

Bridging Media Divide: A Comparative Insight from Amul and Mother Dairy

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Abstract: This comparative analysis examines the marketing approaches of two prominent Indian dairy brands, Amul and Mother Dairy, with a focus on their integration of traditional and digital media strategies. The study evaluates brand communication patterns, engagement metrics, and strategic implications using both qualitative and quantitative insights. Amul's integrated narrative, characterized by its iconic print advertisements and topical moment marketing on digital platforms, is contrasted with Mother Dairy's more product-centered, functional communication mix. Social media analytics, including follower growth, engagement rates, post frequency, and content formats, are assessed to determine the effectiveness of each brand's digital engagement. Visual comparisons, including bar charts and radar diagrams, highlight Amul's agility and stronger audience connection versus Mother Dairy's gradual digital evolution. The findings details significance of IMC and emotional branding in determining competitive brand position in the Indian dairy sector.

Keywords: Amul, Mother Dairy, Digital Marketing, Digital media marketing, Traditional Media, Brand Positioning, Integrated Marketing Communication, Emotional Branding, Social Media Engagement, Consumer Perception, Marketing Strategy

I. INTRODUCTION

The marketing environment has changed dramatically in the last 20 years and digital platforms have become potent as an aid to marketing and at times surpassing the coverage of the traditional advertising mediums (Chowdhury & Nath, 2025). Brands now need to tactically manage both old conventional marketing channels like a TV, print media and outdoor as well as interactive digital media platforms such as social media, content marketing and influencer partnerships. Such a shift is highly relevant within the FMCG industries whereas in dairy industry, where consumer engagement, consumer trust and product brand

recall is especially important in determining a purchase (Sorte & Muley, 2024).

Amul and Mother Dairy are among the most popular and powerful dairy brands in India. Although the two organizations possess extensive networks and share common grounds in terms of cooperation, there is a colossal variance in the strategy implemented in the branding efforts, especially in the use and implementation of digital media marketing. Amul, which has a partner Gujarat Cooperative Milk Marketing Federation (GCMMF), receives attention due to its stable advertisement approach and cultural appeal involving the topical jokes and socially aware messages. It has easily passed the tradition of traditional print advertising onto the digital media platform, and as a result has become one of the first to be models of what is currently known as moment marketing (Mankesh, 2023). Mother Dairy, the organisation under the management of the National Dairy Development Board, on the contrary, has a more traditional communication strategy, as its online presence is more of product promotion than two-way communication (Mishra and Shukla, 2022).

The relevant question, therefore, is how these two ancient brands can find the balance between tradition and innovation. This is an important question that is not only vital in explaining the development of marketing communications as a field of study, but also in understanding the strategic decisions that the foundations of sustainable brand equity rest on in the competitive landscape of digital media marketing.

The research objectives of the study includes

- To make a comparison between the conventional marketing strategy of the Amul and Mother Dairy of the Indian dairy industry.

- To compare and contrast their digital media marketing strategies with their content themes, engagement, and the platforms in which they are used.
- To assess the effect of the ratio of traditional and digital media marketing and consumer responsiveness and product positioning.

II. RESEARCH DESIGN OR EXPERIMENT

The research design was a comparative and descriptive research design in which the study investigated the traditional and digital media marketing practises of the two major dairy brands in India, Amul and Mother Dairy. The lens of comparison enables one to systematically review their promotion policies in different forms of media, and the descriptive aspect will entail some observable tendencies of branding and how consumers interact with these brands.

The analytical method implemented in the study is qualitative which clarifies non-numbers like campaign accounts, tone of message, design features, and engagement patterns. Moreover, the study is aimed at determining differences in the brands at the tactical level of the media use and at the upper-order levels of the strategic orientations. The information was retrieved on the official websites of Amul and Mother Dairy and their confirmed Instagram, Facebook, Twitter, and YouTube accounts. . The analytics tools which are helpful to analyze the growth, the engagement rate, and the performance per post is digital media tools Social Blade, Sprout Social, and Hootsuite Insight. Further details are obtained on the basis of scholarly work, white papers, and industry reports IBEF, Statista, etc. that reveal the trends of digital revolution in both Indian FMCG industry and dairy industry. The research taps content analysis to classify campaign themes topical, emotional, educational, or health-oriented and gauging tone and visual branding in multiple media.

III. RESULTS AND DISCUSSION

The strategies of Amul and Mother Dairy are very different in traditional and online spaces. Traditional media the long-running topical cartoon features of the “Amul Girl Anchors the Amuls” traditional media presence through which the cartoon appears regularly in newspapers, on billboards etc. (Longani & Sharma, 2023). Amul has a high recall factor due to their presentation as these ads are known to tickle

the funny bone as well as socially relevant commentary on culture. Across decades and ages, the consistency of imagery and narrative has made it one of the most famous conventional brands of advertising in India. Conversely, the traditional media by Mother Dairy is more regionally-centric and utility-driven such as the use of newspapers and local events that only talk about the features of the products, health advantages, and seasonal promotion (Shukla et al., 2024). They are very similar to their counterparts taking on the same brand tone, but they are less emotional and story-driven as campaigns of Amul.

Amul also works with moment marketing perfectly on digital media marketing combining the aspects of the culture, trend of topics, and festivals. The posts on its social media are graphically consistent, artistically tagged, and sharable with unique brand tone occurring in Instagram, Twitter, and Facebook. It takes advantage of topicality and humour to create organic response (Pallathadka et al., 2022). Digital media strategy is changing in Mother Dairy. Though it is on Instagram, Facebook, and YouTube, its message is product-oriented-focusing on purity, nutrition, and recipes. Although it has tried AR filters and interactive campaigns, its style of content is more fixed and less responsive to time and trend (Mishra & Shukla, 2022). The absence of consistency when relaying the story reduces its digital virality and user engagement.

Figure 1 - Amul vs. Mother Dairy (Marketing Comparison Matrix)

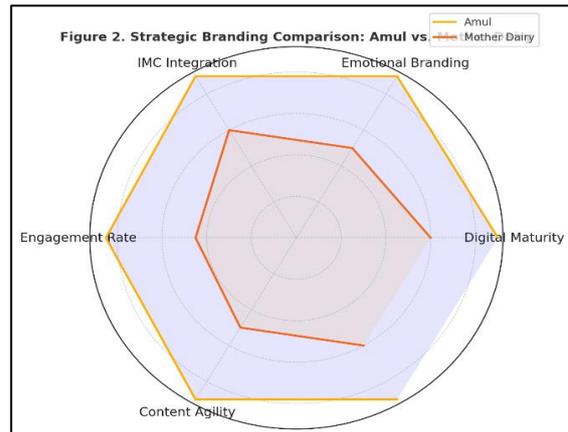
Category	Amul	Mother Dairy
Traditional Media	Iconic print ads (Amul Girl), witty and topical, strong recall	Print ads, functional tone, regionally targeted campaigns
Digital Media	Active on all major platforms; topical content; high posting frequency	Active on select platforms; AR and health-focused campaigns; lower post frequency
Brand Voice	Emotional, humorous, culturally resonant; strong visual identity	Informational, health-led, product-driven messaging
Instagram Followers	~400K+	~39K (@motherdairy),

		~52K (@freshdelights)
Engagement Rate	~1.5% to 2.85%	Under 1%
Content Themes	Topical issues, cultural events, humour	Product benefits, recipes, nutrition
Strategic Position	Digital-first, real-time marketing, cross-platform consistency	Traditional-first, functional branding, in early stages of digital storytelling

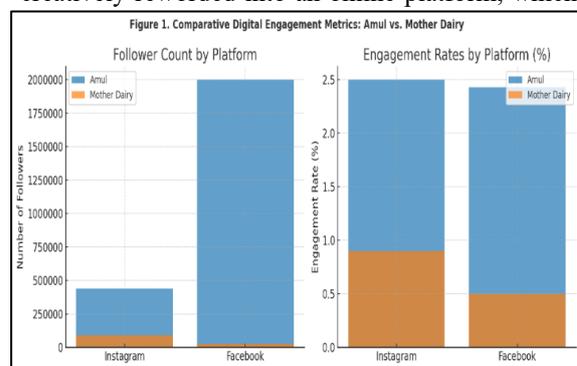
The brand performance differences are further explained by analytics provided by such services as Social Blade, Sprout Social, and Hootsuite Insights shows that Amul has a very strong social media presence with more than 1.2m followers overall and ~438K on Instagram alone. It has highly acceptable engagement of 1.5-2.85 percent, which is promoted by numerous daily posts, frequently presented via the themes of static visuals with topical topics or infographics.

In comparison, Mother Dairy has several Instagram accounts (@motherdairy ~39K, @freshdelights ~52K), but, on the whole, has less engagement (~0.5-1%). Post frequency is bi-weekly/weekly with content being recipe posts, static pictures and one to two videos. Even though they can create some creative campaigns even around Holi, the personalized Holi wishes, the influence tie-ups etc, the lack of immediacy and appeal leaves it with a sluggish follower count and minimal reference to the content. In the content format, Amul has successfully employed the digital media marketing tools of content format; static cartoons and branded images whereas mother dairy lies on the middle of using static and short videos. But the topical context espoused by Amul increases the sharing by the users, whereas the informational content in Mother Dairy would not be as viral.

The comparative results are that Amul is more mature in terms of digital media marketing compared to its emotionally vibrant and agile content. The seamless synthesis of conventional and online mechanisms is a classic example of the concept of Integrated Marketing Communication (IMC) in which a single message on a brand is relayed uniformly on the various platforms.



The classic Amul Girl campaign first distributed via the print and other outdated media has been creatively reworded into an online platform, which



enhances the recall and appeal of the brand to a greater extent. This is a marriage between messages and medium that increases the versatility of the brand and consumer-focused positioning. On the other hand, the strategic positioning of Mother Dairy is relatively decentralised; the company has an excellent presence in its conventional outlets, and its online presence is still in its early stages. Despite the brand message of health, purity and nutrition instilling confidence, the brand does not create a sense of urgency that will be emotionally evoking to an audience of a digital nature.

This point can be used to demonstrate how powerful emotional branding can be as a tool used to develop stronger consumer relationships. The culturally provoking content of Amul welcomes discussion and involvement of the people, thus strengthening involvement. Conversely, the rational functional communications of Mother Dairy can be described as largely functional as they fit in to short-term decision making and may limit long-term brand loyalty. What the modern brands can learn is that credibility and consistency is still of paramount importance, but the ones that manage to strike a balance between emotive narratives and the

immediacy of the digital media are more likely to succeed in an integrated marketing setting. The Mother Dairy situation can be quite beneficial to its online presence through the improved content consumption experience and the increased compliance with the integrated marketing communications strategy.

IV.CONCLUSION

To conclude, Amul has better engagement rates and follower counts when compared to Mother Dairy, which could be partially explained by its bold narrative style, its responsiveness and its emotionally touching content. Though Mother Dairy boasts of a strong brand name and product quality, it should increase interactivity in its web of digital space and develop a more imaginative storey behind its products to make them more audience friendly. Such institutions as Mother Dairy should abandon stagnant content in favour of an Integrated Marketing Communication (IMC) model that can reconcile the worlds of the traditional and digital media innovation, failure to do so putting their survival in a growing digital consumer environment at risk.

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