

# **Comprehensive Digital marketing project for Amul**

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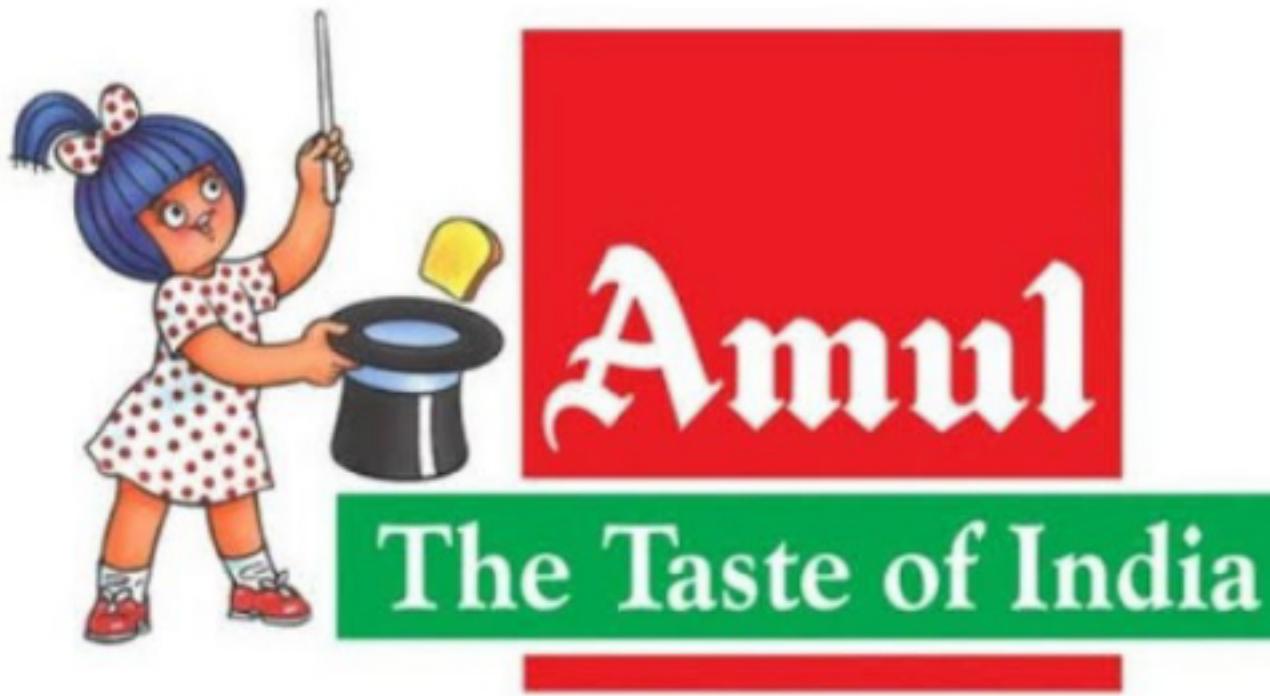
Team members :Makka jayachandrika

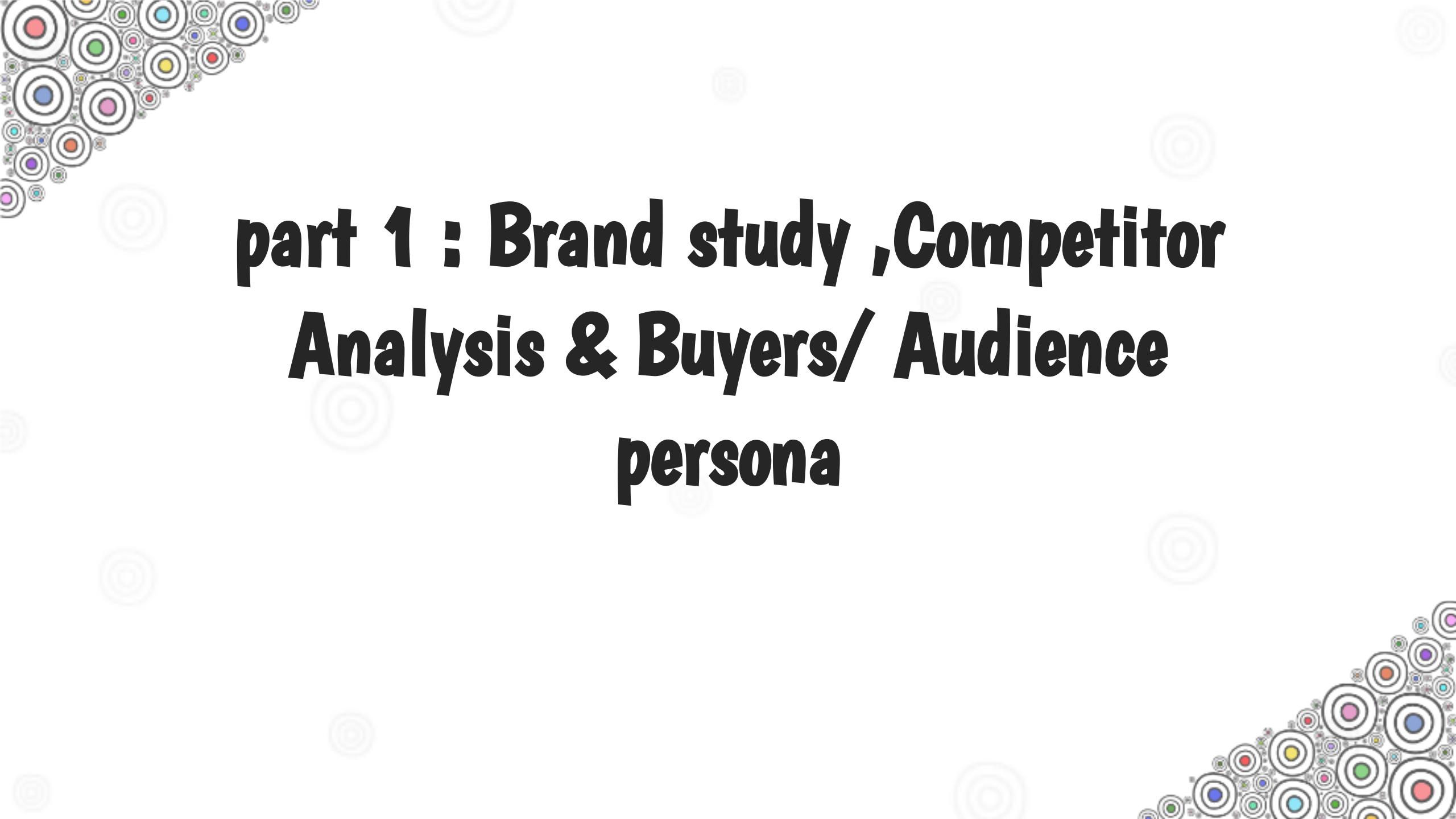
Nakka Meghana

Nasari Bhargavi

Nimmaka Usharani

# Brand Name : Amul





# **part 1 : Brand study ,Competitor Analysis & Buyers/ Audience persona**

# Brand study





# Research Brand

- Amul's success can be attributed to its cooperative structure, which ensures fair prices for farmers and efficient distribution of products. The brand has also been innovative in its marketing strategies, particularly through its popular "Amul Topical" advertisements. These advertisements are humorous and topical cartoons that appear on Amul's packaging and are widely shared across various media platforms.
- Amul has received numerous awards and recognitions for its products and marketing strategies. The brand is committed to maintaining high-quality standards, sustainability, and social responsibility. Amul has been actively involved in rural development programs, women empowerment initiatives, and environmental conservation efforts.



# mission/ values

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- 1.Quality: Amul is committed to maintaining high-quality standards in its products and services, ensuring customer satisfaction.
- 2.Cooperative Spirit: As a cooperative organization, Amul believes in working together with its stakeholders, including farmers, employees, and customers, to achieve common goals.
- 3.Innovation: Amul continuously strives to innovate and improve its products, processes, and marketing strategies to meet the evolving needs of consumers.
- 4.Sustainability: Amul is dedicated to promoting sustainable practices in agriculture and the dairy industry, ensuring long-term growth and well-being for all involved.
- 5.Social Responsibility: Amul takes its role in society seriously and is committed to contributing to the development of rural communities, particularly those engaged in dairy farming.



# USP of Amul

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- Quality products: Amul ensures the highest quality of its products by sourcing milk from over 3.6 million farmers across India, who follow strict hygiene and quality control practices.
- Wide product range: Amul offers a diverse range of dairy products, including milk, butter, cheese, ghee, ice cream, and various other milk-based beverages and sweets. This caters to the diverse needs and preferences of Indian consumers.
- Innovative marketing: Amul is known for its creative and humorous advertisements, often featuring the iconic Amul girl. These advertisements have become a part of Indian pop culture and have contributed to the brand's popularity.
- Cooperative model: Amul operates as a cooperative, which means that it is owned and managed by the farmers who supply milk. This model ensures fair pricing for farmers and helps maintain the quality of the milk supply.
- Affordability: Amul products are known for their reasonable prices, making them accessible to a wide range of consumers in India



# Analyse Brand Tone and identity

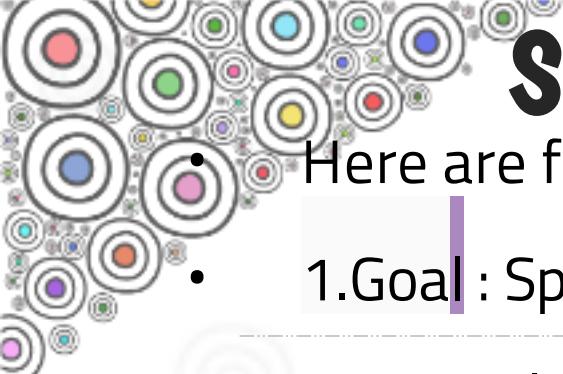
- **Brand Tone :** Amul's brand tone is often humorous, witty, and culturally relevant. They use clever wordplay, catchy slogans, and iconic advertisements featuring their mascot, the Amul girl, to engage with their audience while promoting their products, especially dairy items.
- **Brand identity:** Amul's brand identity revolves around its association with quality, freshness, and the essence of Indian culture. It's known for its iconic logo featuring the Amul girl, who represents the spirit of India. The brand emphasizes its commitment to providing affordable, high-quality dairy products while maintaining a sense of humor and social relevance in its advertising campaigns. Additionally, Amul is recognized for its cooperative model, which empowers dairy farmers and promotes sustainability in the dairy industry.



# Brand identity

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- Logo: The iconic Amul girl, also known as the Amul Lady, is the face of the brand. Designed by Eustace Fernandez in 1967, the Amul girl is a young, modern woman who exudes confidence and vitality. She is often depicted holding a tray with the brand's tagline, "The Taste of India," and a product-specific slogan.
- Tagline: "The Taste of India" is Amul's tagline, which emphasizes the brand's commitment to providing quality dairy products that represent the diverse flavors of the country. This tagline has been in use since the 1960s and is instantly recognizable to consumers.
- Co-operative spirit: Amul is a unique example of a successful dairy cooperative, owned by over 3.6 million milk producers. This cooperative model is reflected in the brand's identity, emphasizing the collective strength and unity of farmers.
- Advertising: Amul is known for its witty and topical advertising campaigns. The brand regularly creates humorous and relevant advertisements that connect with the audience, often referencing current events or popular culture. These ads are known as "Amul Topical," and they have played a significant role in building the brand's image as approachable, relatable, and fun.
- Packaging: Amul's packaging is designed to be visually appealing and easily recognizable.



# Smart goals and kpis

• Here are five SMART goals and their corresponding Kpis for Amul Brand.

• 1.Goal : Specific Expanding the product

• Kpis:Sales Growth Rate: Monitoring the percentage increase in sales volume and revenue over a specific period.

• 2. Goal : Measurable increasing the markets

• Kpis:Tracking the percentage of the total market Amul captures in various product categories.

• 3.Goal: Achievable Implement ing a sustainable

• Kpis:By implementing cost-saving measures and improving production processes, this goal is achievable.

• 4.Goal: Relevant Enhancing Customer Satisfaction

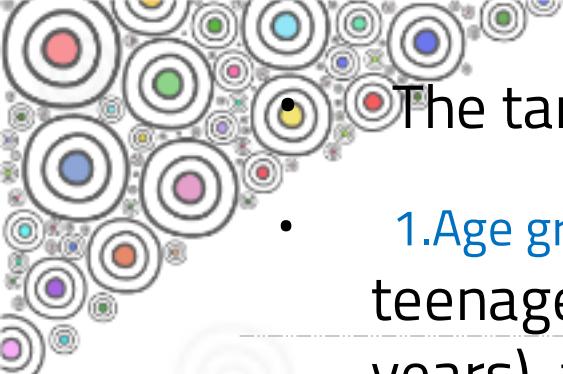
• Kpis :Operational efficiency contributes to Amul's profitability and competitiveness.

• 5.Goal: Time Bound

# Buyer's / Audience persona



- The target Audience for Amul brand can be defines as follows.
- 1. Age group
- 2.Demographics
- 3.psychogrpahics
- 4.behaviour
- 5.Interest



The target Audience for Amul brand can be define as follows.

- **1.Age group:** Examples of age groups include children (0-12 years), teenagers (13-19 years), young adults (20-39 years), adults (40-64 years), and seniors (65 years and above). Age groups are often used for statistical analysis, targeting specific demographics, or creating age-appropriate content and services.
- **2.Demographic:**
- **Gender:** In recent years, AMUL has been making efforts to empower women in the dairy sector by providing training, resources, and support.
- **income:**In 2019-2020, AMUL's turnover was reported to be around INR 44,000 crore (approximately USD 6.1 billion).
- **3.psychographics:**
- **life style:** it has significantly impacted the daily lifestyle and food habits of millions of India

- **4. Behavior:**
- purchase pattern: Regular consumers of this products ,particularly interested in high quality .
- Brand loyalty: Building strong and loyalty through innovative and budget friendly.
- **5. Interest:**
- Quality and performances: consumers who priorities product performance and budget friendly.

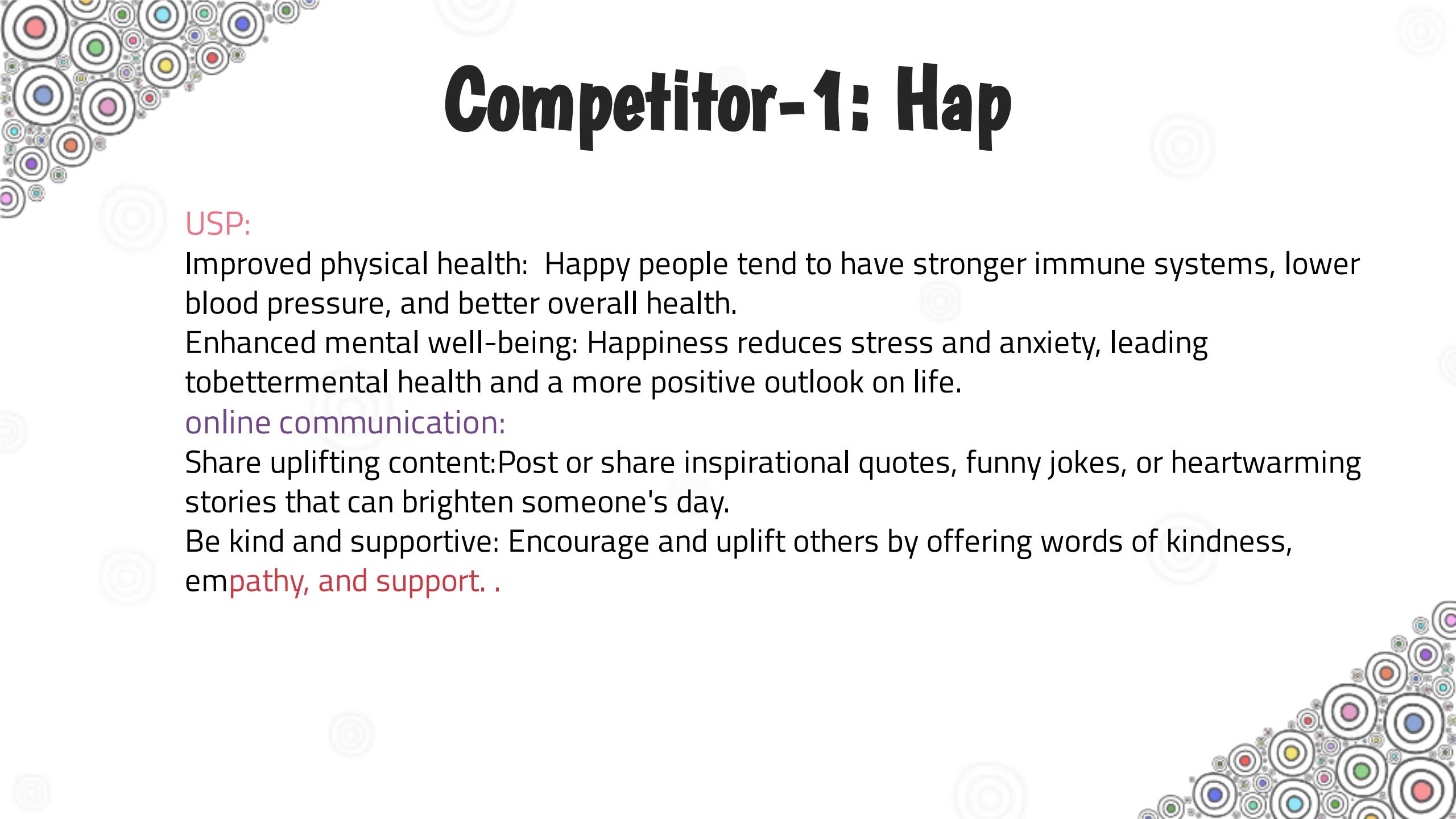
# Competitor analysis

## Competitors of Amul Milk

- ✓ Britannia Industries
- ✓ Nestle Ltd
- ✓ Mother Dairy
- ✓ Govardhan
- ✓ Mahanand
- Local dairies
  - 1. Chitale
  - 2. Vikas Gold

The image is a collage of various milk products against a blue background featuring silhouettes of cows and milk bottles. It includes:

- A carton of Amul Milk.
- A carton of Nestle EveryDay Milk.
- A white bag of Govardhan Fresh Milk.
- A white bag of Mahanand Fresh Milk.
- A white plastic container of Chitale Milk.
- A white bag of Vikas Gold Milk.



# Competitor-1: Happy

## USP:

Improved physical health: Happy people tend to have stronger immune systems, lower blood pressure, and better overall health.

Enhanced mental well-being: Happiness reduces stress and anxiety, leading to better mental health and a more positive outlook on life.

## online communication:

Share uplifting content: Post or share inspirational quotes, funny jokes, or heartwarming stories that can brighten someone's day.

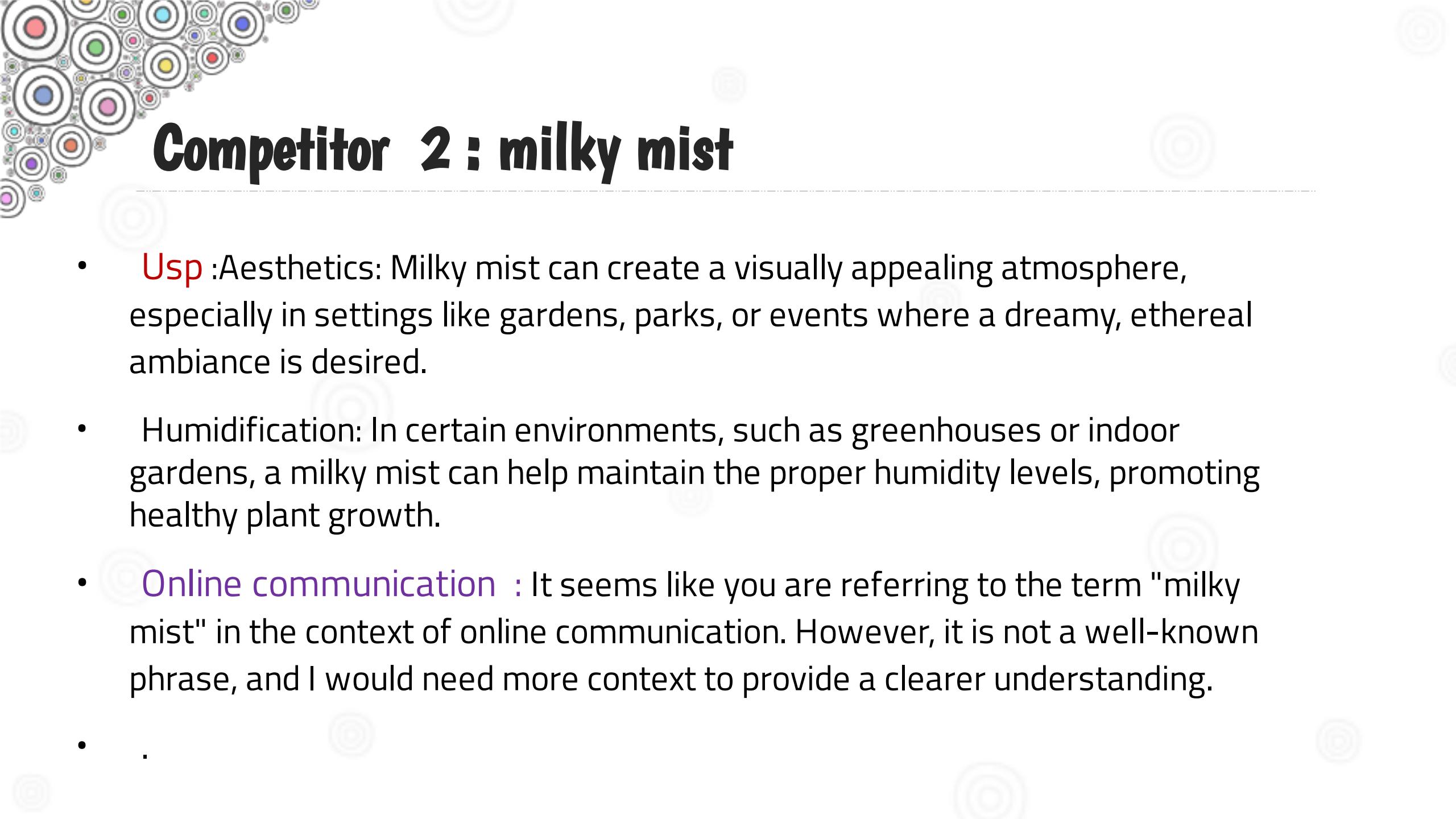
Be kind and supportive: Encourage and uplift others by offering words of kindness, empathy, and support. .



# Swot analysis

## Strengths:

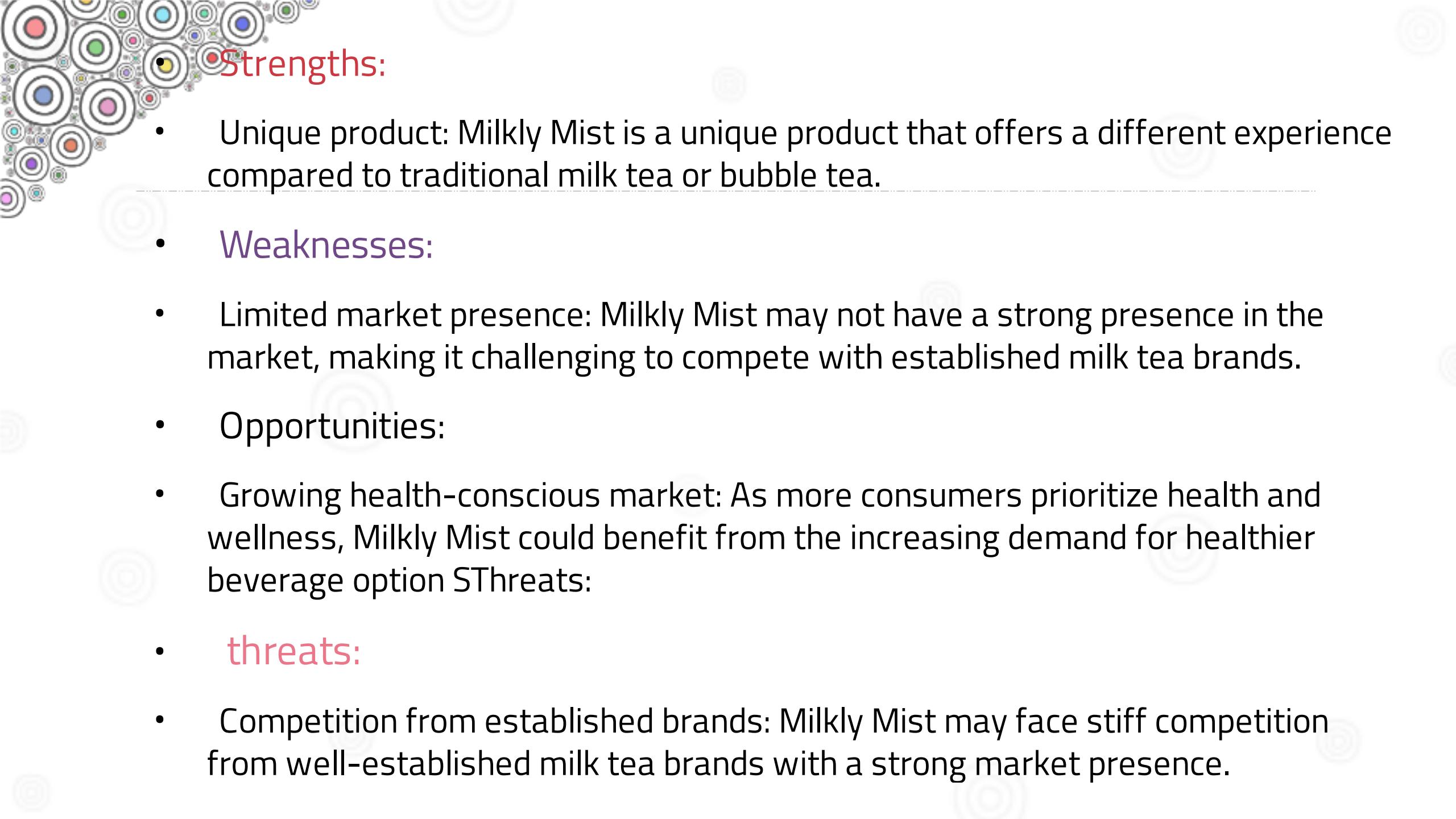
- Positive emotions: Happiness is associated with positive emotions, such as joy, contentment, and satisfaction, which can improve overall well-being.
- Weaknesses:
- Subjective nature: Happiness can be subjective and may vary from person to person, making it challenging to measure or quantify.
- Opportunities:
- Mental health awareness: The growing awareness of mental health issues presents an opportunity to promote happiness as a means to improve overall well-being and resilience
- Threats:
- Social media comparison: The use of social media can lead to unrealistic expectations and feelings of inadequacy, potentially undermining happiness.



# Competitor 2 : milky mist

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- **Usp** :Aesthetics: Milky mist can create a visually appealing atmosphere, especially in settings like gardens, parks, or events where a dreamy, ethereal ambiance is desired.
- Humidification: In certain environments, such as greenhouses or indoor gardens, a milky mist can help maintain the proper humidity levels, promoting healthy plant growth.
- **Online communication** : It seems like you are referring to the term "milky mist" in the context of online communication. However, it is not a well-known phrase, and I would need more context to provide a clearer understanding.
- .



## Strengths:

- Unique product: Milkly Mist is a unique product that offers a different experience compared to traditional milk tea or bubble tea.

- Weaknesses:

- Limited market presence: Milkly Mist may not have a strong presence in the market, making it challenging to compete with established milk tea brands.

- Opportunities:

- Growing health-conscious market: As more consumers prioritize health and wellness, Milkly Mist could benefit from the increasing demand for healthier beverage option S

- Threats:

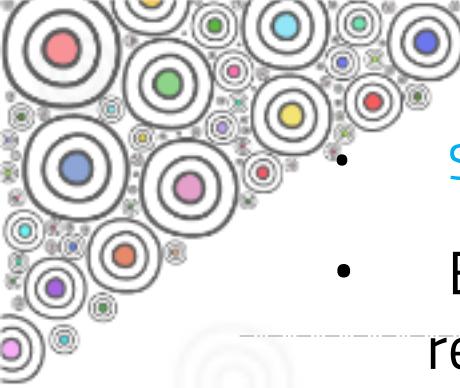
- Competition from established brands: Milkly Mist may face stiff competition from well-established milk tea brands with a strong market presence.



# competitor 3 : Hershey

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- **Usp** :Taste: Hershey's chocolates are known for their rich, smooth, and delicious taste, which has made them a favorite for many people around the world.
- Variety: Hershey's offers a wide range of products, including different types of chocolate bars, kisses, baking products, and seasonal treats, catering to various tastes and preferences.
- **Online communication:**Official website: Hershey's has an informative and visually appealing website ([www.hersheys.com](http://www.hersheys.com)) where they share information about their products, company history, and initiatives.



- **Strengths:**

- Brand recognition: Hershey's is a well-known and trusted brand with a strong reputation.

- **Weaknesses**

- Limited influence: Compared to other chocolate brands, Hershey's has a relatively smaller international footprint, limiting their growth potential.

- **Opportunities:**

- Expansion into new markets: Hershey's can explore opportunities to grow their international presence and tap into new consumer bases.

- **Threats:**

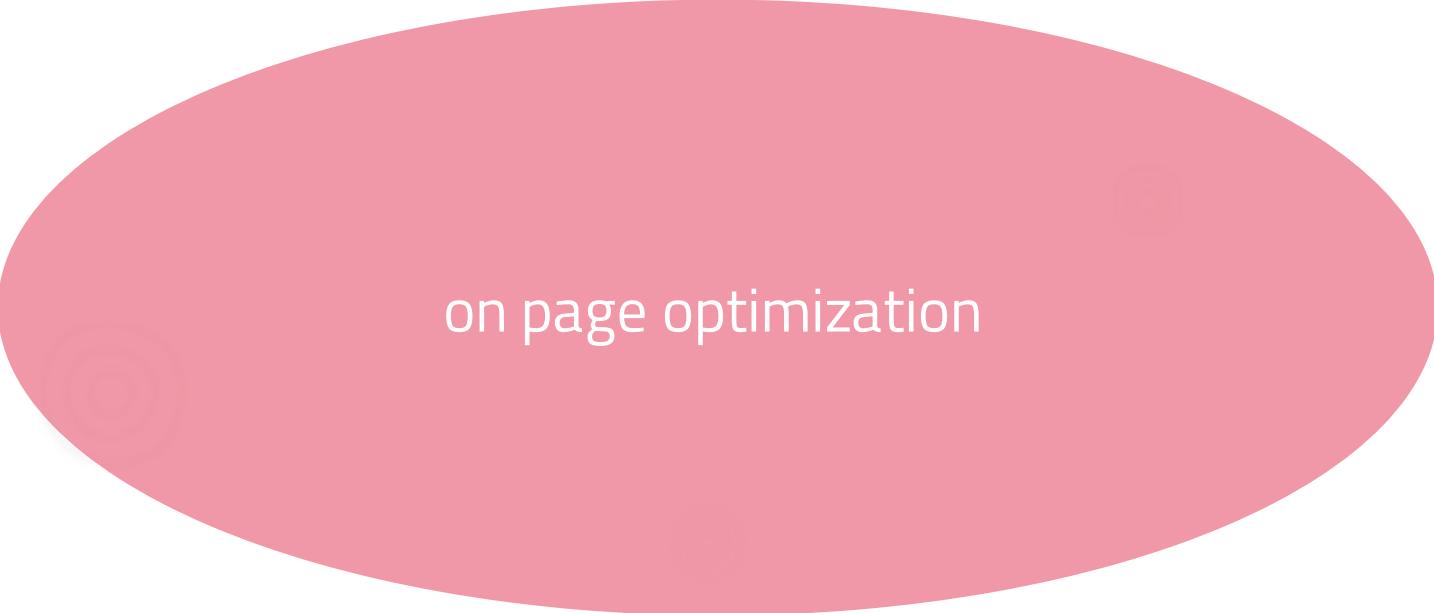
- Competition: Hershey's faces competition from other chocolate brands, as well as non-chocolate snack manufacturers, which could impact market share.



# **part-2 : SEO & Keyword Research**

# SEO Audit





on page optimization



## Audit Results for amul.com



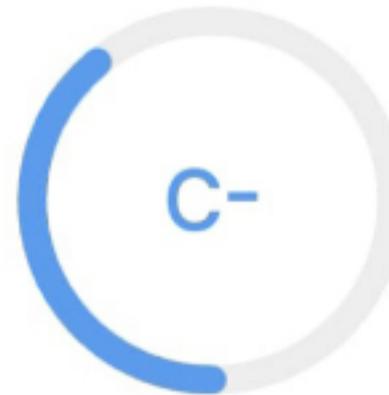
Your page could be better

Recommendations: 22





## On-Page SEO Results



**Your On-Page SEO could be better**

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines

# Rankings

## Rankings

### Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Pos
amul	IN HI	1
amul	IN EN	1
amul amul	IN EN	1
amul company	IN HI	1
amul company	IN EN	1
amul cooperative	IN EN	1
amul ice cream	IN EN	1
amul ice cream	IN HI	1

# Links

## Links

### Backlink Summary

You have a strong level of backlink activity to this page.



Domain  
Strength

Page  
Strength

↗ 662.3k

Backlinks

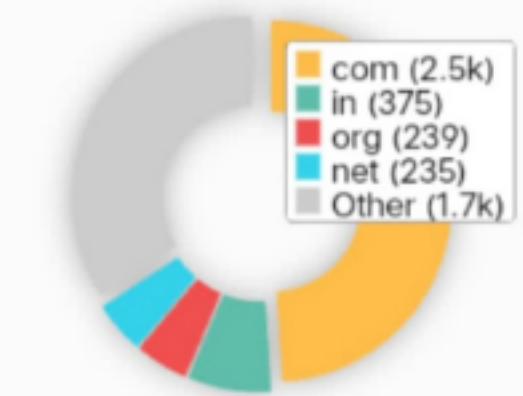
↗ 5k



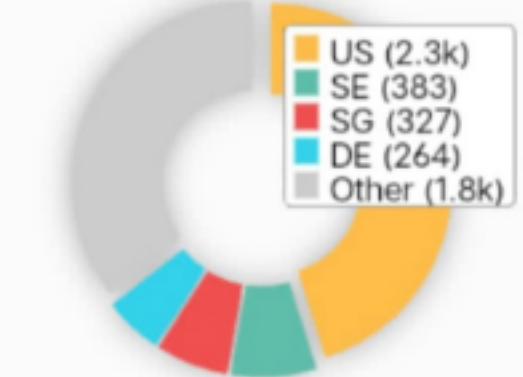
## Referring Domain Geographies

These are the Top Geographies we have found linking to your site.

### Top TLDs



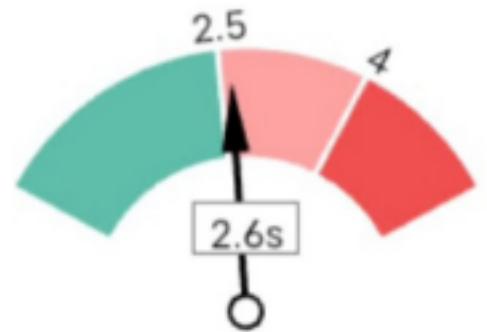
### Top Countries



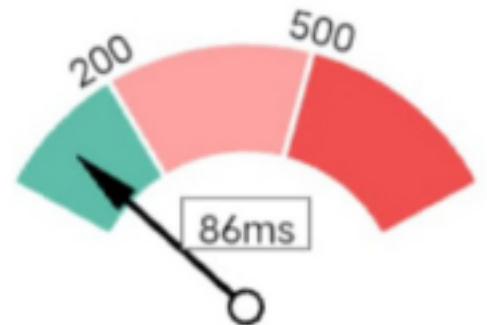
### Page Link Structure

found 89 total links. 20% of your links are external links and are sending

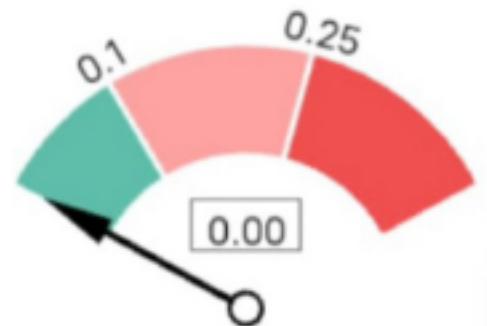
## Fastest Contentful Paint (FCP)



## Interaction To Next Paint (ITP) (I)



## Cumulative Layout Shift (CLS)



# Keyword Research

A	B	C	
1	keywords	volume	competition
2	Amul thapar	7300	58
3	Amul	2900	30
4	Amule	1200	27
5	Amul india	900	55
6	Amul cheese	840	11
7	Amul butter	810	10
8	Amulate	630	25
9	Amul thakar	540	25
10	Amul cheese near me	440	25
11	Amul cream near me	440	25
12	Amul fresh cream near me	440	16
13	Amul girl	440	
14	Amul happy treats near me	440	
15	Amul kaju katil near me	440	
16	Amul near me	440	
17	Amul fresh cream	440	8
18			
19			

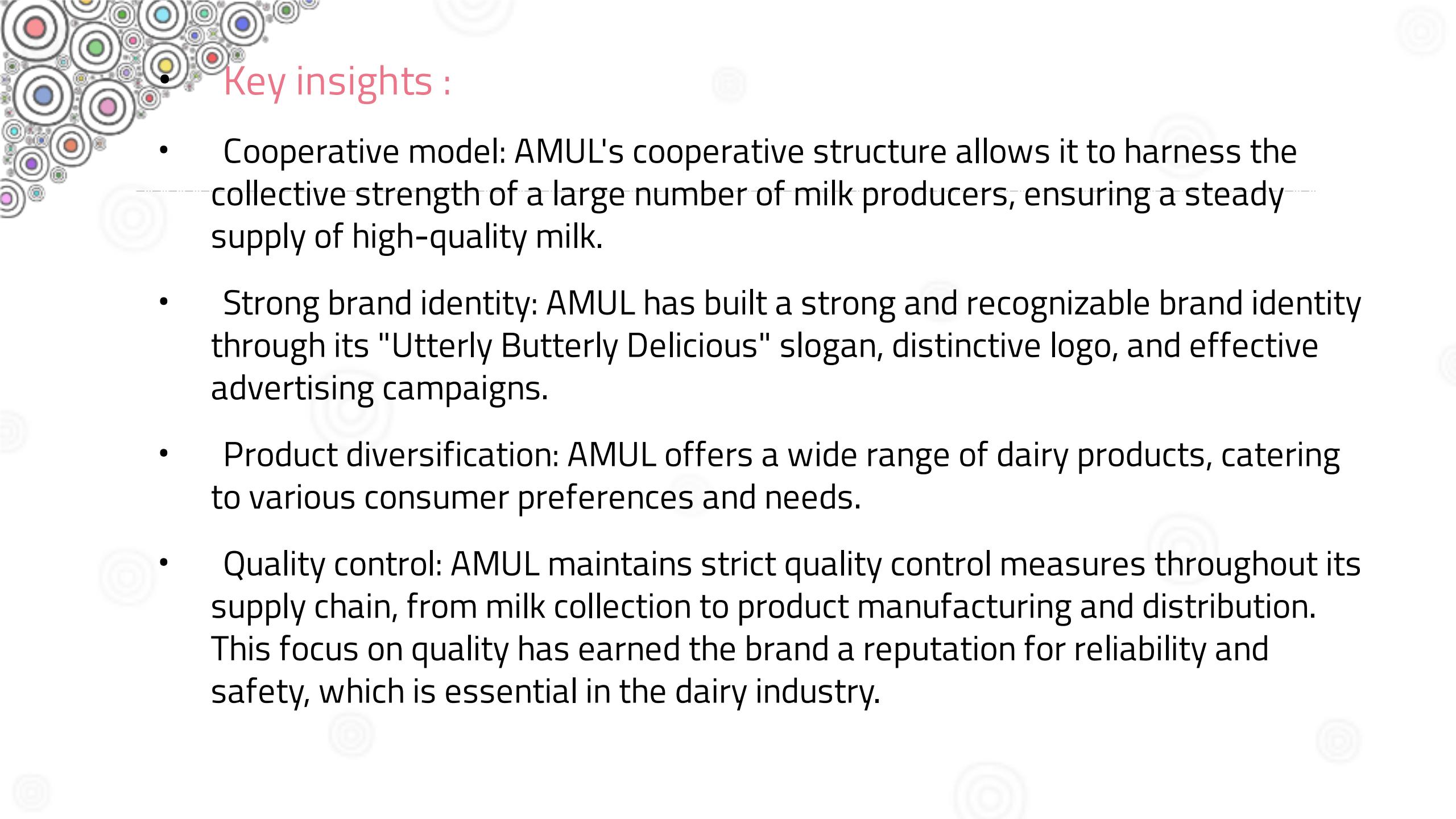
# on page optimization

23			
24	keyword	volume	competition
25	Amul Thapar	7300	58
26	Amul	2900	30
27	Amule	1200	27
28			
29			
30	Meta Title		
31	Amul		
32			
33	meta Description		
34	Amul - The taste of brand		
35			
36	aims to provie remunerative returns to the farmers and		
37	also serve the interests or consumers by providing		
38			
39			
40			
41			



# content optimization

- challenges faced and insights gained from keyword research
- Competition:** AMUL competes with numerous other dairy brands in India, both local and multinational, which puts pressure on pricing, product quality, and marketing strategies.
- Consumer preferences:** As consumers become more health-conscious and environmentally aware, AMUL needs to adapt its product offerings to cater to these changing preferences.
- Supply chain management:** Managing a vast network of farmers and processing units can be a significant challenge for AMUL. Ensuring the quality and consistency of milk supply, as well as maintaining efficient distribution channels, is crucial for the brand's success.
- Regulatory environment:** The Indian dairy industry is heavily regulated, with various government guidelines affecting the operations of dairy cooperatives like AMUL.



## Key insights :

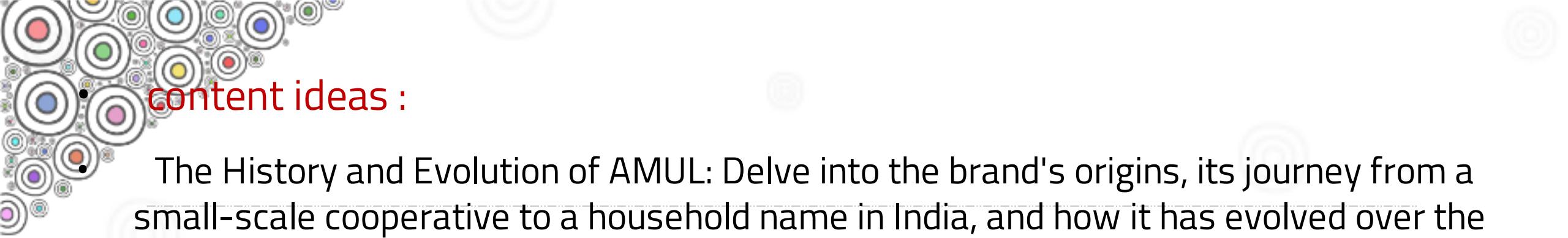
- Cooperative model: AMUL's cooperative structure allows it to harness the collective strength of a large number of milk producers, ensuring a steady supply of high-quality milk.
- Strong brand identity: AMUL has built a strong and recognizable brand identity through its "Utterly Butterly Delicious" slogan, distinctive logo, and effective advertising campaigns.
- Product diversification: AMUL offers a wide range of dairy products, catering to various consumer preferences and needs.
- Quality control: AMUL maintains strict quality control measures throughout its supply chain, from milk collection to product manufacturing and distribution. This focus on quality has earned the brand a reputation for reliability and safety, which is essential in the dairy industry.



## **part - 3: content idea and marketing strategies**

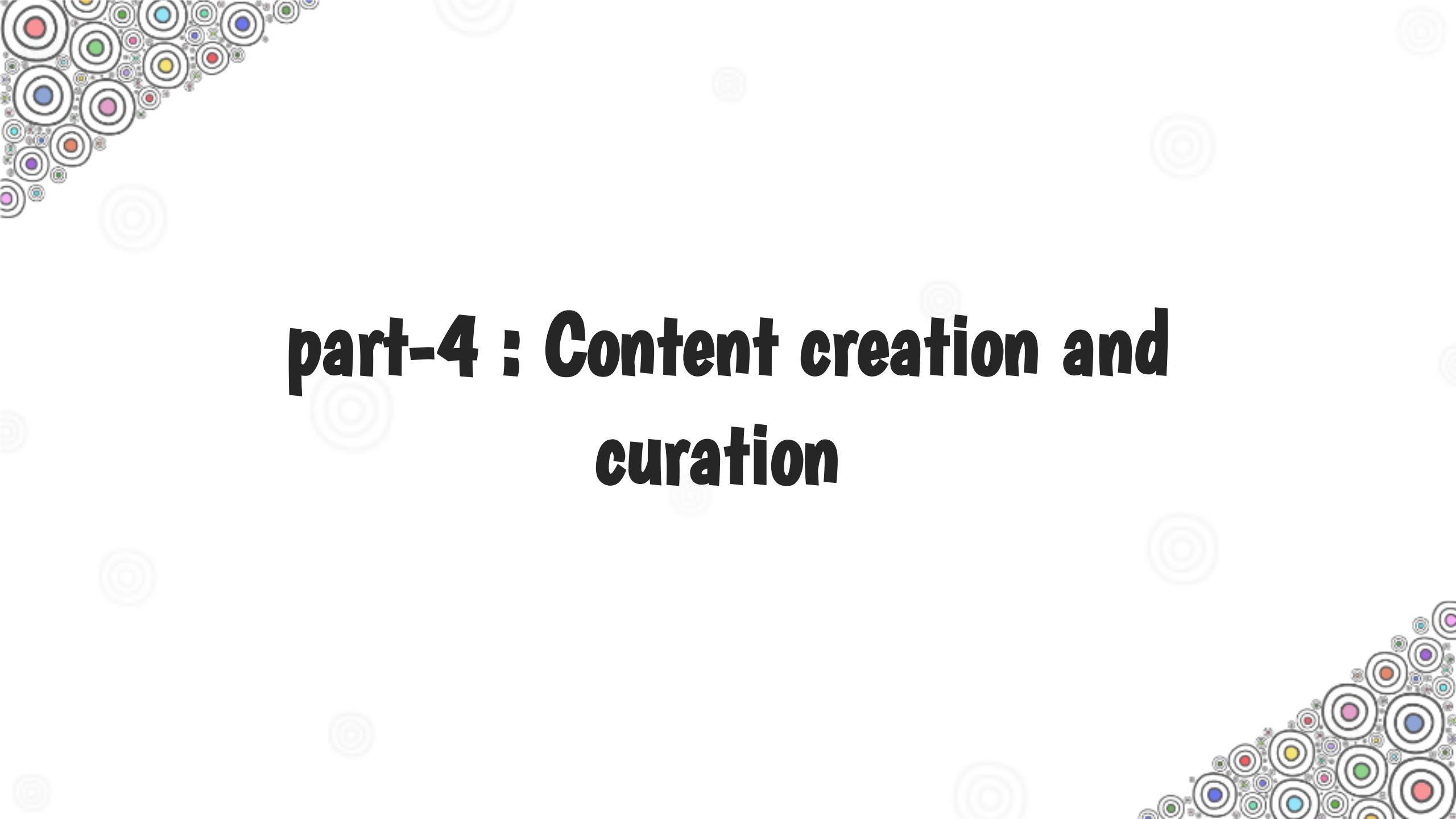
# content calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Easter Monday	2 Company Event Throwback	3 April Goals	4 Spotlight Industry Trends	5 Share A Recent Blog Post	6 What We're Watching
7 World Health Day Q&A	8 Motivational Monday Quote	9 Product Tutorial	10 Tease A Work In Progress	11 5 Surprising Industry Facts	12 Host A Giveaway	13 Instagram Live FAQ Series
14 Share Your Top Book Picks	15 Share A Recipe	16 Favorite Purchases For The Month	17 Run A Flash Sale	18 Customer Testimonials Spotlight	19 Local Business Highlight	20 Employee's Career Journey
21 Business Founder Q&A	22 Share Your Morning Routine	23 Staff Top Product Picks	24 Workday Essentials	25 Share User-Generated Content	26 Jump On A Reel Trend	27 Top Podcast Recommendations
28 Team Member Spotlight	29 Customer Appreciation Post	30 Monthly Reflections				



## content ideas :

- The History and Evolution of AMUL: Delve into the brand's origins, its journey from a small-scale cooperative to a household name in India, and how it has evolved over the years to adapt to changing market conditions and consumer preferences.
- AMUL's Cooperative Model: Explore the unique cooperative structure that underpins AMUL's operations, highlighting how it empowers milk producers, fosters a sense of ownership, and contributes to the brand's success.
- **content strategies :**
- Content Creation: Develop high-quality, engaging, and informative content that showcases AMUL's brand values, products, and achievements. This can include blog posts, articles, infographics, videos, and social media posts.
- Consistent Brand Messaging: Ensure that all content aligns with AMUL's brand identity, tone, and values, maintaining a consistent voice and image across all platforms.



# **part-4 : Content creation and curation**

- **Formate-1 : Static post on Amul**
- **Caption: The Taste of india**



- Formate-2: Post Reel on AMUL
- Caption: Amul became no.1 dairy in india.
- Hashtags: The Taste of india. such a good product.



# Formate-3: course post on Amul

caption: The white revolution in india. Amul is a trusted brand in india.



# Instagram story :

Link for instagram reel:

[https://www.instagram.com/reel/C52f-TTLNwl/?igsh=MnVvbmo4Z3IyYnhw\\_](https://www.instagram.com/reel/C52f-TTLNwl/?igsh=MnVvbmo4Z3IyYnhw_)

Link for instagram story:

<https://www.instagram.com/s/>

[aGlnaGxpZ2h0OjE3OTcwNzkyMjcyNzA0NDMy?](#)

[story\\_media\\_id=3348005769385403765\\_61881455301&ig](#)

[h=aGljbTcyaGQ0eWw=\\_](#)

# INSTAGRAM STORY

- link for insta reel:

<https://www.instagram.com/reel/C52f-TTLNwl/?igsh=MnVvbmo4Z3IyYnhw>

- links for insta story :

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTcwNzkyMjcyNzAONDMy?story\\_media\\_id=3348005769385403765\\_61881455301&igsh=aGljbTcyaGQ0eWw=%20%C2%A0](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTcwNzkyMjcyNzAONDMy?story_media_id=3348005769385403765_61881455301&igsh=aGljbTcyaGQ0eWw=%20%C2%A0)



# Highlight of Instagram



kottapalli\_15 ✓

+ =

15 posts 44 followers 23 following

Nandini Kottapalli

Edit profile Share profile +

Discover people See all

Find More People to Follow

See all

Trashed board Awesome Instant New

# Story insights- Q&A

appear here so you can view insights. These insight



- Reached: 5
- impressions: 3
- comments: 4
- Area of improvement:
  - 1.story could be Better
  - 2.since the shares of informative stories are more,we could create more information stories.

# **Designs / video Editing**

- In this we use the zoho app and gap cut and use the picture arts app for photos editing.



Thank you





Zoho Show

# Untitled Presentation (1).pdf

(This PDF has been generated using Zoho Show)

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