

The background of the slide is a photograph of a glass bowl filled with Amul ice cream. The ice cream is white and topped with various ingredients including chocolate shavings, small pieces of fruit, and what appears to be a red sauce being poured over it from a spoon. On the left side of the slide, there is a red arrow pointing to the right and some thin, dark, curved lines.

AMUL ICECREAMS

https://www.youtube.com/watch?v=S3Bb_6EyoMs

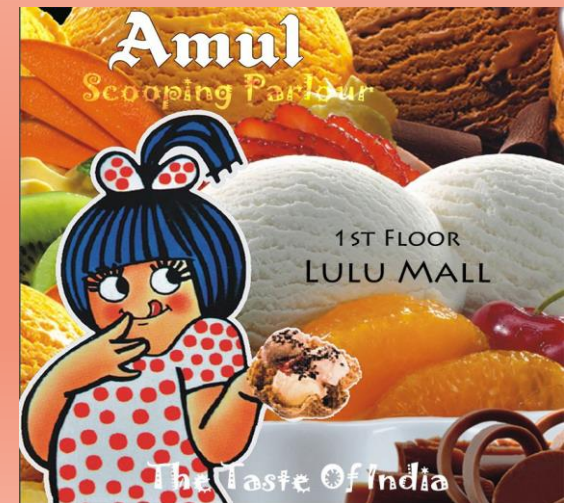


THEME OF THE AD

- ➡ Amul icecreams ads are targeted for childrens,teenagers and adults
- ➡ The motto of this ad are making people more happier,feel energetic,forget their worries,relieve from their stress

RECENT TRENDS & TARGET AUDIENCE

- ➡ Amul launched new category called rainbow shawarma targeting the youth
- ➡ Amul baby logo was designed especially targeting the children







GROWTH


- The growth of amul icecream is due to their variety of flavours launched
- Flavours is the affecting factors for targeted audience

FLAVOURS AS SAMPLES

- They provided a different samples based on flavours for different category of peoples
- So they were comparing with more than 2 samples

HYPOTHESIS TESTING

- ➡ As it is compared with more than 2 samples it comes under CHI SQUARE TEST
- ➡ To test this hypothesis they record different category people and their favourite flavours

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- ➡ Here, y =audience x =icecream flavours
 - ➡ Audience and flavours both are discrete data
 - ➡ P value is lesser than alpha value, so the null value is rejected
 - ➡ Hence there is a difference in flavours and audience
 - ➡ Thus flavours of icecream affects audience