

# REPORT

## BRITANNIA PRODUCTS

Britannia is a well-known Indian food products company. Particularly, famous for its biscuits, bread and dairy products. Some of the brand values for Britannia products are quality, tradition, innovation, customer delight, integrity. Also some of the competitors analysis for Britannia products are biscuits, cakes, cookies, snacks.

### Biscuits

Parle : Parle-G, Parle Mango Bar, Parle Lime Bar.

Hindustan Unilever - Quality Walk's Biscuits, Biscoe Bond Biscuits.

### Cookies

Parle : Parle Good day, Parle chocolate chip cookies.

Nestle : Nestle Cakes, Cookies, Kitkat Cookies.

Primary buyers personas are Homemakers/Hannah which is working, professional, health conscious, Goals, provide nutritious food for family. Secondary buyers personas are young parents, Petitioners to maintain health and finding healthy kid friendly options.

Britannia products are high quality baked goods which indulge in the delicious taste of Britannia, made with high quality ingredients and baked to perfection.

Content idea generation & strategy which includes target audience and Content pillars.

Marketing strategies for Britannia are digital marketing, which includes social media marketing, E-mail marketing, Search engine optimization. Influencer marketing is the main for these products as this includes the partner with food influencers, Bloggers & nutritionists.

Content marketing, Event marketing, experimental marketing these also participate in food festivals and also create impressive experience.

Social media platforms which facebook, instagram, twitter, youtube, pinterest to encourage customers to share their special moments with Britannia products and also to create videos or images showcasing Britannia products in everyday moments the main success is to increase the follower growth, hashtag performance, sales and conversion and to increase brand awareness, to build customer loyalty and to showcase products and values.

Some of the mails of Britannia Products are

"flast@britindia.com", "firstlast@britindia.com",  
"fl@britindia.com".

So, the Britannia, a well-established brand in the Indian baking industry, offers a diverse range of products that cater to various consumer needs. To enhance brand visibility, drive sales, and increase customer engagement, a comprehensive marketing strategy is essential.