

DIGITAL MARKETING

BRITANNIA



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Team members:

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Part-1

**Brand study , Competitor Analysis
Buyer's/Audience persona**



Research brand:

Britannia Industries Limited is an Indian multinational food products company, which sells biscuits, breads and dairy products. Founded in 1892, it is one of India's oldest existing companies and currently part .

Mission/value:

Our Philosophy. In our tradition we believe. In our people we trust. Britannia's mission is to provide financial services with the traditional banking values of quality services and knowledge of its clients, thus creating a new standard in the delivery of financial solutions.

Value: Total respect for the environment.

Relentless commitment to quality.

A philosophy of ongoing review and improvement.

USP: unique selling proposition

India's very first bakery and dairy products brand that it trusted for its quality

Britannia's biggest USP is their brand image as they are in the Indian market since 1819 and as a very good reputation



Analyze brand tone and identity

Brand study (Brand tone & kpl)

Brand tone:

believe that by providing our consumers with high-quality products, we can become the most preferred and trusted brand in the food industry. R & D is a critical pillar of Britannia's growth strategy.

Britannia kpi's may include :

Sales growth:

company had posted a net profit of ₹932.40 crore in the October-December quarter a year ago, Britannia Industries said in a BSE filing. Its net sales during the third quarter of the current fiscal grew 2.2 per cent to ₹4,191.83 crore against ₹4,101.49 crore in the year-ago

Customer satisfaction:

Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors products and others. Marketers must be careful to set the right level of expectations.

Brand awareness:

Britannia - "Eat healthy, think better"

Britannia Industries Limited is an Indian food-products corporation which manufactures and sells biscuits, bread, rusk, cakes and dairy products.



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Market share:

Biscuits. As of 2023, about 80% of Britannia's annual revenue comes from biscuits. Britannia has an estimated market share of 33% in the organised biscuits market in India. The company's factories have an annual capacity of 433,000 tonnes.

Buyer's and audience persona :

Identifying the Target Audience: Britannia starts by identifying their target audience across different social media platforms. Through comprehensive analysis, they gain a better understanding of their audience and their online behavior.



Demographics segmentation:

This looks at identifiable non-character traits such as age, religion, gender, ethnicity, income, etc. of the population. Britannia Products can be segmented as follows:

DERMO GRAPHICS : Trade name: Britannia

Company type: public

Products: dairy products, bakery products.

Revenue: 16,301 crs

Income: 2,605 crs



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Psychographic segmentation:

It deals with mental and emotional characteristics of a person. These attributes may provide valuable insights into consumers preferences, needs and motives. Some examples are attitude, lifestyles, beliefs etc

BEHAVIOUR:

That may be a hard-to-digest tag line, but that's precisely what Britannia has been attempting to follow. The mantra of India's leading bakery products firm is to continuously infuse more zindagi into its lifeline – the seven pillar brands, each of which does more than \$100 crore business.



Goals: Britannia's mission is to provide financial services with the traditional banking values of quality services and knowledge of its clients, thus creating a new standard in the delivery of financial solutions.

Challenges: The main problem is that volume performance has been underwhelming. In Q1, volume was flat year-on-year, and revenue growth was price led. But with pricing growth expected to taper, it is crucial for volume to gain traction. Here it does not help that there is sluggishness in its rural markets.



Competitor 1: Cookie Man india

USP: Cookie Man manufactures and markets cookies. Its products include baked cookies such as indulgence cookies, cream-filled cookies, chocolate dipped cookies, muffins, brownies, ice creams, crispy crunchy cookies, donuts etc.

Swot analysis for cookie man india:

Strength :

- *cookie man is the first international company
- *The cookie man has around 67 stores throughout india
- *The cookie man earned about 50 per of tha profit by selling tha cookie to tha coustomer.



Weakness:

- *The business model and growth of the company gently depend on the number of leases.
- *The company has limited product portfolio.
- *The socio cultural factors of the Indian market which prefers to gift to different things.

Opportunities : *The number of middle class is increasing in the market allowing the high speeding of the disposable income on goods and services.

Threats : *The computation is high in the market.
*It is threats to the company since it will reduce the profit margin Of the company.
*The flucting points of the raw material and government policy To control.

Competitor 2: Nestle

Usp: largest food company in terms of revenue is based out of Vaud, Switzerland. It has a wide range of product line such baby foods, coffee, tea, dairy products, Maggi and many more. It has presence in 194 countries having approximate 450 factories with a head count of 339,000 people.



Sowt analysis for Nestle

Strengths:

- *High brand value
- *Global presence of the brand
- *The company is respected brand name
- * Nestle is the largest company in the world.

Weakness :

- *Expensive advertising model
- *Long litany of controversies
- *High complex organisational structure
- * Increase price due to an inflationary environment



Opportunities :

- *Collaborating with smaller startup.
- *Expanding their online presence
- *Expanding into new key sectors
- *Improving the reputation
- *Increase the focus on profitable venture

Threats :

- *Future scandal
- *water scarcity
- *price fluctuations by retailers



Competitor 3: Parle

USP: unique selling propositions (USP) of the brand were that of nutritional benefits. Parle G advertising journey has been quite iconic & has evoked nostalgia across generations the past 80 years.



SWOT analysis for parle

Strength :

- *low and mid range pri es segment
- *parle brand
- *Extensive distribution network

Weakness :

- *Dependence on retailers and grocery store for displaying parle product On shelf To induce Impulsive buying.
- *Dependence on parle G



Opportunities :

- *Estimated annual growth of 20%
- *low per capital consumption of biscuits
- *Growth in southern and east india
- *Increasing demand for sugar free product

Threats :

- *Joke in cost of production due to hike prices of raw materials and increase transportation Plus Distribution cost Due to high wedges and oil prices
- *Entry of ITC into biscuit industry



Part-2

SEO audit & Keyword research

SEO audit:

An SEO audit for Britannia! We'll evaluate various aspects to improve their online presence. We'll analyze keywords, on-page optimization, content quality, site structure, mobile-friendliness, backlinks, and technical SEO. By assessing these areas, we can identify opportunities to enhance Britannia's website and increase its visibility on search engines. Let's get started and help Britannia rise to the top!



Research objectives:

- *consumers preferences and trends
- *brand perception and positioning
- *market analysis and competition
- *customer satisfaction

Brainstorm of brittania:



- *Biscuits
- *Cookies
- *Bread
- *Cakes
- *Snacks
- *Bourbon
- *Marie gold

Long tail keywords exploration:

- 1."Where can i buy brittania biscuits near me"?**
- 2."Brittania cake flavour and coustomer reviews"**
- 3."best deals on Brittania bread in my area"**
- 4."Healthy snacks options from brittania"**
- 5."Brittania cheese verities and prices"**
- 6."Delicious cookie recipes using Brittania cookies"**
- 7."Availability of brittania rusk flavour"**
- 8."Brittania products sustainable for kids"**



On page optimization:

Meta tag optimization:

When it comes to met tag optimization we consider

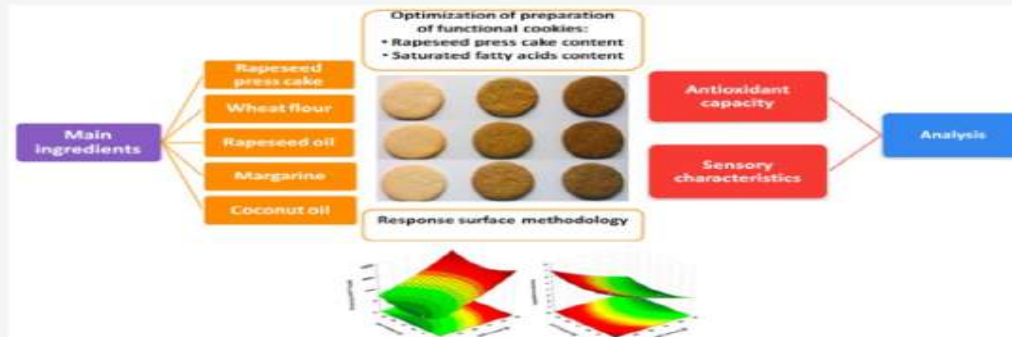
- *Title tag
- *Meta description
- *Keywords

Meta tags play's an crucial role attracting user's to click on your website in search results

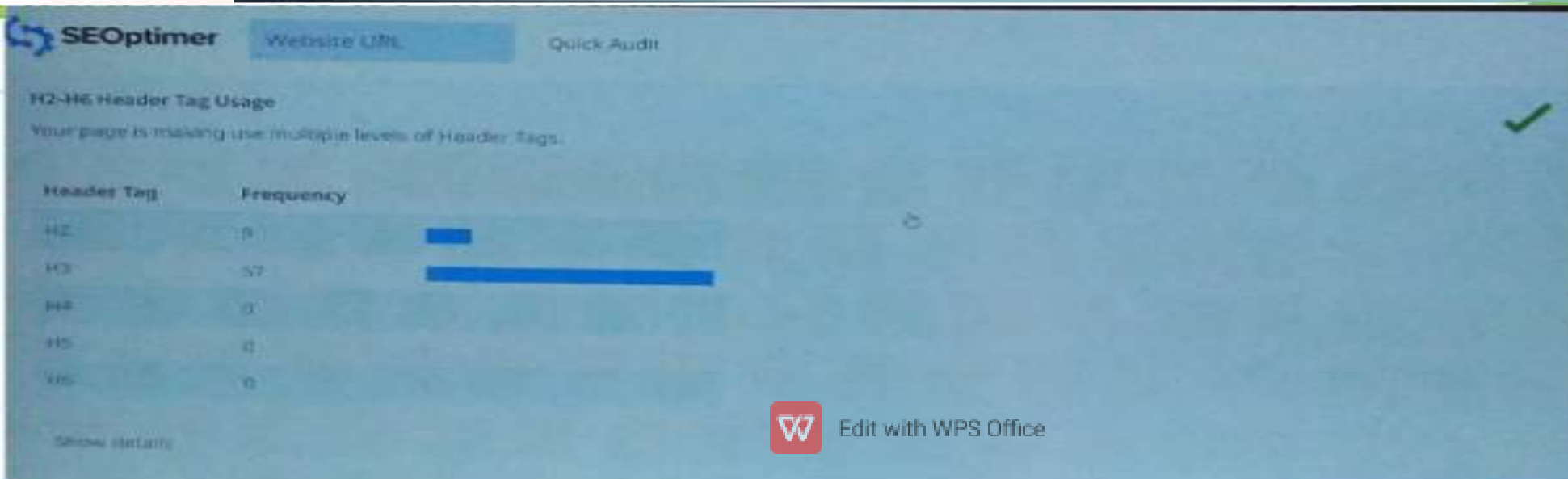
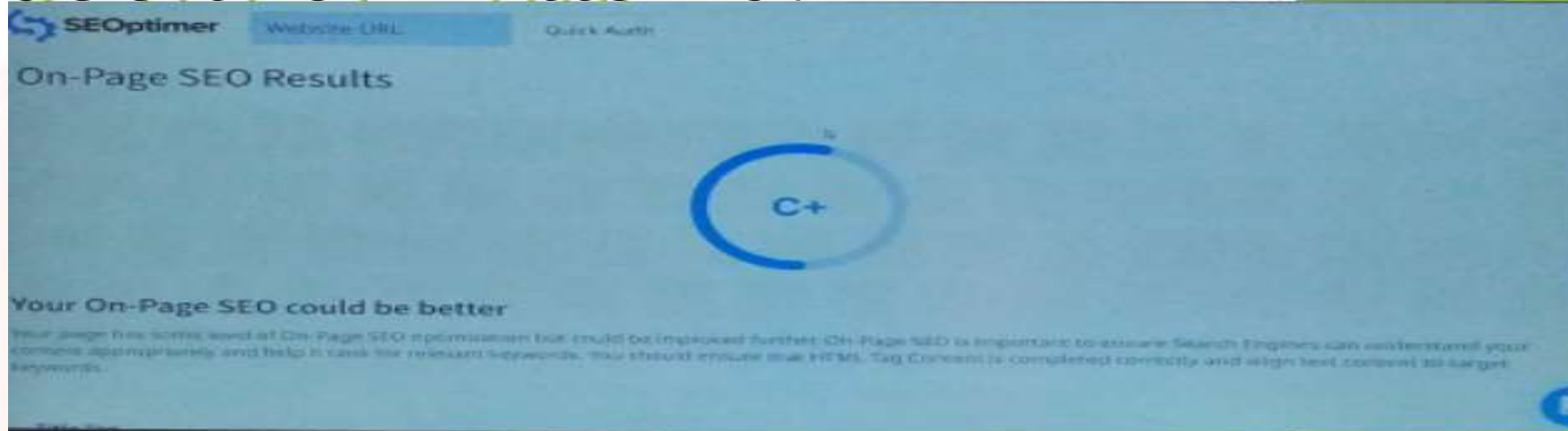


Content optimization:

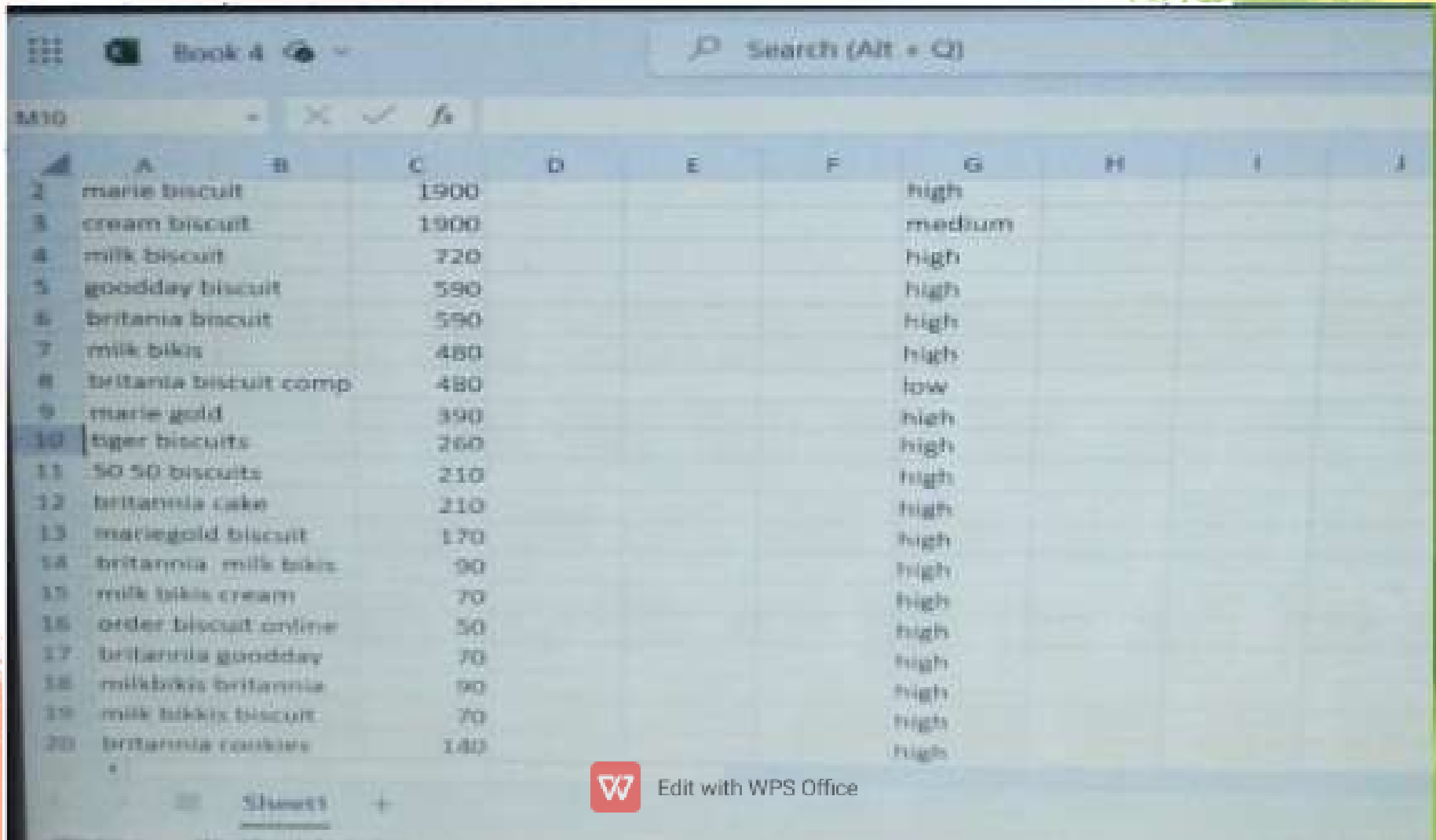
- *Know your Target audience
- *Keyword research
- *Valuable and engaging content
- *Visual appeal
- *Consistency and freshness



SEO audit for Brittania:



Keyword research for Brittania:



Book 4

Search (Alt + Q)

M10

	A	B	C	D	E	F	G	H	I	J
2	marie biscuit		1900				high			
3	cream biscuit		1900				medium			
4	milk biscuit		720				high			
5	goodday biscuit		590				high			
6	britannia biscuit		590				high			
7	milk bikkis		480				high			
8	britannia biscuit comp		480				low			
9	marie gold		390				high			
10	tiger biscuits		260				high			
11	50 50 biscuits		210				high			
12	britannia cake		210				high			
13	mariegold biscuit		170				high			
14	britannia milk bikkis		90				high			
15	milk bikkis cream		70				high			
16	order biscuit online		50				high			
17	britannia goodday		70				high			
18	milkbikkis britannia		90				high			
19	milk bikkis biscuit		70				high			
20	britannia cookies		140				high			

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On page optimization

Focus keywords:

- 1."Britannia biscuit and snacks"
- 2."Brittania brand"
- 3."Britannia products "
- 4.""Britannia cakes and Cookies "
- 5."Brittania Dairy and beverage "
- 6."Brittania products range "
- 7."Brittania quality and freshness"
- 8."Britannia trusted food brand"
- 9."Brittania food industry "
- 10."Britannia nutrition value "

Meta description:

"Get ready to dive into the scrumptious world of brittania! From delectable biscuit And snacks to Mouthwatering Cookie and cakes, Britannia is your go-to -brand For Irresistible treats.

Content calendar for Britannia:

Date	Platform	Content type	Theme	Strategy	Aim	Idea behind	
April 8	Instagram	Image	Fall delights	Seasonal Promotion	Promote Britannia Fall product	Share a Britannia 's Fall products	
April 10	Facebook	Blog post	Seasonal Recipes	Informative content	Share autumn recipes using Britannia products	Publish a blog post with delicious Fall recipes and usage of Britannia biscuits	



April 15	Instagram	Vedio	Behind the scenes	Brand transparency	Showcase the production process	Offer a behind the scenes vedio tour of a Britannia production facility
April 18	Facebook	Info graphic	Nutritional Benefits	Educational content	Highlight product, Nutrition and benefits	Share an info graphics showcasing the Nutritional values of Britannia products
April 22	Instagram	Recipe	Recipe of the week	User Engagemen	Encourage users interaction	Share a recipe using Britannia biscuit



Strategy,Aim and the idea behind the story:

**The strategy behind the story of brittania is to be leading player In the Indian food industry
Bye offering a wild range of delicious and high quality food products.The Ami is delite consumers**



Part-3

Content ideas and marketing strategies

Content diversity:

Brittania offers a wide range of products and creating diverse , engaging content for each product Can be challenge It's essentially to keep Content fresh and relevant.

Challenges faced:

continue to drive profit expansion amid high food inflation and slower GDP growth while making building up the organisation to ensure future growth.

Competitive marketing:

A food industry is highly competitive standing out from competitors And reacts unique content Can be challenged.

Lesson learnt: Content calendar

A well structured content calendar is required.

Data analysis:

Regularly analyse data to understand the performance of different content pieces



Part-4

Content creation and curation:

Post creation:

Select contact categories: come up with the three different content format relevant to the chosen topic/industry.



Research and brainstorm: Research trending topics , industry news and audience intrested Withi each categorie.Brainstorm ideas for social media Posts That algin with Each categorie. write content /caption Along with the CTAs

Format-1

Format -2

Format -3



Format -1: Static post on Britannia biscuits.

Caption: Eat healthy think better

Link :

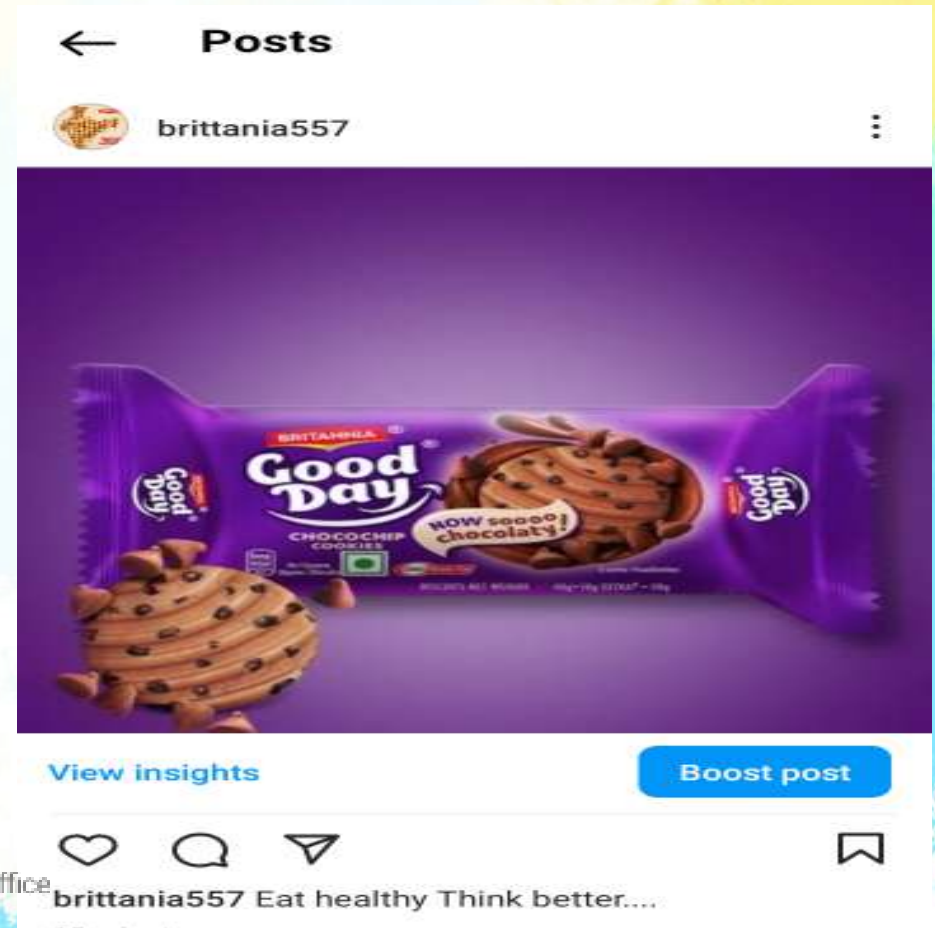
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[//www.instagram.com/](https://www.instagram.com/p/C6DaEx_SJtd/?igsh=MmxmaHdvN3dmaTB5)

[p/C6DaEx_SJtd/?](https://www.instagram.com/p/C6DaEx_SJtd/?igsh=MmxmaHdvN3dmaTB5)

[igsh=MmxmaHdvN3d](https://www.instagram.com/p/C6DaEx_SJtd/?igsh=MmxmaHdvN3dmaTB5)

[maTB5](https://www.instagram.com/p/C6DaEx_SJtd/?igsh=MmxmaHdvN3dmaTB5)



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Format-2 : Reel post on Britannia products

Caption : Taste of india

Link:

[https:](https://www.instagram.com/reel/C6DhEQsSeic/?igsh=MXRkczhzOTQxbXc1cQ==)

[//www.instagram.com/reel/](https://www.instagram.com/reel/C6DhEQsSeic/?igsh=MXRkczhzOTQxbXc1cQ==)

[C6DhEQsSeic/?](https://www.instagram.com/reel/C6DhEQsSeic/?igsh=MXRkczhzOTQxbXc1cQ==)

[igsh=MXRkczhzOTQxbXc1c](https://www.instagram.com/reel/C6DhEQsSeic/?igsh=MXRkczhzOTQxbXc1cQ==)

[Q==](https://www.instagram.com/reel/C6DhEQsSeic/?igsh=MXRkczhzOTQxbXc1cQ==)



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Format -3: Carousel post on Brittania breads:

Caption: Taste of indi

Link:

<https://www.instagram.com/p/C6DjDW-yliC/?igsh=MWxlcWhkNWVlZmNpZw=>



Part-4: content creation and curation

Instagram story

[https:](#)

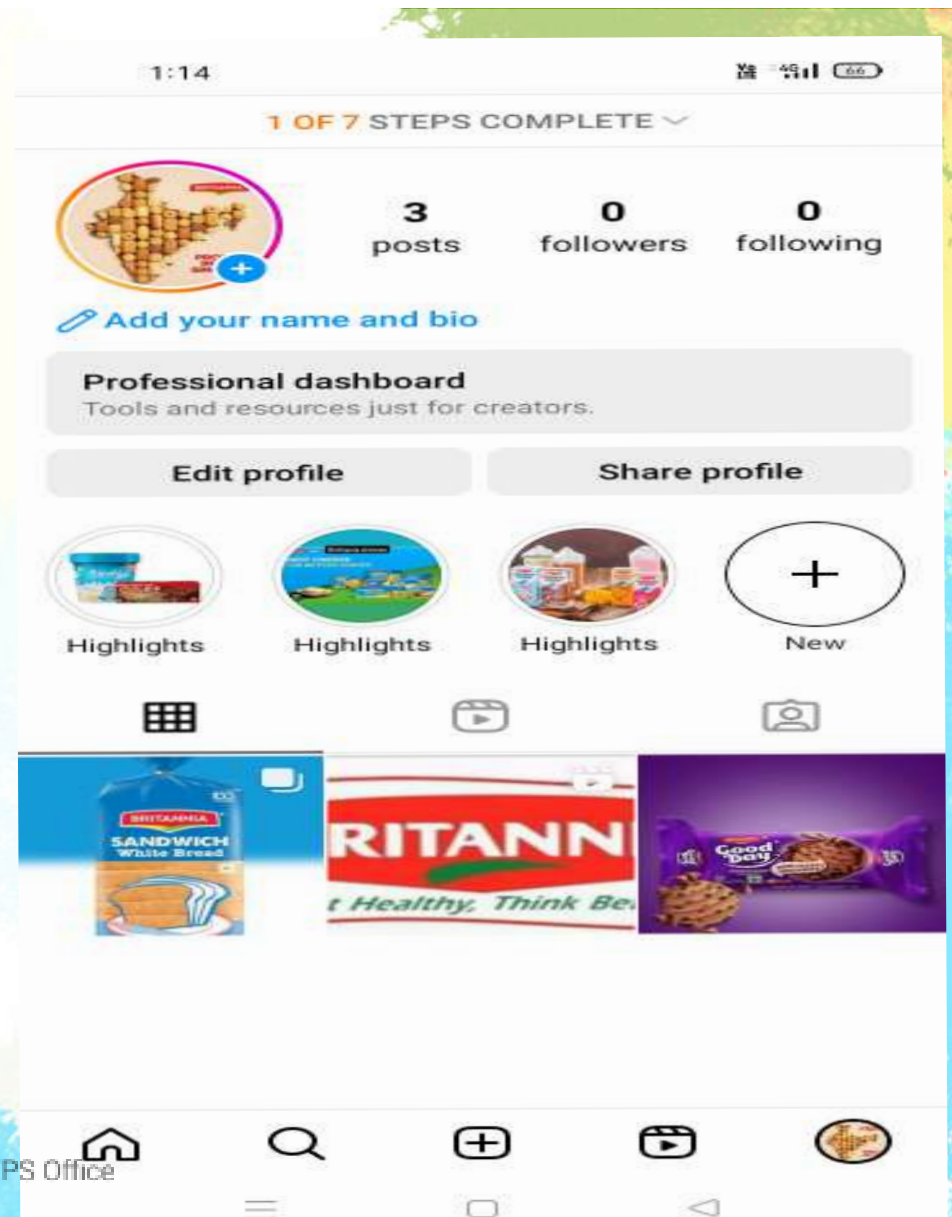
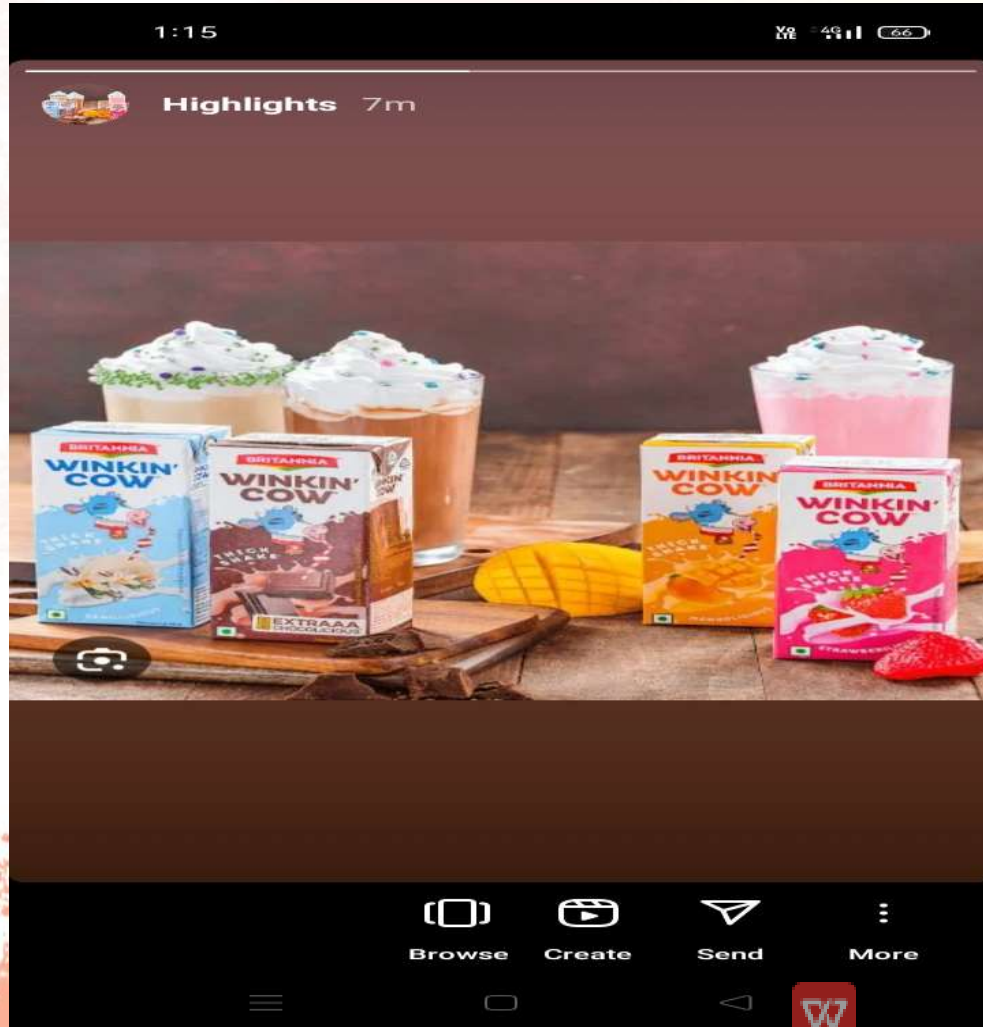
[//www.instagram.com/stories/brittania557/3351680819080704463?
utm_source=ig_story_item_share&igsh=a2c4azNiaHdudHBi](https://www.instagram.com/stories/brittania557/3351680819080704463?utm_source=ig_story_item_share&igsh=a2c4azNiaHdudHBi)

[https:](#)

[//www.instagram.com/s/aGlnaGxpZ2h0OjE3OTkyMjY5NDgyNDU4OTM1?
story_media_id=3351632833961078213_66485872997&igsh=d2VhN2dsZmdibHR4](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTkyMjY5NDgyNDU4OTM1?story_media_id=3351632833961078213_66485872997&igsh=d2VhN2dsZmdibHR4)



Highlight for story:



Thank you



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