

Marketing Strategy

Submitted to -
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Evaluation 2
Group - 4

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Product: Basil Blast

Basil Blast is an **after-meal drink** offering a wide range of **exciting** flavors that act as a **mouth freshener** as well as an **all-natural digestive drink** with a special focus on natural ingredients with **no artificial additives**.

Features:

1. 150 ml bottle
2. Fruit flavours
3. Light and natural
4. No sugar and preservatives
5. Healthy
6. Probiotics

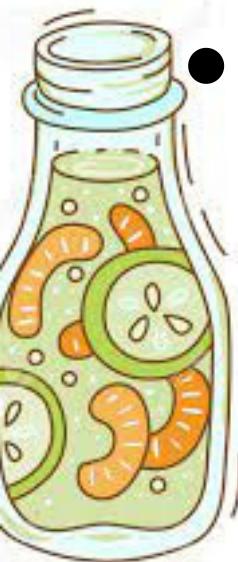


Segmentation, Targeting and Positioning



Segmentation

- **Geographic Segmentation:** Localized Product exclusive to India
- **Psychographic Segmentation:** Fruit based drink mixed with basil seeds convincing consumers that it is good for health and digestion for the health-conscious consumers
- **Demographic Segmentation:** All Age groups, Mid-High income.



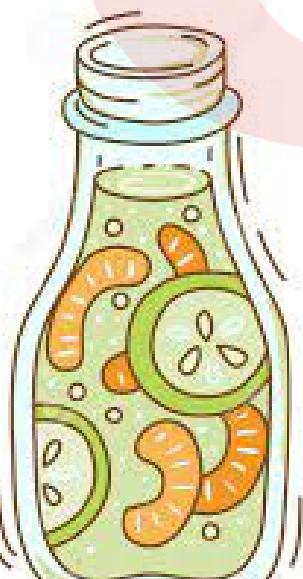
Segmentation, Targeting and Positioning

Targeting

- College Students.
- Health Conscious consumers.
- Restaurants, Gyms, and Health Cafes.
- Elderly people with weaker digestion capabilities.

Positioning

- Fruit flavored with no artificial additives
- Refreshing
- Detoxifying drink
- Digestive Properties



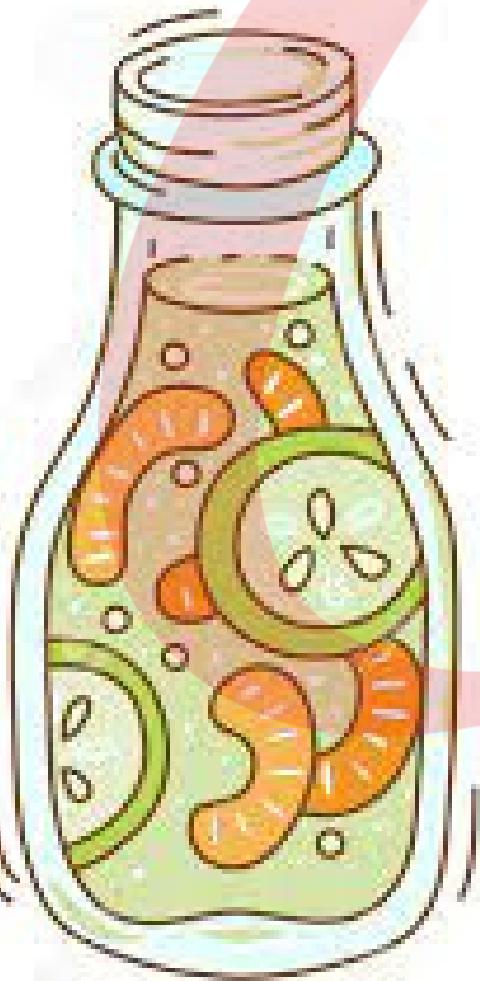
Levers of Brand Positioning



HEALTHY



**LIGHT DIGESTIVE
PROPERTIES**



**FLAVOURED
WATER**

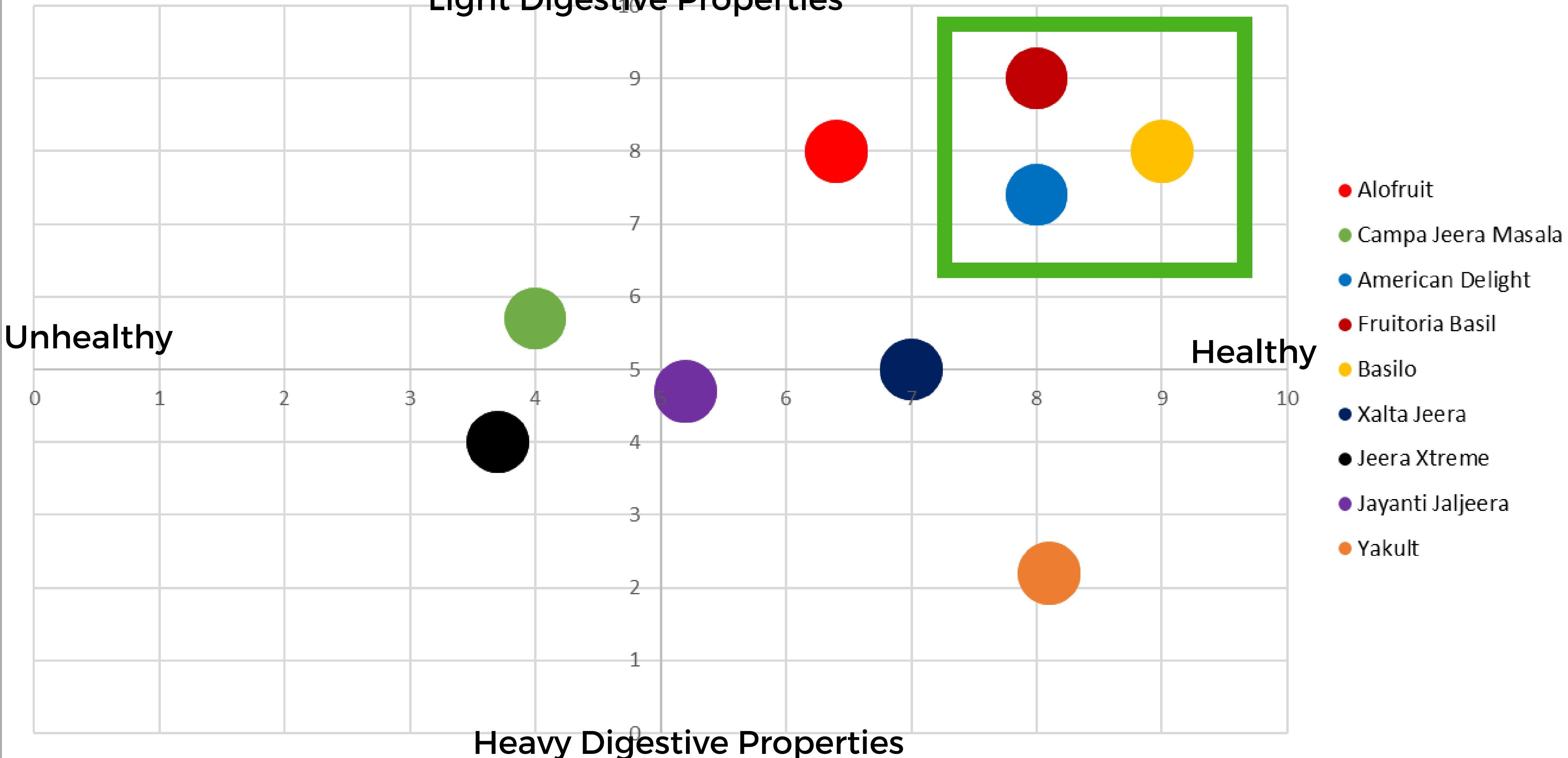


AFTER MEAL DRINK

DETOXIFYING

Competitive Perceptual Map

Light Digestive Properties



Competitive Perceptual Map: The Steps

1. We did market research and interviewed customers to find out on the critical success factors. We got 3 main factors which were health factors, nutritious and digestive properties.
2. On further research we got two prominent attributes for the analysis - Digestive Properties and Nutritional Value.
3. Then we researched the competition for the selected attributes and plotted them on perceptual map
4. Through the use of social media platforms, we interviewed prospective customers of our competitors and asked them to rate drinks based on health and digestive properties.

Implications of Pereceptual Mapping



Value Analysis

Based on the researched data and the Perceptual Map, the Nutritional Value and the Digestive Properties are considered as the value attributes according to which we perceived the value and created the estimated value curves based on the received feedbacks.

Competitive Analysis

Based on the researched data and the Perceptual Map, American Delight, Frutoria Basil, and Basilo are the biggest competitors in the market based on the chosen attributes of Nutritional Value and Digestive Properties.

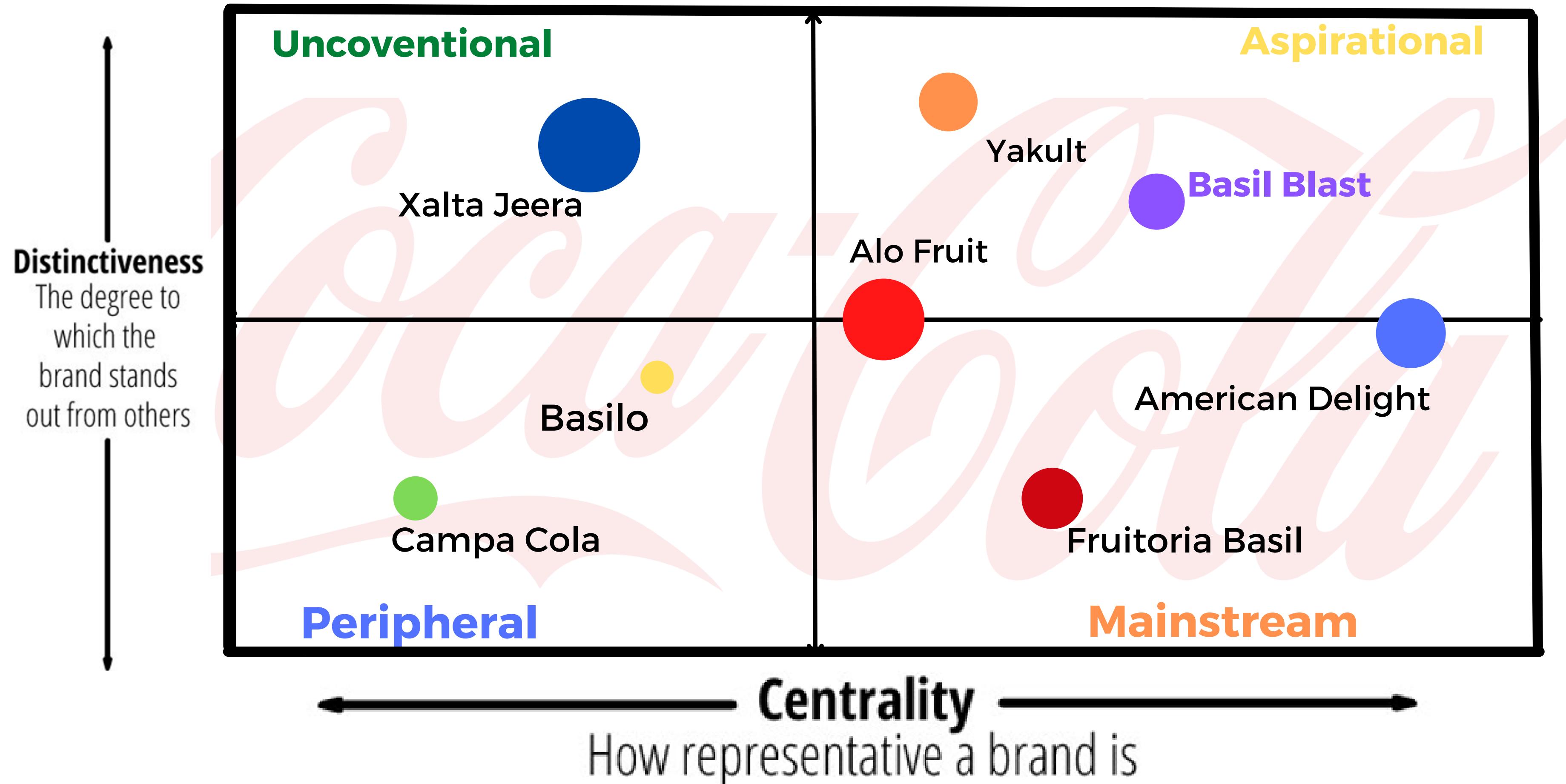
Innovation Opportunity Analysis

Based on the plotted Perceptual Map, Market gap analysis is performed, Basil Blast will be positioned on the market based on the Market Gap found from the analyzed Map.



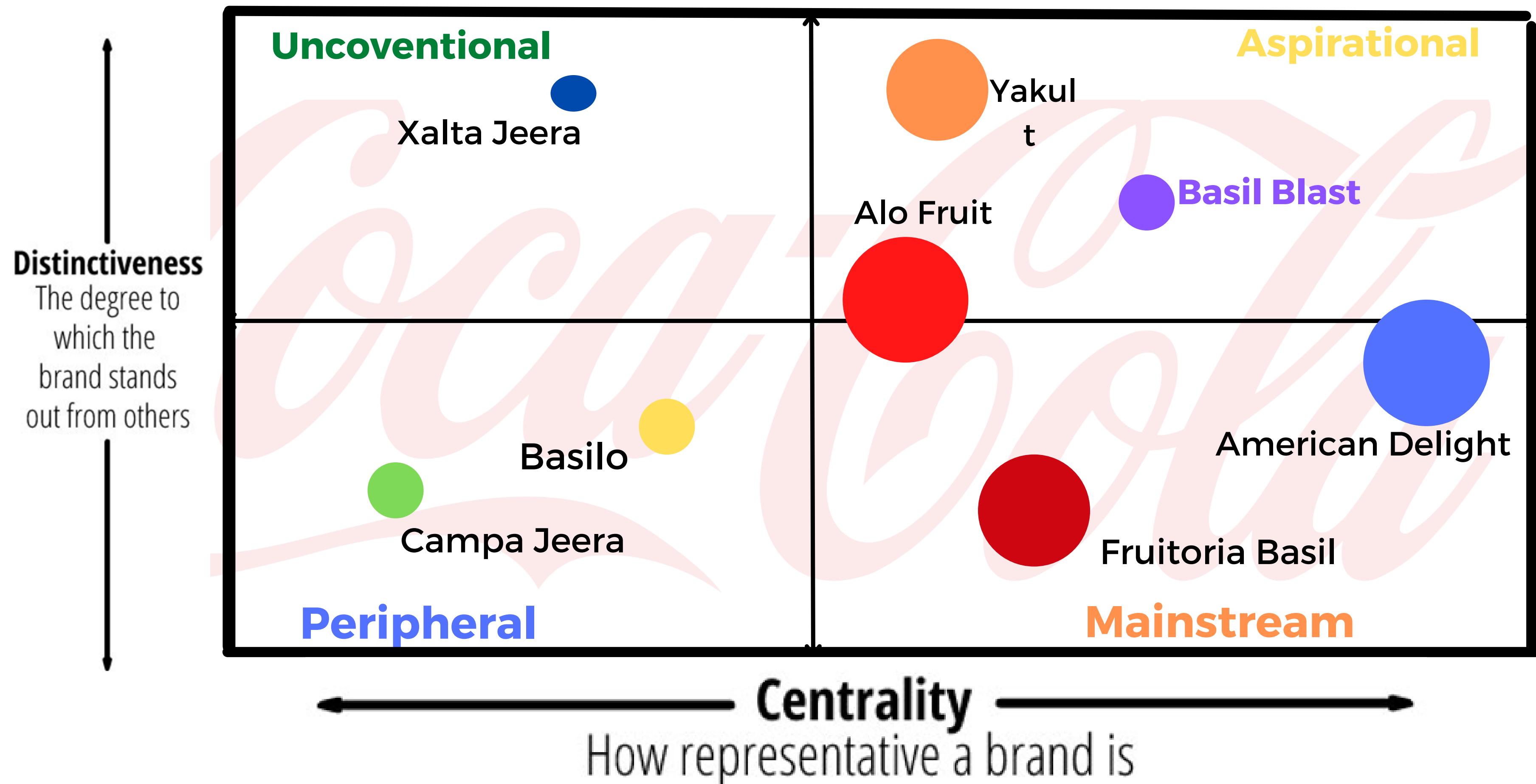
Centrality-Distinctiveness Map

PRICING:



Centrality-Distinctiveness Map

SALES VOLUME:



Centrality-Distinctiveness Map: Explanation

CENTRALITY

Increased centrality drives higher sales volumes

Aspirational

Brands falling into this quadrant are both central to their market and distinct from other brands

Brands: **Yakult, Alo Fruit, Basil Blast**

DISTINCTIVENESS

Increased distinctiveness in the market drives a more premium price

Unconventional

Brands falling under here are not seen as central to their market, but are distinctive.

Brands: **Xalta Jeera**

Peripheral

Brands falling here are not central to their markets and are not viewed as overly distinct.

Brands: **Basilo, Campa Jeera**

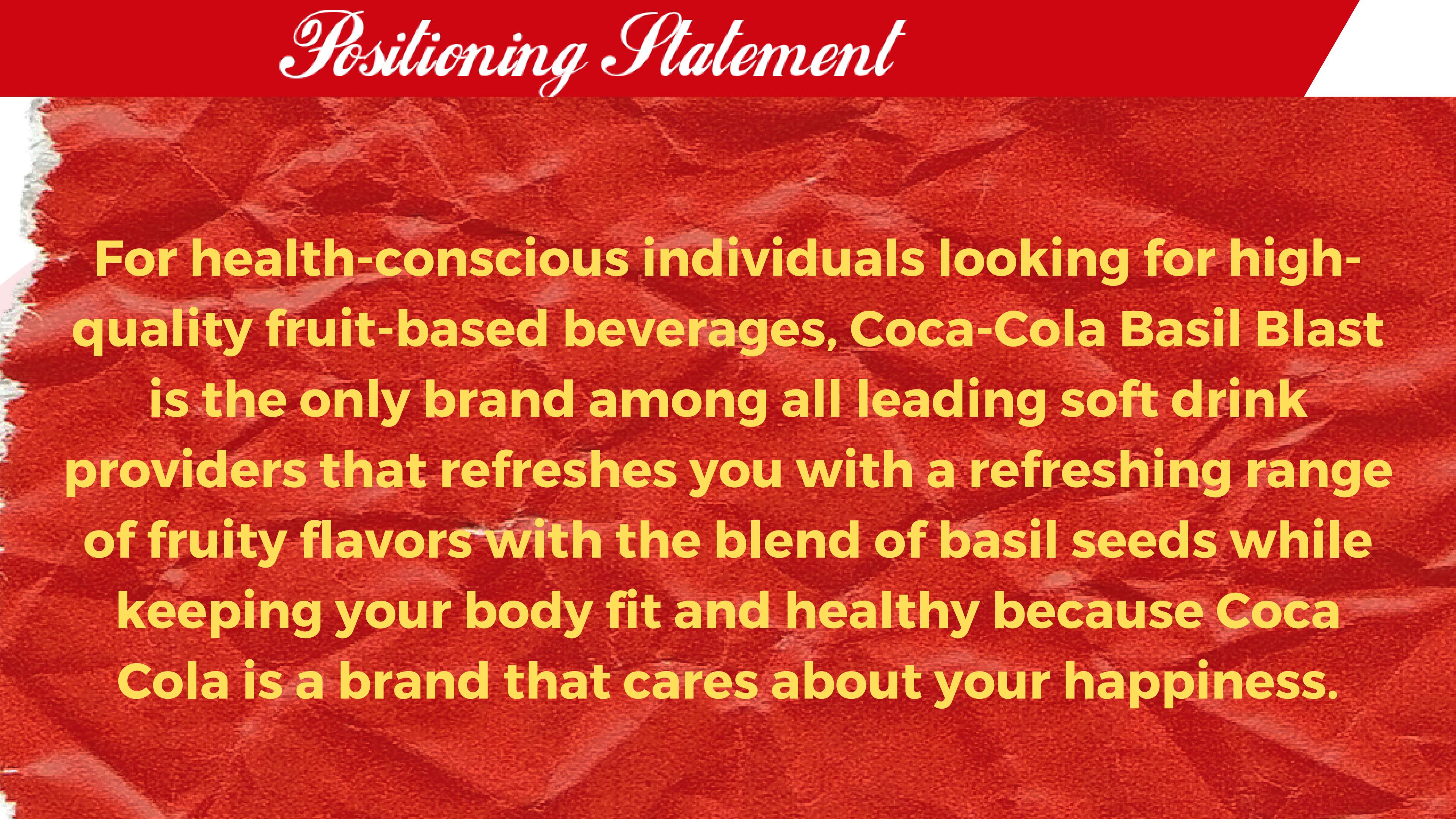
Mainstream

Brands falling here are viewed as central to their market, however they are not viewed as overly distinct.

Brands: **American Delight and Fruitoria Basil**

Our product - Basil Blast, needs more extensive advertisement strategies in order to increase their sales volume and profitability.

Positioning Statement



For health-conscious individuals looking for high-quality fruit-based beverages, Coca-Cola Basil Blast is the only brand among all leading soft drink providers that refreshes you with a refreshing range of fruity flavors with the blend of basil seeds while keeping your body fit and healthy because Coca Cola is a brand that cares about your happiness.



*Share your life...
Like you share*



A Coke

Coca-Cola

"Open Happiness"

#ShareACoke

Thank You