

COMPREHENSIVE DIGITAL MARKETING
PROJECT ON

Howmies
ICECREAM

PRESENTED BY:

- Team Leader : DARAPU KUMAR SWAMY
- Team Members: GANIVADA KARTHIKEYA
: JAMADHAR AJAY
: KINJARAPU VINAY
- TEAM ID : LTVIP2025TMID24510

ABOUT OUR PROJECT

- Company/Topic for Project :- HAVMOR ICE CREAM
- Brand Logo :-



- Brand Colour :- RED & WHITE
- Brand Tagline :- 'GOODNESS THE WORLD DESERVES'
- Brand Website :- <https://www.havmor.com/>

INTRODUCTION



- Havmor's brand identity is rooted in a rich history and a focus on quality and customer delight. Here's a breakdown of key aspects:
- Historical Roots: Founded in 1944, Havmor has a long-standing presence in the Indian ice cream market. Its origins trace back to Satish Chona's entrepreneurial vision, with significant development in Ahmedabad, Gujarat.
- Core Values: The brand emphasizes "acchai, sacchai, and safai" (goodness, truthfulness, and purity), reflecting a commitment to quality and integrity. The core purpose of the brand is "to catalyze moments of delight every day" in its consumers' lives.
- Brand Perception: Havmor is known for its diverse range of ice cream flavors and its focus on creating memorable consumer experiences. They have worked on creating brand buzz through campaigns that leverage festive and celebratory times.
- Modern Developments: Following its acquisition by LOTTE Confectionery in 2018, Havmor has continued to grow and evolve. They work on their packaging to reflect the diverse Indian culture.
- Marketing and Branding: Havmor utilizes various marketing strategies, including on-ground activations, social media campaigns, and a focus on product innovation. They have worked on campaigns that center around festive feelings, and the feelings of love. In essence, Havmor's brand identity blends its traditional values with modern marketing approaches, aiming to provide high-quality ice cream and create joyful moments for its customers.

COMPETITOR ANALYSIS



- Analyzing Havmor's competition within the Indian ice cream market reveals a landscape with both national and regional players. Here's a breakdown of key competitors and competitive factors:
- **Major Competitors:**
- Amul: A dominant player with widespread distribution and a strong brand reputation for affordability and quality. Amul's extensive dairy network gives it a significant cost advantage.
- Kwality Walls (Hindustan Unilever): A major multinational competitor with a wide range of products and strong marketing capabilities. Kwality Walls focuses on innovative products and appeals to a younger demographic.
- Baskin Robbins: A well-known international brand with a focus on premium ice cream and a wide variety of flavors.
- Regional Players: Companies like Hangyo and NIC Ice Creams are strong regional competitors, often with a focus on specific markets and unique product offerings. Also Hocco, and other regional ice cream brands.

MAJOR COMPETITORS

Havmor
ICE CREAM



- **Key Competitive Factors:**

- Price: Price sensitivity is a significant factor in the Indian market, with Amul often setting the benchmark for affordability.
- Product Variety and Innovation: Offering a diverse range of flavors and innovative products is crucial for attracting and retaining customers.
- Distribution Network: A strong distribution network is essential for reaching consumers across India, particularly in rural areas.
- Brand Reputation and Marketing: Building a strong brand reputation and engaging in effective marketing campaigns are vital for creating brand awareness and loyalty.
- Quality: Consumers are becoming increasingly aware of the quality of the ingredients used in the ice cream.
- Havmor's Competitive Position: Havmor differentiates itself by focusing on unique flavors and experiential marketing. They have a strong regional presence, particularly in Gujarat. Following the LOTTE acquisition, they have the backing of a large company, that can help with distribution, and funding for marketing. In essence, Havmor operates in a highly competitive market, requiring it to balance affordability, product innovation, and effective marketing strategies to maintain its market share.

BUYER'S/AUDIENCE'S PERSONA



- Understanding Havmor's buyer/audience persona involves recognizing the diverse groups they cater to. Here's a breakdown based on available information:
- **Key Audience Segments:**
- Families: Havmor's family packs and variety of flavors make them a popular choice for families. They target families looking for enjoyable treats for gatherings and everyday enjoyment.
- Youth and Young Adults: Havmor focuses on creating engaging campaigns and offering trendy flavors to appeal to younger demographics. They utilize social media and digital platforms to connect with this audience. This audience is also more likely to try new and novel ice cream products.
- Individuals Seeking Variety and Unique Flavors: Havmor is known for its diverse flavor offerings, including traditional Indian flavors and international options. This attracts individuals who enjoy exploring different tastes and experiences.
- Consumers Prioritizing Quality: Havmor's emphasis on "goodness, truthfulness, and purity" resonates with consumers who value quality ingredients. This includes individuals who are conscious of the products they consume.
- People celebrating special occasions: Ice cream is a product that is heavily used in celebrations. Havmor uses marketing that target these celebratory feelings.
- General Characteristics: Havmor's audience spans various age groups and socioeconomic backgrounds. They are present in both urban and rural areas, with a strong regional presence in Gujarat. They are increasingly influenced by digital marketing and social media trends. In essence, Havmor aims to cater to a broad audience by offering a diverse range of products and experiences that appeal to different tastes and preferences.

KEYWORD RESEARCH

KEYWORDS	TRAFFIC	VOLUME	URL
HAVMOR ICECREAM	72.4K	90.5K	www.havmor.com
HAVMOR	17.8K	22.2K	www.havmor.com
HAVMOR NEAR ME	9.7K	12.1K	www.havmor.com
HAVMOR ICECREAM PARLOUR	4.3K	5.4K	www.havmor.com
CASSATA ICECREAM	2.4K	49.5K	www.havmor.com/ product/slice- cassata

ORGANIC TRAFFIC V/S PAID TRAFFIC



ON-PAGE OPTIMIZATION

- On-page optimization is crucial for improving a website's visibility in search engine results. Here's a breakdown of key on-page SEO factors, tailored to a brand like Havmor:

- **Key On-Page SEO Factors:**

- Keyword Optimization:

Title Tags: Include primary keywords naturally. For example, "Havmor Ice Cream Flavors | Delicious Frozen Desserts." Keep titles concise and compelling.

Meta Descriptions: Write engaging descriptions that encourage clicks. Incorporate relevant keywords and a call to action.

Example: "Explore Havmor's wide range of ice cream flavors! From classic favorites to unique creations, find your perfect dessert. Order online or find a store near you!"

Header Tags (H1-H6): Use H1 for the main page title and H2-H6 for subheadings. Incorporate relevant keywords in header tags. For product pages, the ice cream flavor name should be in the H1 tag.

Content Optimization: Create high-quality, informative, and engaging content. Naturally integrate relevant keywords throughout the text. Focus on providing value to the user. For Havmor, this could include: Detailed flavor descriptions. Information about ingredients. Serving suggestions. The history of popular flavors.

- Image Optimization:

Alt Text: Provide descriptive alt text for all images. Include relevant keywords.

Example: "Havmor chocolate ice cream cone with sprinkles."

File Size: Optimize image file sizes for faster loading times. Ice cream is a very visual product, so very high quality images are important, but file sizes must be managed..

- URL Optimization: Create clean, user-friendly URLs. Include relevant keywords.

Example: "www.havmor.com/flavors/chocolate-ice-cream"

Mobile-Friendliness: Ensure the website is responsive and provides a seamless experience on all devices. This is very important, as many mobile users search for food and dessert locations while on the go.

Internal Linking: Use internal links to guide users and search engines to relevant pages. Link to related products, flavor pages, and store locators.

Page Speed: Optimize website loading speed. Use a content delivery network (CDN). Compress images and minimize code.

- Havmor-Specific On-Page Considerations:

Flavor Pages: Create dedicated pages for each ice cream flavor. Include high-quality images, detailed descriptions, and customer reviews.

Store Locator: Optimize the store locator page with accurate and up-to-date information. Ensure it is mobile-friendly.

Nutritional Information: Provide clear and accurate nutritional information for all products.

Cultural Relevance: Highlight the culturally relevant indian flavors that Havmor produces.

- Call to Actions: Place clear and effective call to actions, such as "Find a Store," "Order Online," or "View Menu." By focusing on these on-page optimization strategies, Havmor can improve its search engine rankings and attract more customers.

CONTENT IDEA GENERATION & STRATEGIES

- Generating engaging content is crucial for Havmor to connect with its audience and build brand loyalty. Here's a breakdown of content ideas and a strategy:

- **Content Idea Generation:**

- **Flavor-Focused Content:**

"Flavor Spotlight" Series: Highlight a specific flavor each week/month, detailing its ingredients, origin, and unique characteristics.

"Flavor Pairings": Suggest creative ways to pair Havmor ice cream with other desserts or snacks.

"Behind the Flavors": Share the story behind how new flavors are developed.

"Seasonal Flavors": Promote limited-time seasonal flavors with themed content.

- **Lifestyle and Occasion-Based Content:**

"Havmor for Celebrations": Create content around how Havmor ice cream enhances celebrations like birthdays, holidays, and festivals.

"Ice Cream Recipes": Share recipes for ice cream-based desserts, milkshakes, and sundaes.

"Summer Treats": Develop content around refreshing summer treats and ways to beat the heat with Havmor. * "Family Fun": Showcase how Havmor ice cream brings families together.

- **Interactive and Engaging Content:**

"Flavor Polls and Quizzes": Engage users with interactive content like "What's Your Favorite Havmor Flavor?" or "Which Ice Cream Personality Are You?"

User-Generated Content (UGC): Encourage customers to share photos and videos of their Havmor experiences using a branded hashtag.

"Ask Me Anything" (AMA) Sessions: Host live Q&A sessions with Havmor chefs or flavor experts. * Contests and Giveaways: Run contests and giveaways to generate excitement and engagement

- **Informative and Educational Content:**

"Ice Cream Making Tips": Share tips and tricks for making homemade ice cream or serving ice cream perfectly.

"Nutritional Information": Provide clear and accessible nutritional information about Havmor products. * "The History of Ice Cream": Share interesting facts and stories about the history of ice cream and Havmor's own history.

"Ingredient Sourcing": show the quality of the ingredients used. *

- **Visual Content:**

High-Quality Photography: Showcase Havmor products with visually appealing photos.

Video Content: Create short videos featuring product demos, flavor introductions, and behind-the-scenes glimpses.

"Ice Cream Art": Showcase creative ways to present and decorate ice cream.

- **Content Strategy:**

Target Audience: Tailor content to the specific interests and preferences of Havmor's target audience.

Platform Optimization: Adapt content for different platforms (e.g., Instagram, Facebook, YouTube, website).

Content Calendar: Create a content calendar to plan and schedule content releases.

SEO Optimization: Optimize content for relevant keywords to improve search engine visibility.

Social Media Engagement: Actively engage with followers on social media by responding to comments and messages.

Influencer Marketing: Partner with food bloggers and influencers to promote Havmor products.

Data Analysis: Track content performance using analytics tools and adjust the strategy accordingly.

Consistent Branding: Ensure all content aligns with Havmor's brand identity and messaging.

Local Focus: Create content that is relevant to local communities and events, especially in areas where Havmor has a strong presence.

Promote Special Offers: Create content that brings awareness to special offers, and new products. By implementing these content ideas and strategies, Havmor can create a strong online presence and build meaningful connections with its customers.

MARKETING STRATEGIES



- Havmor employs a mix of traditional and modern marketing strategies to maintain and grow its market share in the competitive Indian ice cream industry. Here's a summary of their key approaches:
- **Key Marketing Strategies:**
- **Occasion-Specific Marketing:** Havmor strategically aligns its product launches and promotions with key Indian festivals and celebrations. This allows them to capitalize on seasonal demand and cultural relevance. For example, they create special flavors and packaging for festivals like Diwali, Navratri, and Janmashtami.
- **Product Innovation:** Havmor places a strong emphasis on developing unique and appealing ice cream flavors, catering to diverse consumer preferences. They focus on both traditional Indian flavors and innovative, modern creations.
- **Focus on Quality:** The brand emphasizes the quality of its ingredients and the "goodness" of its products, building trust and loyalty among consumers.

- Digital Marketing and Social Media: Havmor utilizes social media platforms to engage with its target audience, particularly younger consumers. They use digital campaigns to promote new products, run contests, and build brand awareness.
- Experiential Marketing: Havmor focuses on creating memorable experiences for customers, both in their parlors and through promotional events. This includes focusing on the experience of eating the ice cream.
- Regional Focus: Havmor has a strong regional presence, particularly in Gujarat, and tailors its marketing efforts to local preferences.
- Pricing Strategies: Havmor uses a combination of value-based, competitive, and promotional pricing strategies to attract customers and remain competitive.
- Distribution and Availability: They are working to improve distribution so that their products are more readily available.
- Emphasis on customer feedback: Havmor uses customer feedback to help drive product development.
- Key Trends in Havmor's Marketing: A growing emphasis on digital marketing and social media engagement. Increased focus on occasion-specific marketing. Continued focus on product innovation and quality. By combining these strategies, Havmor aims to strengthen its brand presence and maintain its position in the competitive Indian ice cream market.

POST CREATION

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STORY
CREATION



<https://www.instagram.com/p/DHcsqD2xJul/?igsh=MWl3dWE5b2o5MzB2NA==>

SOCIAL MEDIA AD CAMPAIGNS

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EMAIL AD CAMPAIGN



SOCIAL MEDIA AD CAMPAING

Benefits of Social Media Advertising:-

1. Brand Awareness : Spread the word about your brand, products, and services.
2. Website Traffic : Drive more traffic to your website by sharing snippets of articles or using calls-to-action.
3. Sales and Revenue : Experiment with promotional techniques to generate revenue.

GMAIL MARKETING

Gmail Marketing :-

- It involves sending emails to current and potential customers to achieve goals like brand awareness, engagement, lead nurturing, and sales.
- Over 4 billion email users worldwide make it an essential channel.
- In 2022, the average ROI of email marketing was \$36 for every \$1 spent by them.

GMAIL MARKETING

Benefits of Email Marketing:-

Brand Awareness : Share valuable content aligned with your brand identity.

Generate Website Traffic : Drive traffic by sharing article snippets or using CTAs.

Drive Sales and Revenue : Promote products, offer discounts, and use upselling techniques, Boost Other Channels Integrate email with social media, landing pages, and blogs.

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THANK YOU