

Brand Audit

# Peak Milk Nigeria

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# INTRODUCTION

## **Purpose and Scope of the Brand Audit**

The goal of this brand audit is to dive into the deep layers of Peak Milk Nigeria's branding strategy, attempting to understand the underlying elements leading to its market position and customer perceptions. The scope of this audit incorporates a complex examination, ranging from a full review of its branding features to an investigation of its digital footprint and customer perceptions. By undertaking this audit, a clearer knowledge of Peak Milk's brand value, sources of competitive advantage, and possible areas for development will be found. This audit intends to deliver practical findings and suggestions that will enhance Peak Milk's brand equity and further cement its position in the dynamic Nigerian dairy industry.

## **Importance of Brand Management**

Effective brand management is the bedrock for a company's success, wielding immense influence over consumer perceptions and market positioning. It's the art of meticulously curating and nurturing a brand's identity, shaping how the audience perceives it. Brands like Peak Milk Nigeria depend on powerful brand management techniques to generate trust, stir emotions, and distinguish themselves in a congested

competition. A well-managed brand not only encourages consumer loyalty but also demands premium pricing and allows market development (Sureka et al., 2018). It acts as a beacon, guiding consumers toward products they trust and resonate with, amplifying the company's value proposition (Mor et al., 2018). In essence, brand management is the foundation upon which companies build enduring relationships with their audience, driving sustained business growth and relevance in the ever-evolving market landscape.

This study seeks to cover an inclusive exploration of Peak Milk Nigeria's brand landscape by completely scrutinizing its branding elements, digital presence, and consumer perceptions. It looks into the involved details of Peak Milk's product portfolio and dichotomizes its branding strategies, logos, packaging, and communication tactics, particularly in Nigerian society. Furthermore, it scrutinizes the brand's digital footprint, examining its online presence across various platforms and evaluating its effectiveness in engaging consumers. Additionally, this paper endeavors to unearth the underlying perceptions and beliefs held by consumers about Peak Milk, constructing a perceptual map to visualize its position relative to competitors. By delving into these facets, this audit aims to unearth actionable

insights and recommendations to fortify Peak Milk's brand equity and ensure its sustained success in the dynamic Nigerian dairy market.

## COMPANY OVERVIEW

### **History and Background of Peak Milk Nigeria**

Peak Milk Nigeria has carved an indelible mark in the country's dairy landscape, tracing its origins back to 1954 when it first emerged as a pioneering force in the Nigerian dairy industry. It was established under the guidance of FrieslandCampina, a worldwide dairy cooperative recognized for its dedication to quality and innovation, Peak Milk started on a quest to modernize the dairy business in Nigeria. From its start, the brand concentrated on supplying healthy and high-quality dairy products to a varied population, catering to the nutritional requirements of millions of homes throughout the country. With an uncompromising drive to perfection, Peak Milk soon became associated with premium dairy goods, captivating the hearts and palates of customers with its vast assortment of milk powders, evaporated milk, and condensed milk.

Over the years, Peak Milk has knitted itself into the fabric of Nigerian homes, surpassing ordinary nutrition to become a symbol of confidence and trustworthiness. Its path has been distinguished by a consistent dedication to quality assurance and nutritional value, underpinned by rigorous quality control methods and adherence to worldwide standards. Through strategic collaborations with local farmers and stakeholders, Peak Milk has not only boosted the dairy supply chain but has also contributed considerably to the socio-economic development of rural communities (Nwosu, 2018). As it expanded, Peak Milk broadened its product offerings, creating novel varieties and packaging styles customized to match the different interests of its customers. Embracing innovations in technology and customer insights, the brand consistently adapts to shifting market circumstances, ensuring it stays a forerunner in Nigeria's dairy industry.

### **Products Offered in the Nigerian Market**

Peak Milk Nigeria, a mainstay in the Nigerian dairy business, provides a broad selection of dairy products developed to fulfill the nutritional demands of customers throughout the country. The company's goods encompass a varied variety of dairy basics, including milk powders, evaporated milk, and condensed milk. Renowned for

its devotion to quality and nutritional content, Peak Milk's products serve as a monument to its unrelenting dedication to bringing premium dairy solutions to homes across. From its trademark powdered milk, a mainstay in countless households, to its condensed milk employed in different culinary pleasures, Peak Milk's product range responds to the varying demands and tastes of Nigerian customers, earning it a position as a recognized household brand.

### **Market Presence and Target Audience**

In terms of market penetration, Peak Milk Nigeria boasts a firm footing throughout metropolitan cities and rural regions alike. Its large distribution network assures accessibility, making its goods accessible to a wide variety of customers. With an intimate grasp of local tastes and preferences, Peak Milk deliberately targets broad groups, comprising families, individuals, and culinary professionals seeking high-quality dairy solutions. The brand's devotion to price without sacrificing on quality has cemented its position in the market, gaining the loyalty of a wide audience. Moreover, Peak Milk's concentration on nutrition and its emphasis on supporting a healthy lifestyle connect well with health-conscious customers, further

widening its appeal and confirming its place as a favored dairy brand in Nigeria's competitive market environment.

## **BRAND INVENTORY**

### **Detailed Analysis of Peak Milk Nigeria's Branding Elements**

Peak Milk is a renowned dairy brand in Nigeria, noted for its engagement and dedication to nation-building and community development. The brand has a significant presence in the Nigerian market, with its logo and packaging expressing the luxury character of the product and an active personality that can be trusted. Some significant characteristics of Peak Milk's goods and brand elements include its logo, packaging, motto, and corporate citizenship. At the foundation of its identity is a beautifully developed logo that signifies achievement and high quality, expressing an energetic and trustworthy attitude (Huang & Lee, 2014). This distinctive logo serves as a visual reflection of the brand's dedication to quality, connecting with customers as a symbol of trustworthiness and exceptional dairy products.



Furthermore, the packaging of Peak Milk's goods serves as a monument to the brand's attention to user-friendliness and visual attractiveness. Each package design is created to captivate customers while maintaining simplicity and ease of use. Complementing these visual components, Peak Milk employs striking phrases in its marketing communications, creating a lasting image on customers and strengthening the brand's narrative. Notably, Peak Milk Nigeria's brand goes beyond economic operations, illustrated by its Corporate Citizenship Program, a cornerstone of company identity. Since 2004, Peak Milk has conducted several activities, helping philanthropic enterprises, schools, and communities around Nigeria. This commitment is evidenced by the construction of solar boreholes and considerable donations to public secondary schools, highlighting the brand's passion for nation-building and community development.

### **Pricing Strategies, Communication, and Distribution Policies**

Peak Milk Nigeria has employed numerous pricing, communication, and distribution tactics to preserve its significant position in the Nigerian dairy industry. In terms of pricing methods, Peak Milk has maintained a premium image, with an emphasis on quality and nutritional content, which has positioned it as a

high-quality product in the eyes of customers (Modish, 2018). The firm has also deployed great marketing methods, including memorable advertising campaigns that promote traditional family values and the necessity of togetherness. Additionally, a dependable distribution has been built by Peak Milk to assure consumers that its items are easily accessible and readily available throughout the Nigerian environment even in modest stores to suit the demands of consumers in both urban and rural settings. These tactics have contributed to Peak Milk's continuing success and substantial brand loyalty in the Nigerian market. Peak Milk Nigeria exploits unique pricing techniques, successfully balancing price with its reputation for quality. Leveraging market knowledge, the company presents a variety of price levels to appeal to diverse customer groups without sacrificing on quality standards.

## **DIGITAL INVENTORY**

### **Analysis Of Peak Milk Nigeria's Digital Presence**

An analysis of Peak Milk Nigeria's digital presence reveals a multifaceted approach to engaging consumers across various online platforms. The brand has established a strong digital footprint, maintaining active profiles on prominent social media channels such as Facebook, Instagram, and Twitter. Peak Milk's digital strategy

focuses on fostering consumer interaction and engagement through informative posts, engaging visuals, and regular updates on product offerings and promotions (Olatoye et al., 2016). The brand's social media presence reflects its commitment to connecting with consumers on a personal level, often sharing content that resonates with Nigerian culture, family values, and the importance of health and nutrition.

### **Findings on Outdated Accounts, Inconsistencies, or Gaps in the Digital Strategy**

However, the digital inventory also identified areas for improvement within Peak Milk Nigeria's online presence. Several outdated accounts were observed, particularly on certain social media platforms, where sporadic or infrequent posting indicated neglect or inconsistencies in maintaining a cohesive digital strategy. These infrequent postings were identified on current social media like Thread, and X (formerly Twitter). Additionally, some platforms lacked the interactivity and engagement observed on others, suggesting gaps in content strategy or responsiveness to consumer inquiries. These findings emphasize the need for Peak Milk Nigeria to streamline and update its digital presence uniformly across all platforms, ensuring

consistent engagement and content quality to reinforce its brand image and maintain consumer interest in a competitive digital landscape.

## **QUALITATIVE RESEARCH**

In this study, the Free Association technique for qualitative research was used to unearth invaluable insights into how individuals perceive brands on a subconscious level. When applied to Peak Milk Nigeria through discussions with friends and relatives, intriguing patterns and sentiments emerged. It was discovered that words like “Creamy taste”, “heritage”, “trust”, and “staple” recurred frequently, underlining a profound sense of legacy associated with the brand. Participants often associated Peak Milk with nostalgia, recalling childhood memories and familial bonds tied to the product. This aligns with studies suggesting that brand association with positive emotions can foster long-term customer loyalty (Ding & Tseng, 2015).

Furthermore, discussions revealed a consensus on Peak Milk’s reliability and quality, with descriptors such as “nutritious,” “consistent,” and “premium” surfacing repeatedly. The brand’s commitment to delivering quality dairy products seems deeply ingrained in the collective perception which contribute significantly to its

enduring popularity. Interestingly, there was a resonance with Peak Milk's advertising campaigns, particularly those emphasizing health and vitality.

## **BRAND PERSONALITY**

The "Big 5" factors of Brand Personality encompass dimensions that define how consumers perceive and connect with brands. From the perspective of the observations and findings relating to this study, three relevant factors among the Big 5 stand out, including brand sincerity, sophistication, and competence for Peak Milk Nigeria.

**Sincerity:** Peak Milk's brand personality exudes sincerity through its longstanding commitment to delivering high-quality dairy products. The brand's emphasis on purity, freshness, and nutritional value aligns with consumers' expectations of a trustworthy and authentic brand. This sincerity resonates with consumers who perceive Peak Milk as a brand that genuinely cares about their well-being by fostering a sense of reliability and honesty.

**Competence and Sophistication:** Peak Milk Nigeria establishes itself as a competent brand through consistent delivery of top-tier dairy products and a robust market presence. The brand's ability to maintain product quality, innovate with new

offerings, and efficiently meet consumer needs reinforces its competence. This competence engenders confidence among consumers, positioning Peak Milk as a leading and competent player in the dairy industry.

## PERCEPTUAL MAP

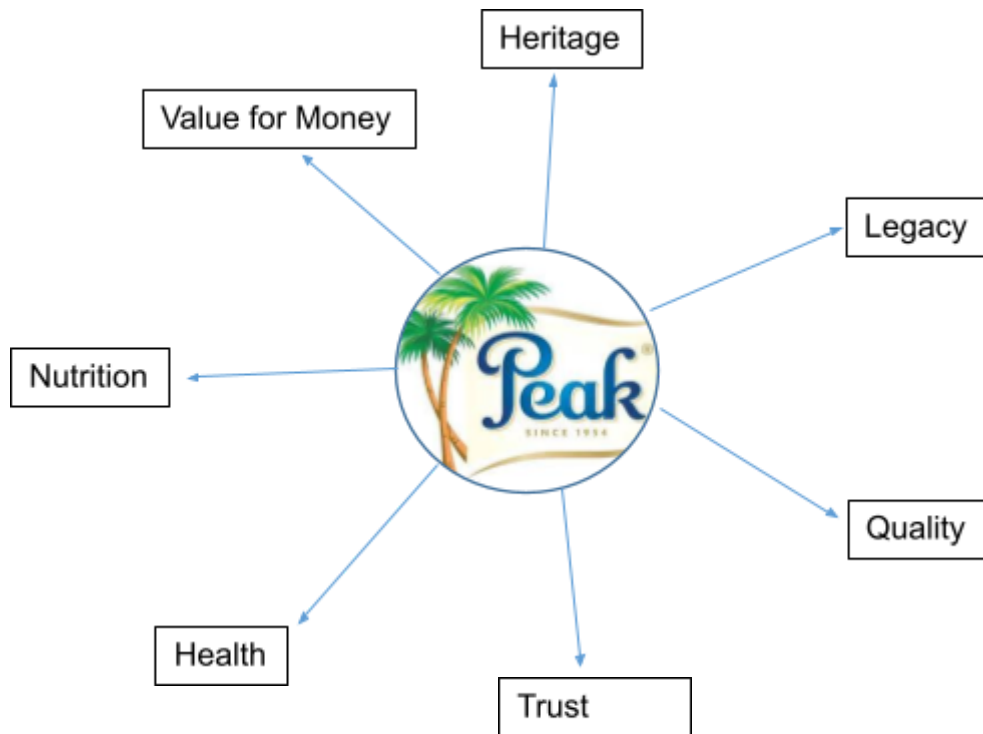


Source: Researcher's construct (2023)

## MENTAL MAP AND BRAND CONCEPT MAP

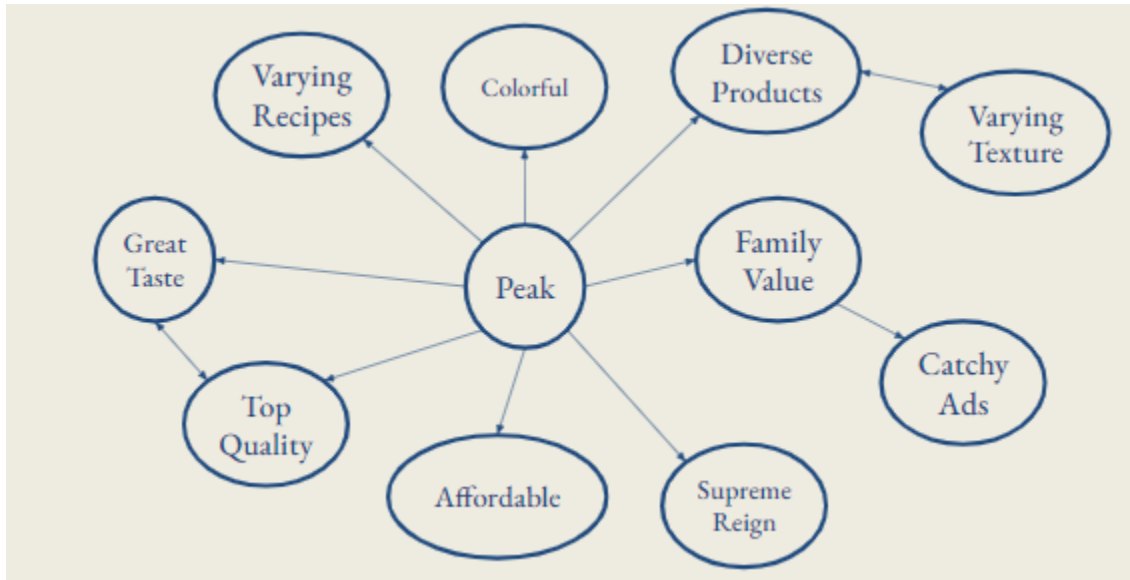
The Mental Map and Brand Concept Map serve as valuable tools for understanding how consumers perceive a brand and how its attributes are interconnected.

Mental Map for Peak Milk Nigeria



Source; Researcher's construct (2023)

### Brand Concept Map for Peak Milk Nigeria



Source: Researcher's construct (2023)

### SUMMARY OF BRAND AUDIT

The comprehensive brand audit of Peak Milk Nigeria amalgamates diverse facets of the brand's landscape. The brand inventory revealed a robust presence with a rich array of branding elements, while the digital inventory highlighted opportunities for refinement and enhancement, particularly in updating outdated brand accounts. Qualitative research underscored the brand's emotional resonance among consumers, emphasizing its sincerity



and competence. These findings, synthesized with the perceptual map showcasing Peak Milk's competitive positioning, culminate in a comprehensive understanding of the brand's strengths and areas for improvement, poised to guide strategic directions for sustained growth and consumer engagement.

## RECOMMENDATIONS

Building upon the audit's insights, a multi-tiered approach is suggested to fortify Peak Milk Nigeria's brand equity. Firstly, a focused digital overhaul is recommended, emphasizing the synchronization of brand messaging across all platforms, addressing outdated content, and leveraging untapped social media channels to amplify brand presence. Secondly, an emphasis on storytelling through marketing initiatives, capitalizing on Peak Milk's heritage and trust, is proposed to forge deeper emotional connections with consumers. Lastly, investing more frontline community building events like secondary school quiz shows, TV shows that empower Nigerians living in dire straits, etc.

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