

AMUL

ANDHRA UNIVERSITY [Unity Degree College]

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PART 1 : Brand study, Competitor Analysis & Buyer's/ Audience's persona

- ❖ Research Brand [Mission/ Values]

- ❖ USP

- ❖ Analyze Brand Tone and Identity

- ❖ Set 4 smart goals and KPI'S

BRAND STUDY [MISSION/VISION & USP]

Mission:

Amul's mission is to provide quality dairy products to its consumers while ensuring fair returns to the farmers who are its primary stakeholders. It aims to achieve this by leveraging technology, innovation, and efficient management practices throughout its supply chain

Vision:

Amul's vision is to be the leading dairy cooperative globally, known for its commitment to quality, integrity, and sustainability. It aspires to continually expand its product range, improve efficiency, and enhance the livelihoods of dairy farmers while meeting the evolving needs of consumers.

Unique Selling proposition [USP] Analysis

Amul's unparalleled Unique Selling Proposition (USP) lies in its cooperative model, which empowers millions of dairy farmers and ensures fair returns for their produce, fostering trust and loyalty among both farmers and consumers. This model, coupled with Amul's unwavering commitment to quality across its diverse product range, enables the brand to offer affordable yet high-quality dairy products to a wide consumer base. With its iconic brand identity, extensive distribution network, constant innovation, and competitive pricing, Amul has solidified its position as a market leader in the dairy industry, exemplifying a harmonious blend of social responsibility, quality assurance, and consumer satisfaction.

BRAND STUDY [BRAND TONE & KPI'S]

Brand Tone

The brand tone of Amul is characterized by a unique blend of wit, humor, and relatability. Through its iconic advertising campaigns featuring the Amul girl, Amul has established a distinct voice that resonates with consumers across generations. The brand's communication is often playful, using puns, wordplay, and topical references to engage with its audience while conveying messages about its products. Despite its light-hearted approach, Amul maintains a sense of authenticity and sincerity, reflecting its values of quality, trust, and social responsibility. Overall, the brand tone of Amul is friendly, approachable, and distinctly Indian, making it a beloved and enduring presence in the hearts of consumers.

Kay Beauty KPI's may include:

1. **Revenue Growth:** Tracking the increase in revenue over time reflects the brand's ability to attract and retain customers while expanding its market reach.
2. **Market Share:** Monitoring Amul's share of the dairy market allows the company to assess its competitive position and track its progress against competitors.
3. **Customer Satisfaction:** Measuring customer satisfaction through surveys, feedback, and ratings helps gauge the effectiveness of Amul's products and services in meeting consumer needs and expectations.
4. **Quality Assurance Metrics:** Monitoring indicators such as product recalls, defects, and adherence to quality standards ensures that Amul maintains its reputation for delivering high-quality dairy products.

BUYERS/AUDIENCE PERSONA

- Name : Taste of India

- Demographics :

Age: All Age groups

Income: aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

Psycographics :

Values : Innovative, Cooperative, Iconic.

Interest: Dairy, Sustainability, Community.

Personality: Sincerity, Fun, Loving, Reliable.

Behaviour:

Shopping habits:

Amul has successfully tapped into consumer shopping habits with its diverse range of dairy products and widespread availability. Consumers often exhibit habitual purchasing behaviors when it comes to dairy products, relying on trusted brands like Amul for their daily needs. The brand's extensive distribution network ensures that Amul products are conveniently accessible, whether in urban supermarkets, local grocery stores, or even in rural areas.

- Social media usage :

Active youtube , television.

Goals:

1. Ensuring fair returns to dairy farmers by maintaining a profitable cooperative model.
2. Expanding market reach both domestically and internationally to increase brand visibility.
3. Continuously innovating product offerings to meet evolving consumer preferences and trends.

Challenges:

1. **Competition:** Amul operates in a highly competitive market, facing competition from both domestic and international dairy brands. Staying ahead in such a competitive landscape requires continuous innovation and strategic marketing.
2. **Supply Chain Management:** As a dairy cooperative sourcing milk from millions of farmers, ensuring a smooth and efficient supply chain can be challenging. Factors like logistics, milk quality control, and seasonal fluctuations in milk production require constant attention and management.
3. **Quality Control:** Maintaining consistent quality across a wide range of dairy products is crucial for Amul's reputation. Ensuring that quality standards are met at every stage of production, from sourcing milk to packaging, presents an ongoing challenge.

PART 1: BRAND STUDY COMPETITOR ANALYSIS & BUYERS/AUDIENCE'S PERSONA

❖Competitor 1 : Nestle

USP :

Nestlé is a multinational food and beverage company that produces a wide range of dairy products, including milk, yogurt, cheese, and ice cream. With its global presence and strong brand recognition, Nestlé competes with Amul in various markets, offering similar dairy products to consumers.

Online communication :

Website: Nestlé maintains a comprehensive website that serves as a central hub for information about its products, corporate social responsibility initiatives, and company news.

Social Media: Nestlé maintains active profiles on major social media platforms like Facebook, Twitter, Instagram, and LinkedIn.

Content Marketing: Nestlé produces and shares various types of content online, including articles, blog posts, videos, and infographics.

Influencer Partnerships: Nestlé collaborates with influencers and content creators to promote its products and reach new audiences. These partnerships often involve sponsored content, product placements, and co-created campaigns that leverage the influencer's reach and credibility

Email Marketing: Nestlé utilizes email marketing to communicate directly with consumers, sharing personalized offers, product recommendations, and relevant content based on their preferences and purchase history

Online Advertising: Nestlé invests in online advertising across various digital platforms, including display ads, search engine marketing, and social media ads. These ads are targeted to specific demographics and interests, aiming to drive brand awareness, website traffic, and sales

SWOT

- Strength :

. **Global Presence:** Nestlé operates in over 180 countries, making it one of the largest food and beverage companies globally. Its widespread presence provides economies of scale and diversification.

Strong Brand Portfolio: Nestlé owns a vast portfolio of well-known brands across various categories, including beverages, dairy, confectionery, and nutrition. This diversity reduces dependence on any single product or market.

Research and Development: Nestlé invests significantly in research and development, driving innovation and product development. This focus on R&D allows Nestlé to introduce new products and adapt to changing consumer preferences effectively.

Distribution Network: Nestlé has an extensive distribution network, enabling its products to reach consumers in both urban and rural areas. This broad reach gives Nestlé a competitive advantage in terms of market penetration.

- Weaknesses :

Product Recalls: Nestlé has faced product recall incidents in the past due to issues such as contamination and mislabeling. These incidents can damage consumer trust and brand reputation, impacting sales and market share.

Dependency on Developed Markets: While Nestlé has a strong presence in developed markets, it faces challenges in emerging markets where local competitors may have a better understanding of consumer preferences and lower-priced alternatives.

Sustainability Concerns: Nestlé has faced criticism for its environmental impact, including issues related to water usage, packaging waste, and deforestation. Addressing these sustainability concerns is crucial to maintaining its reputation and consumer trust.

Opportunity

Health and Wellness Trend: The growing demand for healthier food and beverage options presents an opportunity for Nestlé to expand its portfolio of nutritious and functional products, catering to health-conscious consumers.

Expansion in Emerging Markets: Nestlé can capitalize on the rapid growth of emerging markets by adapting its products and marketing strategies to local preferences and purchasing power, thereby increasing its market share and revenue.

E-Commerce Growth: The rise of e-commerce provides Nestlé with new distribution channels and opportunities to reach consumers directly. Investing in e-commerce capabilities and online marketing can enhance Nestlé's competitiveness in the digital age.

Threats :

Intense Competition: Nestlé faces intense competition from both global and local players in the food and beverage industry. Competitors may offer similar products at lower prices or with better marketing strategies, posing a threat to Nestlé's market share.

Regulatory Changes: Changes in regulations related to food safety, labeling, advertising, and taxation can impact Nestlé's operations and profitability. Adapting to evolving regulatory environments requires resources and may affect product formulations and marketing practices.

Health and Environmental Concerns: Increasing awareness of health issues such as obesity and environmental issues such as plastic pollution can lead to consumer backlash against certain Nestlé products or practices, affecting brand perception and sales.

❖ Competitor 2 :Mother dairy

USP:

Mother Dairy: Mother Dairy is a prominent dairy brand in India, known for its milk, dairy products, and fruit-based beverages. Operating primarily in the domestic market, Mother Dairy competes directly with Amul in various product categories, leveraging its distribution network and brand reputation to attract consumers.

Online communication :

Mother Dairy employs a multifaceted online communication strategy to engage with consumers and promote its dairy products. This strategy includes active social media presence across platforms like Facebook, Twitter, and Instagram, where the brand shares product updates, recipes, and engaging content to interact with its audience. Mother Dairy also maintains a user-friendly website that serves as a hub for information about its products, nutritional values, and sustainability initiatives. Additionally, the brand utilizes email marketing to communicate directly with consumers, providing personalized offers and promotions based on their preferences. Mother Dairy's online communication efforts aim to foster brand loyalty, educate consumers about its products, and create a sense of community among its online followers.

SWOT

• Strength :

Strong Brand Equity: Mother Dairy enjoys a strong brand reputation in India, particularly for its dairy products like milk, butter, and yogurt. Its brand equity is built on trust, quality, and reliability.

Wide Product Portfolio: Mother Dairy offers a diverse range of dairy products catering to various consumer preferences and needs. This extensive product portfolio contributes to its market presence and customer loyalty.

Supply Chain Integration: Mother Dairy has a well-integrated supply chain, sourcing milk directly from farmers through its cooperative network. This vertical integration ensures quality control and traceability of its dairy products.

Local Presence: Mother Dairy has a strong presence in urban and rural areas across India, supported by an extensive distribution network. Its local presence enables it to reach a wide consumer base and maintain market dominance.

Weaknesses :

Dependency on Dairy Products: Mother Dairy's heavy reliance on dairy products makes it vulnerable to fluctuations in milk prices, supply chain disruptions, and changes in consumer preferences. Diversification into other product categories may reduce this dependency.

Limited International Presence: While Mother Dairy is a prominent player in the Indian market, its international presence is relatively limited. Expanding into new markets outside India could provide growth opportunities but requires significant investment and market entry strategies.

Opportunity :

Health and Wellness Trends: Growing consumer awareness about health and wellness presents an opportunity for Mother Dairy to expand its portfolio of healthier dairy products, such as low-fat variants, fortified milk, and probiotic yogurts.

Innovation and Product Development: Continuous innovation in product offerings, packaging, and formulations can help Mother Dairy stay competitive and meet evolving consumer demands. Developing value-added products and convenience formats could attract new consumers

Threats :

Competition: Mother Dairy faces intense competition from both domestic and international dairy brands, as well as local dairy cooperatives. Competitors may offer similar products at competitive prices, challenging Mother Dairy's market share and profitability.

Regulatory Environment: Changes in government regulations related to dairy farming, milk procurement, food safety standards, and labeling requirements can impact Mother Dairy's operations and profitability. Adapting to regulatory changes is essential to remain compliant and competitive.

PART 2 : SEO & KEYWORD RESEARCH

SEO AUDIT

The website has a fair SEO score however it can be improved in certain aspects such as link building & usability.

- Evaluate the website's structure, navigation, and user experience (UX).
- Check for mobile-friendliness and responsiveness.
- Analyze page loading speed and identify areas for improvement.
- Ensure that the website is secure (HTTPS) and there are no broken links.

KEYWORD RESEARCH

- Research relevant keywords related to Amul's products, services, and industry.
- Analyze keyword competitiveness and search volume.
- Identify opportunities for targeting long-tail keywords.
- Ensure proper integration of keywords into website content, meta tags, headings, etc

Keyword objective : Sales oriented

- Amul Butter
- Amul Milk Products
- Amul Ice Cream
- Amul Ice Cream
- Amul Cheese Varieties

Document the challenges faced during the research and analysis phase as well as the Key insight gained from the keyword research process.

- Getting a free tool to do keyword research is a task since most tools are paid.
- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insight into the kind of keywords people search for.

On Page Optimization [Content Optimixation]

- Title: "Amul Butter - Pure, Fresh, and Delicious"
- Detailed description highlighting the quality, taste, and versatility of Amul Butter.
- Nutritional information table displaying calories, fat content, etc.
- Usage tips section with creative ideas for using Amul Butter in cooking or baking.
- High-resolution images showcasing the packaging and the creamy texture of the butter.
- Customer reviews and ratings section with testimonials from satisfied customers.

Part 3 : Content Ideas and Marketing Strategies

Create a content calendar for the remaining month of April by brainstorming content themes, exploring various formats like blog, videos, post, infographics, podcasts, and interactive quizzes and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind only for the post and story mentioned in the calendar.

Content calendar for April month

April 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01APRIL FOOL DAY SHARE A LIGHT HEARTED FEATURING A HUMOROUS TAKE ON PRODUCT OR CAMPAIGN	02 MAKING POST ON AMUL PRODUCT	03 REELS WITH INFLUENCERS	04 GIVEAWAY	05 FLAVOURED ICECREAMS	07. WORLD HEALTH DAY HIGHLIGHT AMUL PRODUCTS SUITABLE FOR THE SPRING SEASON LIKE ICECREAMS MILKSHAKES OR REFRESHING FLAVOURED MILK
07. WORLD DAY HIGHLIGHT AMUL PRODUCTS SUITABLE FOR THE SPRING SEASON LIKE ICECREAMS MILKSHAKES OR REFRESHING FLAVOURED MILK	08 STORY	09 SHARE THE RECIPE OF THE WEEK BY AMUL PRODUCTS	10 SPONSOR	11 CAMPAIGN	12 REEL	13. ANALYSIS OF THE PRODUCT
14 SHOWCASE AMULS COMMITMENT TO SUSTAINABILITY AND ECO FRIENDLY PRACTICES	15. DISTRIBUTE SOME FREE PRODUCTS	16 QUOTE	17 CREATE SOME NEW ADVERTISEMENT	18 NEW PRODUCT	19 SPONSOR QUOTE	20. CUSTOMER ANALYSIS
21. SHARE USER GENERATED CONTENT OR TESTIMONIALS TO FOSTER A SENSE OF COMMUNITY AND TRUST	22. EARTH DAY SHOWCASE AMUL COMMITMENT TO SUSTAINABILITY AND ECO FRIENDLY PRACTICES	23 NEW PRODUCTS	24 MEASURING PERFORMANCE	25 BONUS FOR EMPLOYEES	26 PRODUCT FEATURES	27 SALES ANALYSIS
28 SALES OF ICECREAMS AND BEVERAGES	29 INTERNATIONAL DANCE DAY SHARE AFUN VEDIO OR ANIMATION FEATURING AMUL PRODUCTS AND DANCING TO CELEBRATE THE DAY	30. HIGHLIGHT THE LESSER KNOWN AMUL PRODUCTS OR NEW ADDITION TO THE LINEUP EDUCATING THE AUDIENCE ABOUT ITS VERIFIED AND		01	02	03

STRATEGY AIM AND IDEA BEHIND THE STORY

- This model aims to provide 'value for money to the customers and protect the interests of farmers simultaneously'.
- The Amul Model is a three-tiered structure that is implemented in its dairy production:
- Amul acts as a direct link between milk producers and consumers that removes the middlemen which help them offer products at affordable prices.
- Farmers (milk producers) control procurement, processing, and marketing.
- Run by Professional Management
- With this model, Amul has made a significant impact in the market along with taking care of the farmers and also providing value-for-money services to its customers.

CONTENT IDEAS AND MARKETING STRATEGIES

1. The Story of the Amul Girl, India's Most Loved Ad Icon

Amul Girl is the official mascot of the Amul brand. It is a hand-drawn cartoon of a young Indian girl dressed in a polka-dotted frock with blue hair and a pony tied up.



The Amul Girl was created as a response to Amul's rival brand Polson's butter-girl back in 1967. It has made a world record for the longest run ad campaign that ever happened on planet earth!



Amul's digital marketing idea

Amul's Digital Marketing Strategy

In this increasingly digitized world, every brand needs to revamp its marketing strategy. Amul too has cut down its expenditure on TV Ads and has started focusing more on the online form of advertising just like its competitors.

PART 4: CREATION AND CURATION

- ### 1. Amul on Facebook & Instagram

In the present day, The shift from offline to online marketing was fairly an easy task for Amul. They were already creating content for banners and newspapers previously and now they just follow the same style for their creatives on Facebook & Instagram as well.

Their most popular creatives on Facebook and Instagram revolve around the Amul Butter Girl the buzz-worthy happenings all around the world.

Let's now take a look at some of Amul's digital marketing campaigns which were a hit on Facebook as well as Instagram.

“Eat Milk with Every Meal”

In 2013, Amul hired a digital marketing agency called Draftfcb Ulka to come up with a campaign for the digital space as well as print.

The objective of this campaign was to educate Indian buyers about the goodness of milk and its byproducts.

In older times milk was considered the world's favourite energy drink but in the present era of junk food, the importance of milk has been undermined.

So, in this campaign, Amul focused on repositioning Milk and its entire range of dairy products to seem trendy and tempting to all.

TWITTER :

- On Twitter, Amul has a massive fan base of over 335K followers given that Twitter is a very different platform when compared to other social media platforms.
- On various occasions, Amul posts fun graphics featuring the Amul Butter Girl. Many people connect with those graphics and retweet them to show how they feel about the latest happenings in the world.
- Twitter is a great platform for a brand to engage with its customers. Taking advantage of this, Amul tries to conduct interactive activities like contests and giveaways



Part 4: CONTENT CREATION AND CURATION

Designs/Video Editing

Design Tools Familiarization (use Canva for creating visually appealing graphics)

Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.

Some of them are:

<https://pixabay.com/videos/>

<https://www.pexels.com/videos/>

<https://www.canva.com/>

