

Section

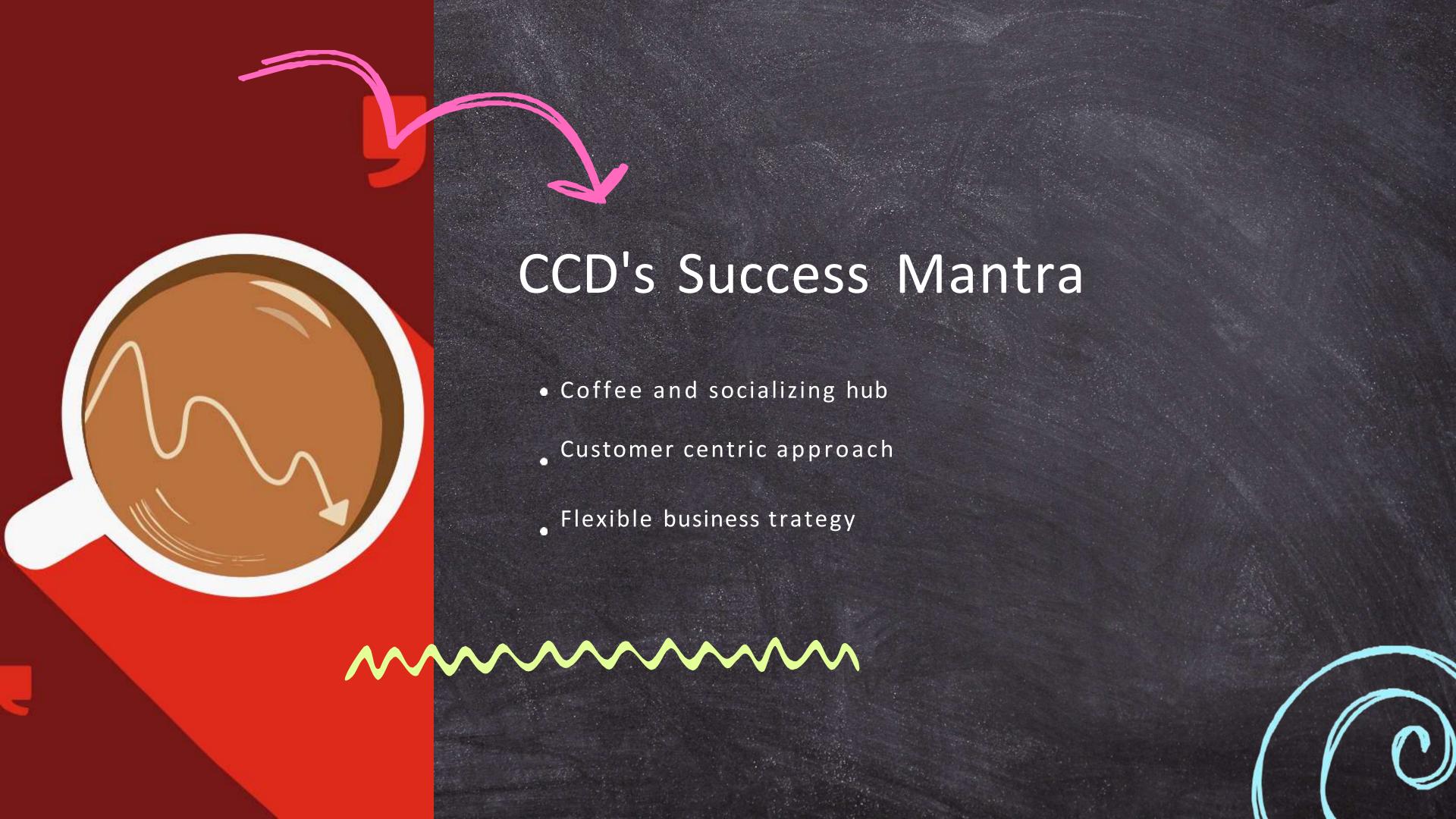
ABC1

Maval Mahajan (202213025)



#### About Cafe Coffee Day

Café Coffee Day (CCD), founded in 1996, is a leading coffee chain that revolutionized India's coffee culture. With over 1500 outlets across cities, CCD is known for its vibrant ambiance and diverse menu, making it a popular hub for socializing and relaxation, particularly among the youth.



#### Case in Point

This case involves striking a balance between preserving the core brand identity and values that CCD is known for, while also remaining relevant and appealing to a shifting consumer landscape.

### Strategy at a Glance

- Elite cafes, premium coffee, unique ambiance promoted.
- Distribution as a key CCD edge over rivals.
- Strategy: Create distinctive edge for pioneering CCD.
- Product alone won't stand out long-term.
- CCD's lasting power in brand associations.

#### Target Market

- Consumers in the 15-29 years age group typically were in the habit of eating out
- Consumers with a average spending at coffee retail shops was approximately INR 200
- Consumers with busy work/study schedule or working professionals

## Not that easy

With the target segment being vibrant and fashionable, the brand association came with some exciting challenges:

- Challenges with vibrant target: Symbolic appeal & uniqueness?
- Brand's role in creating associations for cafes?
- Difficulty in forging distinct, lasting brand links?

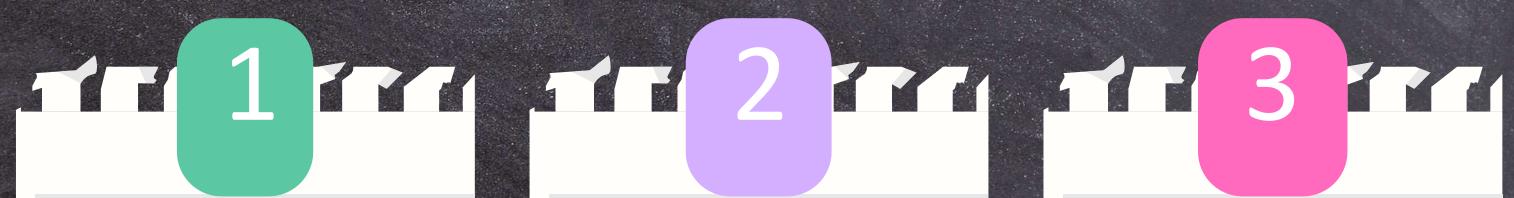
#### Competitors of CCD

Some of the competitors of CCD in India are::

- Barista: A pioneering player, Barista's ongoing competition with CCD is fueled by its diverse coffee options and immersive cafe ambiance.
- Starbucks: Despite its late entry, Starbucks emerged as a significant CCD rival in India, offering an expansive array of coffee beverages, signature drinks, and tempting snacks.
- Costa Coffee: Standing out with its commitment to top-notch coffee and a relaxed setting, Costa Coffee appeals to those who savor a more unhurried and comfortable cafe experience.



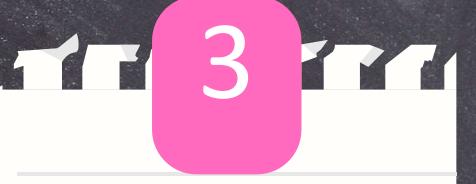
# Brand Associations ^^^^



- Youthful ambiance
  - Diverse menu

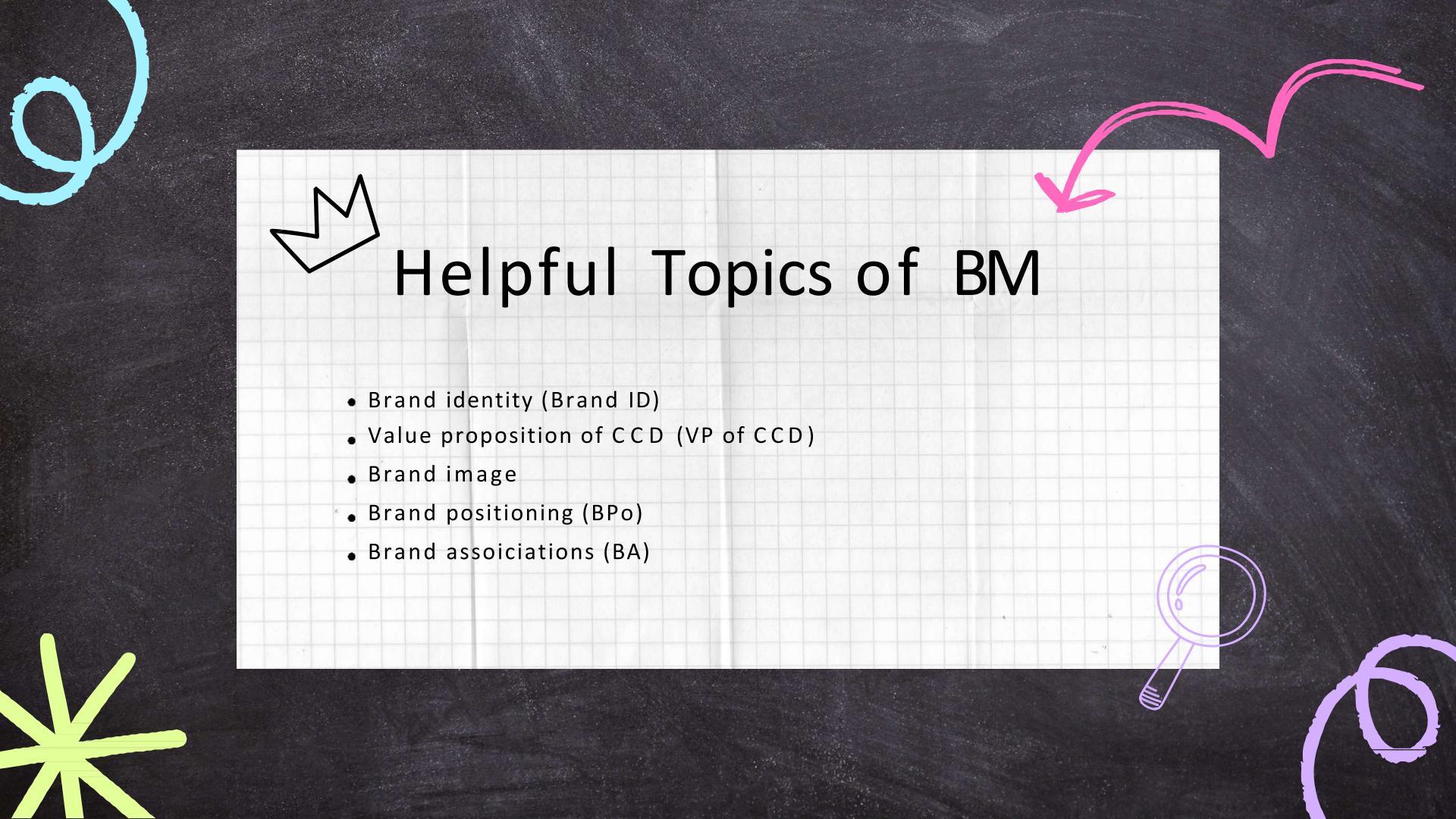


- Hangout destination
  - Social connect



- Innovation
- Local flavours
  - Affordability







#### Knowledge is Power

Brand ID

Increased recognition

Consistent values

Differentiation

VP of CCD

Unique benefits

Customer loyalty

Brand Image

Builds trust

Encourages repeat clientele

BPo

Targets specific customer segments

Messaging is compelling and focussed

BA

Drive preference

Strong mental connections



# YOU