading consumer durable brands are integrating their ATL campaigns with immersive online experiences—virtual demos, 360-degree product views,