

DIGITAL MARKETING INTERNSHIP

COMPREHENSIVE DIGITAL MARKETING FOR BRITANNIA

A PROJECT REPORT ON **BRITANNIA** UNDER THE ESTEEMED GUIDANCE
OF

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Presented by

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DIGITAL MARKET INTERNSHIP

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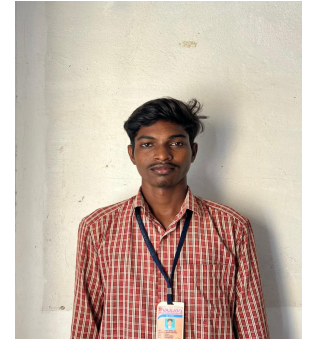
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Part 1 : Brand study, Competitor Analysis & Buyer's/Audience's persona

Research Brand :

Mission/Values :

Usp :

Analyze Brand Tone and Identity :

Set 4 SMART and KPIs for the same :

Brand study (Mission / Values & USP)

Mission & Values

Being able to communicate effectively and knowledgeably in the diverse range of countries/cultures in which we operate

Our Values:

- Achieving the highest standards of health and safety in everything we do.
- Total respect for the environment.
- Relentless commitment to quality.
- A philosophy of ongoing review and improvement

Unique Selling Proposition (USP) Analysis

Britannia Industries's USP lies in being India's very own bakery and dairy. The company recently upgraded its USP, making it unique, health conscious, and for the masses. It is India's first Zero Trans Fat Company.

Brand study (Brand Tone & KPI)

Brand Tone :

Research amongst consumers revealed that the brand's biggest strength: Britannia was seen to be the only brand seen to have the perfect balance between goodness and indulgence. We built on the idea of 'balance' to create the brand promise which was summed up as Exciting Goodness.

Simple Britannia KPI's may include

Sales growth : Britannia is one of India's oldest food companies that manufactures biscuits, bread, cakes, rusk, and dairy products.

Customer Satisfaction : Consumers usually face a broad array of products, services that might satisfy a given need.
Satisfied customers buy again and tell others

Brand Awareness : This study aims to investigate the effect of **brand awareness**, **brand association**, perceived quality, and customer satisfaction on customer .

Market Share : The company gained **2.5x market share** in the rural market vs the urban market over FY20.

Buyer/Audience Persona

Name: Sarah

Demographics:

- Age: 25-40
- Gender: Female (though not exclusively)
- Location: Urban and suburban areas
- Income: Middle to upper-middle class
- Education: College educated

Psychographics:

- Values convenience and quality: Sarah leads a busy lifestyle, balancing work, family, and social activities, so she appreciates convenient food options that don't compromise on taste or quality.
- Health-conscious: While she enjoys indulging occasionally, Sarah tries to maintain a balanced diet and is conscious of the ingredients in the foods she consumes. She prefers products with natural ingredients and minimal processing.

Family-oriented:

Sarah often shops for her family, including children and possibly elderly relatives.

Brand loyalty: Sarah trusts established brands like Britannia for their consistency, reliability, and heritage.

Behavior Patterns: Regular grocery shopper: Sarah frequents supermarkets and grocery stores for her household needs, including packaged snacks, biscuits, bread, and dairy products.

Goals:

- Convenience: Sarah seeks convenient food options that fit into her busy schedule without compromising on taste or nutrition.
- Health and wellness: Sarah aims to make healthy choices for herself and her family, so she looks for products that align with her dietary preferences and lifestyle.
- Satisfaction: Sarah wants to enjoy her food without feeling guilty.

Competitor Analysis

Competitor Analysis 1. CookieMan India .

Competitor Analysis 2. The Bread Company.

Competitor Analysis 3. McVitie's .

Competitor 1: CookieMan India

USP : The USP of Cookie Man's franchise system is that we encourage the concept of 'owner-operator. ' In addition, we follow an extensive franchisee recruitment system.

Online Communication : The platform allows for seamless **communication** and transactions between buyers and sellers, making it easier for businesses to source and purchase biscuits ...The platform allows for seamless **communication** and transactions between buyers and sellers, making it easier for businesses to source and purchase biscuits ...The platform allows for seamless **communication** and transactions between buyers and sellers, making it easier for businesses to source and purchase biscuits ...

SWOT

Strengths :The best cookies have layers of texture. A slightly crisp outer shell that holds up to some heat with an inner core that's soft and chewy. Premium cookies taste great at room temperature, straight out of the fridge or slightly heated. Creating cookies in small batches is key.

Weakness :The organisation can draw the criticism from the environmentalists for its poor waste management practices and inability to integrate sustainability in business operations.

- The company may lose efficiency due to poor inventory management practices. The shortage or excessive inventory can either result into
- The cash shortage or insufficient current assets negatively affect the liquidity position and harms the overall business performance.

Opportunities : The exponential growth in the population, and particularly in the existing or potential customer segments is a great growth opportunity for the business organisation.

The changing customer needs, tastes and preferences can act as an opportunity if the business organisation has good market knowledge

The development of new technologies to assist the product/service production and delivery process can be exploited to embed the innovation in business operations.

Threats: Shortage of skilled labour in the market can make it difficult for the organisation to attract talent with the right skills set.

- The increasing number of direct and/or indirect competitors affects the organisation's ability to sustain and expand the customer base.
- The deteriorating economic conditions affect business performance when they directly influence the customers' spending patterns and purchasing power.
- The rise in inflation increases the cost of production and affects the business profitability.

Competitor 2 :The Bread Company

USP : Identify your target market. Be the first to add your personal experience.

- Analyze your competitors. Be the first to add your personal experience.
- Define your value proposition. ...
- Craft your USP statement. ...
- Here's what else to consider.

Online Communication : Consumers collect recipes and food photographs on their smartphones and tablets assembled from a multitude of digital sources. One in three cooking enthusiasts get their recipes from social media, and 77% of internet users, 18 and over, used Facebook as a recipe source followed by Pinterest and YouTube, according to Mintel. Digital inspiration for recipes was found to be as important as recommendations from friends.

“Our digital content is curated to inspire fans visually with product, food, lifestyle and behind-the-scenes shots,” Ms. Hunt said. “Our Breadheads share their love of the brand, favorite varieties and recipes daily.”

Strengths • Marketing Strategy: Panera follows data-driven strategies. The company has technological superiority, which performs innovatively to cope with the 21st century;

- Service Quality: It uses E-Commerce facilities more effectively. It offers various options on its menu. It does not include artificial ingredients and uses all healthy products. It has reformulated 122 ingredients to ensure no artificial flavors, colors, sweeteners, sodium benzoate, and sodium nitrate.;
- Service Strategies: It follows a robust social media marketing model, and attracts a consumer demographic ranging from 25 to 44 years. Panera focuses on its customer-centric strategies. During this pandemic, Panera has started free delivery services.

Weakness : Product Diversity: The company has faced criticism for its lack of diversification and its small niche;

- Limited Market: It has its competitor like Starbucks, which operates globally, unlike Panera, whose business primarily focuses on U.S.A and Canada;
- Lawsuit: There are controversial lawsuits which damage the company's reputation. More so, franchising may bring down the company's profitability.

Opportunities : Globalization: The company should focus on global expansion to attract a deeper pool of potential customers;

- Diversity: It has opportunities to increase its growth and revenue. Diversity in its offering can help;
- New Customers: It can work on expanding the target food service market. It may add groceries that would cater to all age groups;
- Free Service: Panera has started a free coffee subscription service where customers can enjoy unlimited coffee throughout the day at a minimal rate.

Threats : Sustainability: Climate change has resulted in food scarcity. It has difficulty purchasing fresh farm products which it needs as raw materials;

- Global Recession: Albeit it has survived the global recession in 2008, it has not enough capability to do so in the future;
- Fierce Competition: It has competitors like Starbucks, McDonald's, Dunkin's Donuts, and Chipotle. Panera's market share suffered because of them;
- Profits and Revenue: The recent lockdown measures have caused enormous losses for the company.

Competitor 3 : McVitie's

USP : Enjoy the unique combination of taste and healthy wholewheat. Made with the natural goodness of oats and blended with natural honey, McVitie's HobNobs are high in fibre. Indulge in the sweet natured nod of wholewheat with the indulgence of Mediterranean currants.

Online Communication : The food brand unveils 'True Originals' platform to compete in a crowded sector. McVities ... “As an icon, we also need to communicate in an McVitie's has rolled out a new campaign to promote its new range of biscuits - Digestives and **WholeWheat Marie**.McVitie's has rolled out a new campaign to promote its new range of biscuits - Digestives and **WholeWheat Marie**.McVitie's has rolled out a new campaign to promote its new range of biscuits - Digestives and **WholeWheat Marie**.

Strengths : Production: Britannia Industries recently made some changes from the previous strategy to start production of its own products, in which everything was outsourced. This can help him keep the signature recipes and make the product as indigenous as possible.

- Market Share: Britannia holds a 30% market share of the Indian biscuit market. Good Day is No. 1 Player in Cookie Biscuit Segment.
- High Product Recall: Good Day has a high brand recall due to its aggressive advertising and brand name.
- Brand Name of Britannia: Brand Name of Britannia is associated with Good Day Biscuits. In the year 1892 Britannia was started in a small house situated at central Calcutta (now Kolkata) as a bakery that makes delicious golden brown biscuits

Weakness : Cost: Good day biscuits are made from rich, cost-intensive ingredients such as cashew and butter. However, the prices of biscuits cannot be higher because they are already at a premium level. This can ultimately prove to be a challenge for the firm.

- More concentration on milk production: Although Britannia Industries has always been in the Biscuit industry, the company now focuses more on dairy products like butter and cheese. The increase in the dairy industry may in the long term affect the clothing companies such as Good Day.
- Lethargy to change: The Good Day brand hasn't changed its look or feel since the very beginning of the year, and taste is consistent. Although the recent effort to promote the brand with a smiley face has been a small rebranding, there is still ample room for change.

Opportunities : Overseas Market: extending its business to another international market will enable the company to become a global player in food products.

- Opportunity to capture Rural Markets: Britannia can tap Rural Markets for Good Day biscuits.
- Use of Social Media and Modern Trade: Britannia can promote its products on Social Media and use Modern Trade Channels for increasing its sales.

Threats : The threat of substitution: sugar-based cookies and biscuits may face the threat of organic, sugar-free, and low-calorie biscuits being replaced. There is also a risk that people will stop eating stores and start baking cookies for themselves.

- Competition: Good Day is also facing competitions from SunFeast, Parle, and so on, other than internal brands such as Marie, Nutri Choice, and Milk Bikis.
- Laws and Regulations: Government Rules and Regulations can also directly or indirectly affect the sales and production of the company.

Part 2 : SEO & Keyword Research

SEO Audit : Do an SEO audit of the brand's website

Keyword Research : Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools

(SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords , Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.

On page Optimization: Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided .

Document the challenges faced during the research and analysis phase ,as well as the key insights gained from the keyword research process

SEO Audit

Audit Results for www.britannica.com



Your page could be better

Recommendations: 13



On-Page SEO



Links



Usability



Performance



Social



- The website has a fair SEO score however . It can be improved in certain aspects such as link buildings & Usability

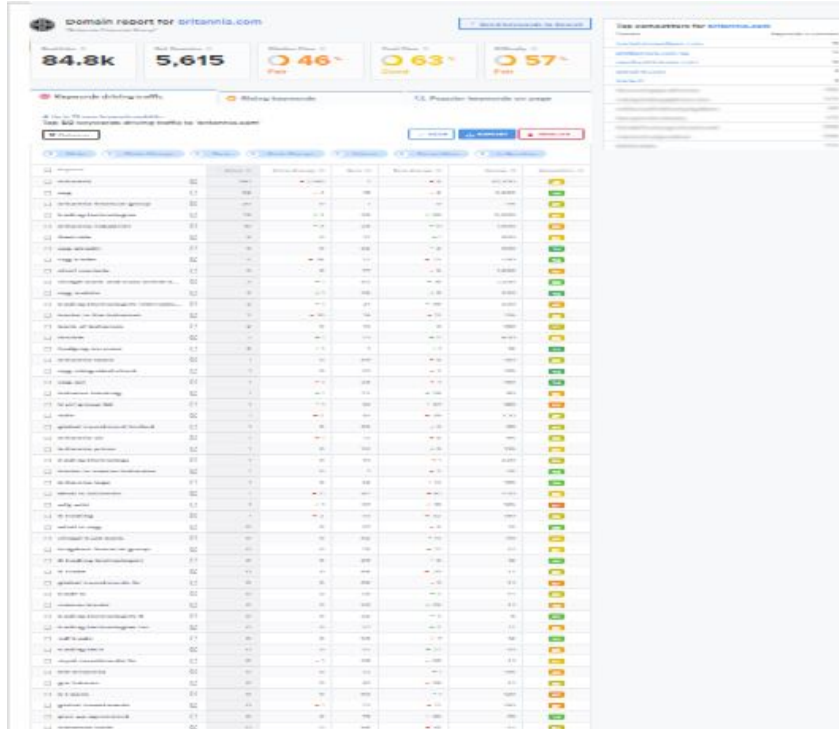
SEO AUDIT

| Recommendations | | |
|--|-------------|-----------------|
| Toggle: On-Page SEO Links Social Other Performance Usability | | |
| Optimize for Core Web Vitals | Usability | Medium Priority |
| Shorten meta description (to between 70 and 160 characters) | On-Page SEO | Medium Priority |
| Add H1 Header Tag | On-Page SEO | Medium Priority |
| Update Link URLs to be more human and Search Engine readable | Links | Low Priority |
| Add Alt attributes to all images | On-Page SEO | Low Priority |
| Optimize your page for Mobile PageSpeed Insights | Usability | Low Priority |
| Optimize your page for Desktop PageSpeed Insights | Usability | Low Priority |
| Create and link an associated LinkedIn profile | Social | Low Priority |
| Add business address and phone number | Other | Low Priority |
| Add Local Business Schema | Other | Low Priority |
| Minify your CSS and JS Files | Performance | Low Priority |
| Review and Increase Font Sizes across devices | Usability | Low Priority |
| Improve the size of tap targets | Usability | Low Priority |

Here are some points of how the website can improve its SEO

- Optimise images & other asserts by compressing them
- Remove duplicate H1 Tags
- Start with off page activities such as link building .

Keyword Research



The screenshot displays a domain report for britannia.com, focusing on keyword research. The top section shows domain statistics: 84.8k backlinks, 5,615 referring domains, and 46% of backlinks from high-authority domains. Below this, a table lists keywords with their search volume, competition, and ranking status. The table is organized into columns for different metrics, and each row represents a specific keyword. The keywords are listed in the first column, and the subsequent columns show various performance indicators. The table is sorted by search volume, with the highest volume keywords at the top.

| Keyword | Search Volume | Competition | Ranking Status |
|---------------------------|---------------|-------------|----------------|
| britannia | 84,800 | High | Rank 1 |
| britannia products | 12,000 | Medium | Rank 2 |
| britannia biscuits | 10,000 | Medium | Rank 3 |
| britannia chocolate | 8,000 | Medium | Rank 4 |
| britannia tea | 7,000 | Medium | Rank 5 |
| britannia coffee | 6,000 | Medium | Rank 6 |
| britannia cereals | 5,000 | Medium | Rank 7 |
| britannia snacks | 4,000 | Medium | Rank 8 |
| britannia health drinks | 3,000 | Medium | Rank 9 |
| britannia baby food | 2,000 | Medium | Rank 10 |
| britannia pet food | 1,500 | Medium | Rank 11 |
| britannia home care | 1,000 | Medium | Rank 12 |
| britannia personal care | 800 | Medium | Rank 13 |
| britannia baby care | 700 | Medium | Rank 14 |
| britannia pet care | 600 | Medium | Rank 15 |
| britannia home appliances | 500 | Medium | Rank 16 |
| britannia baby products | 400 | Medium | Rank 17 |
| britannia pet products | 300 | Medium | Rank 18 |
| britannia home products | 200 | Medium | Rank 19 |
| britannia baby products | 150 | Medium | Rank 20 |
| britannia pet products | 100 | Medium | Rank 21 |
| britannia home products | 80 | Medium | Rank 22 |
| britannia baby products | 60 | Medium | Rank 23 |
| britannia pet products | 40 | Medium | Rank 24 |
| britannia home products | 30 | Medium | Rank 25 |
| britannia baby products | 20 | Medium | Rank 26 |
| britannia pet products | 15 | Medium | Rank 27 |
| britannia home products | 10 | Medium | Rank 28 |
| britannia baby products | 8 | Medium | Rank 29 |
| britannia pet products | 6 | Medium | Rank 30 |

Keyword objective : The objective of keywords is to optimize content for search engine rankings.

- They want to be among the three fastest-growing FMCG companies in the country and to grow profitably.” To dominate the food and beverage market in India with a distinctive range of “Tasty Yet Healthy” Britannia brands by making every Indian a Britannia consumer.”

On Page Optimization

Focus Keywords : It is important to **focus** not only on single words, but also long-tail **keywords** because then you can rank in a niche. Pursuing long tail **keywords** .

Meta Title : The **company** manufactured bakery and soybean ,export of cashew, kernels marine products, general merchandise items and computer software.

Meta Description : Meta descriptions are really important for SEO. Even though they aren't a direct ranking factor.

They're used to generate snippets that tell searchers about your page. And help you stand apart from competitors on the SERP.

On page Optimization (Content Optimization)

Introduction :

- Britannia optimizes the website's content and structure to improve its visibility in search engine results. They conduct keyword research, optimize meta tags, headings, and URLs, and ensure the website follows SEO best practices, helping it rank higher and attract organic traffic.
- Britannia arrived at optimized **inventory targets across different product segments and channels** — meeting its customers' needs and identifying recoverable value .
- The system will **improve inventory optimization**, product availability and workforce productivity for Britannia by building more effective ...

Conclusion : Britannia is well-known and has a large worldwide footprint. Britannia's SWOT analysis revealed that the organisation is trustworthy and has great brand recognition. But the primary issue is that it is facing rising market competition and has to improve its R&D department.

Document the challenges faced during the research and analysis phase ,as well as the key insights 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 there were a lot of relevant keywords in the list .
- We understood how the users search & gained insights into the kind of keywords people search for .

Part 3 : Content Ideas and Marketing Strategies

- ***Content Idea Generation & Strategy*** : Create a content calendar for the remaining month of april by brainstorming content themes, exploring various formats like blog posts ,videos , infographics ,podcasts, and interactive quizzes , and scheduling publication dates mainly on Facebook & Instagram . And include the strategy , aim and the ideas behind only for the post and story mentioned in the calendar .

Calendar for the month of july

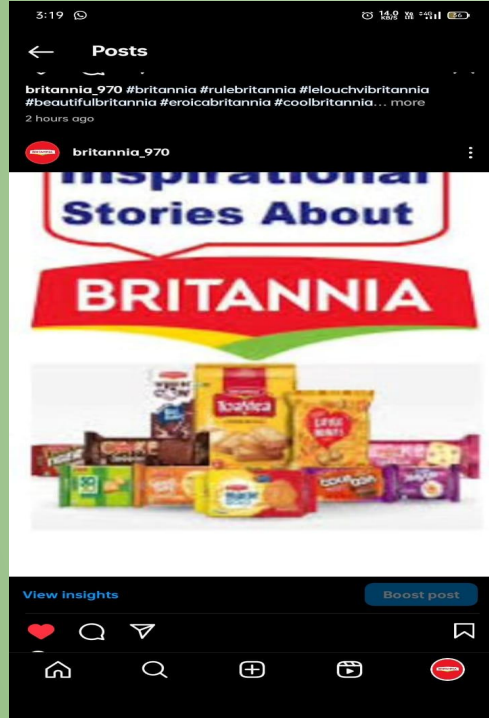
JULY 2024

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--|---|--|---|---|--|
| | 1  International Joke Day #InternationalJokeDay | 2 World UFO Day #WorldUFODay | 3 National Stay Out of the Sun Day #NationalStayOutOfTheSunDay | 4 Independence Day #IndependenceDay | 5 National Workaholics Day #NationalWorkaholicsDay | 6 International Kissing Day #InternationalKissingDay |
| 7 World Chocolate Day #WorldChocolateDay | 8 Be a Kid Again Day #BeaKidAgain | 9 Fashion Day #FashionDay | 10 National Kitten Day #NationalKittenDay | 11  World Population Day #WorldPopulationDay | 12 National French Fry Day #NationalFrenchFryDay | 13 Embrace Your Geekness Day #EmbraceYourGeeknessDay |
| 14 | 15 National Give Something Away Day #GiveSomethingAwayDay | 16 Artificial Intelligence Appreciation Day #AIAppreciationDay | 17 World Emoji Day #WorldEmojiDay | 18  Nelson Mandela Day/ World Listening Day #NelsonMandelaDay #WorldListeningDay | 19 National Daiquiri Day #NationalDaiquiriDay | 20  International Chess Day #InternationalChessDay |
| 21 National Junk Food Day #NationalJunkFoodDay | 22 Mango Day #MangoDay | 23 International Self Care Day #InternationalSelfCareDay | 24 International Digital Adoption (DAP) Professionals Day #InternationalDigitalAdoptionProfessionalsDay | 25 | 26 World Tofu Day #WorldTofuDay | 27 Cross Atlantic Communication Day #CrossAtlanticCommunicationDay |
| 28 World Nature Conservation Day #WorldNatureConservationDay | 29  International Tiger Day #InternationalTigerDay | 30  International Day of Friendship #InternationalDayOfFriendship | 31 | | | |

Strategy, Aim and Idea behind this story

- **Strategy:** The strategy behind "Britannia" involves merging historical events with imaginative storytelling to create an engaging and visually stunning narrative.
- **Aim:** The aim of "Britannia" is to provide viewers with an immersive experience that transports them to ancient Britain during the Roman invasion. Through its compelling characters, intricate plotlines, and lavish production design, the series seeks to entertain, educate, and provoke thought about the complexities of imperialism, religion, and cultural identity.
- **Idea:** The central idea behind "Britannia" is to explore the clash between different cultures and belief systems during a pivotal moment in history. By incorporating elements of Celtic mysticism and druidic practices alongside the Roman conquest, the series offers a fresh perspective on familiar historical events. It delves into the motivations and struggles of both the invaders and the indigenous peoples, highlighting the human drama behind the larger historical narrative.

Strategic ,Aim and the idea behind this post



- Strategy: The strategy behind "Britannia" involves merging historical events with imaginative storytelling to create an engaging and visually stunning narrative. By weaving together real historical figures and events with fictional characters and mystical elements, the series aims to captivate audiences interested in both history and fantasy genres.
- Aim: The aim of "Britannia" is to provide viewers with an immersive experience that transports them to ancient Britain during the Roman invasion. Through its compelling characters, intricate plotlines, and lavish production design, the series seeks to entertain, educate, and provoke thought about the complexities of imperialism, religion, and cultural identity.
- Idea: The central idea behind "Britannia" is to explore the clash between different cultures and belief systems during a pivotal moment in history. By incorporating elements of Celtic mysticism and druidic practices alongside the Roman conquest, the series offers a fresh perspective on familiar historical events. It delves into the motivations and struggles of both the invaders and the indigenous peoples, highlighting the human drama behind the larger historical narrative.

Part 3 : Content Ideas and Marketing Strategies

Content Ideas:

1. Character Profiles: Create in-depth profiles of key characters from the series, exploring their motivations, backgrounds, and development throughout the story.
2. Behind-the-Scenes Featurettes: Produce behind-the-scenes videos showcasing the making of "Britannia," including interviews with cast and crew, set design insights, and special effects breakdowns.
3. Historical Context: Develop content that delves into the historical background of the Roman invasion of Britain, providing viewers with a deeper understanding of the real events that inspired the series.
4. Interactive Maps: Design interactive maps that allow viewers to explore the locations featured in the series, along with historical information about each place.

Marketing Strategies:

1. Social Media Campaigns: Launch targeted social media campaigns across platforms like Facebook, Twitter, and Instagram to build anticipation for new seasons, share teasers and trailers, and engage with fans.
2. Partnerships with History and Fantasy Communities: Forge partnerships with online communities, forums, and websites dedicated to history and fantasy genres to reach a niche audience interested in similar content.
3. Contests and Giveaways: Organize contests and giveaways offering exclusive "Britannia" merchandise, behind-the-scenes experiences, or opportunities to meet cast members.
4. Influencer Collaborations: Partner with influencers and content creators who specialize in historical topics, fantasy literature, or entertainment reviews to reach their followers and generate buzz around the series.

Part 4: Content Creation and Curation

Content Creation:

1. **Character Insights:** Develop character profiles, backstory videos, and interviews with actors to deepen fan connection with the characters.
2. **Episode Recaps and Reviews:** Produce written or video recaps of each episode, analyzing key plot points, character developments, and thematic elements.
3. **Featurettes and Behind-the-Scenes Videos:** Create behind-the-scenes content exploring the making of the series, including interviews with cast and crew, set tours, and insights into costume and prop design.

Content Curation:

1. **Social Media Aggregation:** Curate user-generated content from social media platforms such as fan art, memes, and reactions to share on official channels and foster community interaction.
2. **Historical Resources:** Curate a list of recommended books, documentaries, and online resources for viewers interested in learning more about the historical background of the series.
3. **Interviews and Press Coverage:** Compile interviews, reviews, and articles from media outlets covering "Britannia" to provide fans with a comprehensive overview of critical reception and behind-the-scenes insights.

Formate 1 -Static post on Britannia

Caption : "Charting the Course: Britannia's Strategic Vision"

1. "Navigating the Future: Britannia's Strategic Imperative"
2. "Strength in Strategy: Britannia's Guiding Light"

Hashtags :

1. **#BritanniaStrategy**
2. **#StrategicVision**
3. **#NavigateTheFuture**
4. **#LeadersInStrategy**
5. **#StrategicExcellence**

<https://www.instagram.com/reel/C5-yL9YvYIY/?igsh=MzRIODBiNWFIZA==>



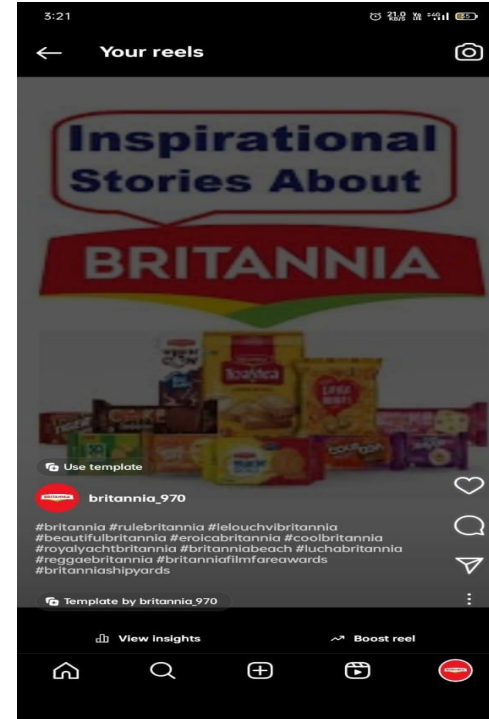
Format 2- Reel Post on britannia

Captions:

1. Enter" a world of ancient mysticism and fierce battles. #Britannia"
2. "Power struggles, ancient rituals, and the clash of empires. Welcome to Britannia. ✂️"
3. "Unravel the mysteries of ancient Britain with the gripping saga of Britannia. 🏰"
4. "Where legends are born and destinies collide."

Hashtags:

1. **#FantasySeries**
2. **#EpicAdventure**
3. **#PowerStruggles**
4. **#CelticCulture**
5. **#WarriorSpirit**



Format 3- Carousel Post on Britannia

Captions:

1. "Discover the untold stories of the Roman conquest in Britannia. 🛡️"
2. "Intrigue, betrayal, and forbidden love amidst the chaos of war. #Britannia"
3. "Embrace the darkness and the light in the epic journey of Britannia. 🌑🌟"
4. "Every kingdom has its secrets. Are you ready to uncover them? #Britannia"

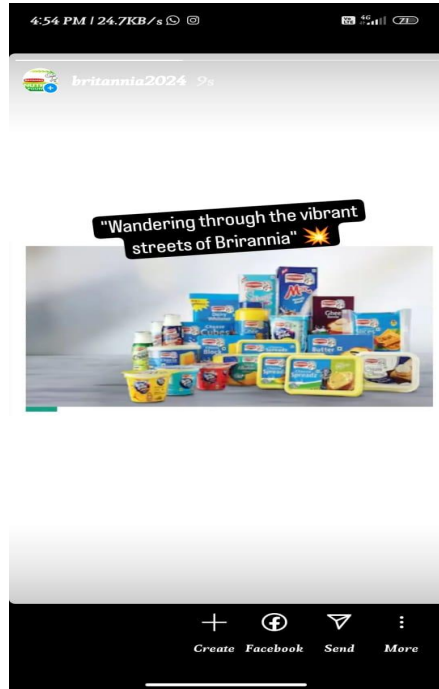
"Hashtags:

1. **#LegendaryJourney**
2. **#MedievalFantasy**
3. **#SwordAndSorcery**
4. **#BattleForFreedom**
5. **#DarknessAndLight**



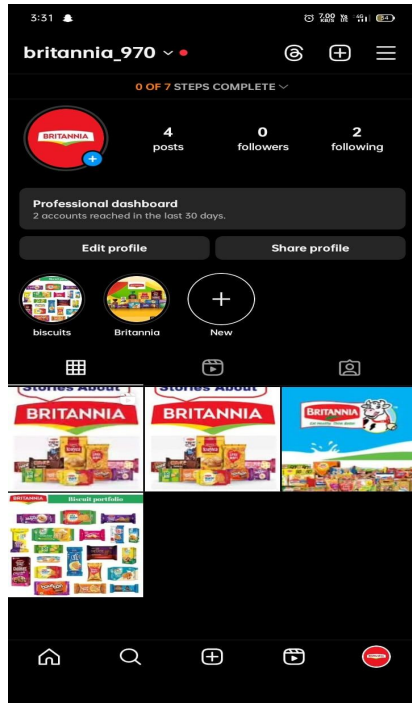
Screenshot for story:

<https://www.instagram.com/britannia2024?igsh=OGQ5ZDc2ODk2ZA==>

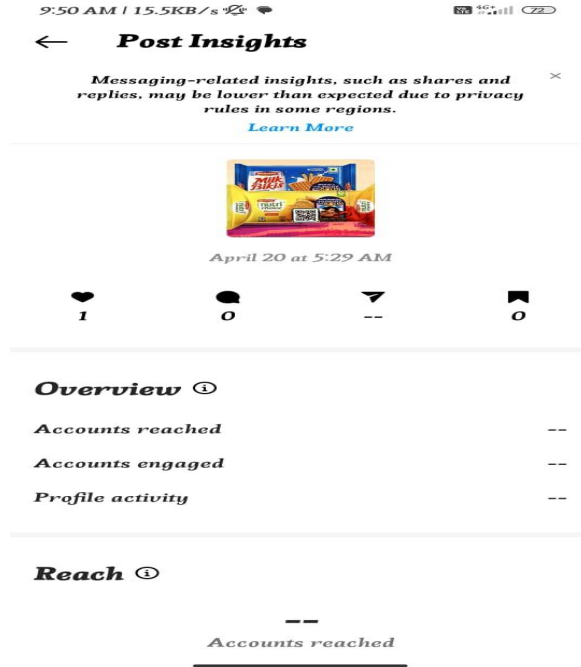


Highlights for story:

<https://www.instagram.com/britannia2024?igsh=OGQ5ZDc2ODk2ZA==>



Story Insights - Q&A



Reach is -----

Impressions is -----

Likes is _____

Etc...

Areas for improvement:

1) Story could be better. Quiz option would help in getting engagements .

2) Since the shares of informative stories are more,
We could create more informative stories .