

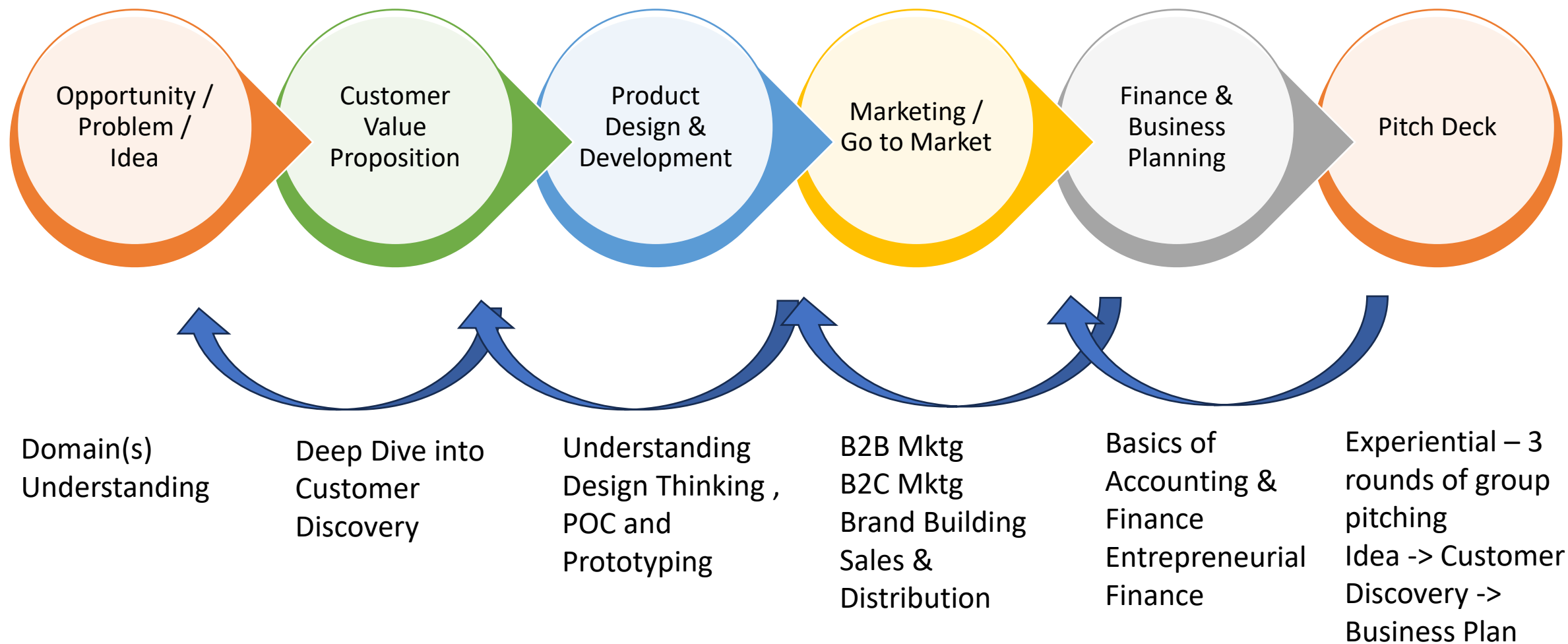
Branding & Marketing

2nd Sep 2024, Session 10

Process for Start up Creation



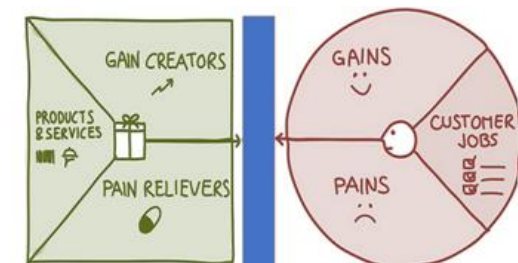
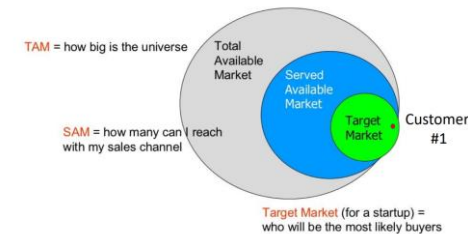
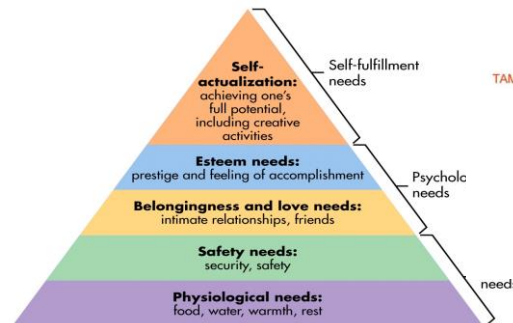
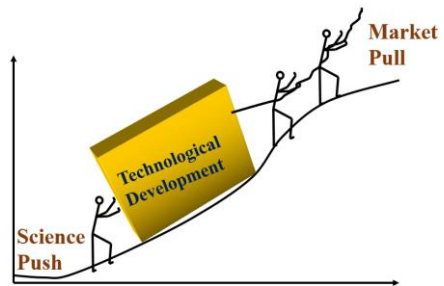
Continuous Learning & Iterative Process



Session 10 : Branding & Marketing



- **What we have covered thus far**
 - **Role of Innovation & Entrepreneurship in Creating Value**
 - **Opportunity Identification – 5 Filter Framework**
 - **Sectoral Landscapes**
 - **Digital Products, Space Tech, Healthcare, Sustainability**
 - **Customer Value Proposition**
 - **Strategy**



What kind of problem / idea to work with ?



What kind of ideas did we come up in class ?

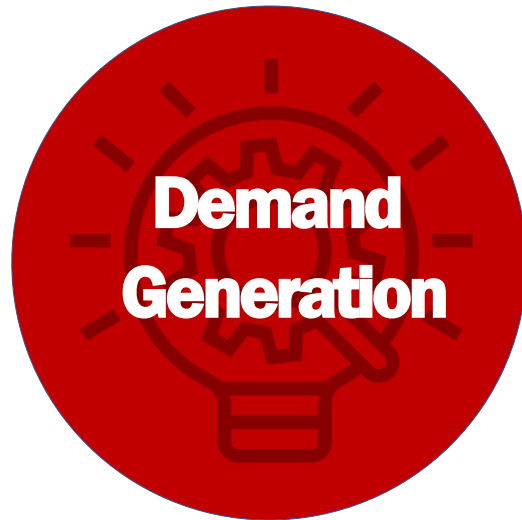


Team Name	Domain	Idea
Ecoflow Textiles	Sustainability	Converting Plant waste into viable Textile Yarn
InnoAI Solutions	AI/ML	AI – powered BOT streamlining recruitment processes
TechnoCare	Digital Healthcare	VR method for post-surgery care
BlueWave	IOT	Automated Oil-Spill Cleaning Mechanism
Nebula	Space Tech	Helping Space Missions
The Consneurs	Consumer Tech	Headphones without headbands
Novent	Climate Tech	Solving efficiency & intermittency problems in Renewable Energy sector
Unsupervised Learners	AI/ML	AI for personalised learning and assessment system for universities

What does Sales & Marketing deliver?



Short Term



Medium Term



Long Term



Customer Segmentation



Demographic

Geographic

Psychographic

Mindset & Lifestyle related

Usage Behaviour Related

Loyal user, Flirtatious user, Multi-product user

Examples of criteria B2B

Examples of criteria B2C

Demographics

- Age
- Salary
- Status
- Education
- Family Size
- Gender
- Occupation

Psychographics

- Preferred brands
- Price sensibility
- Hobbies
- Lifestyle
- Information sources
- Sensibility to trends
- Influenceability
- Social relationship

Demographics

- Sales
- Number of employees
- Industry
- Number of locations
- Business age
- Served markets
- Products/Services
- Position
- Experience level

Psychographic

- Change aversion
- Diversification
- Openness/Rigidity
- Growth
- Technology
- Professionalism
- Risk aversion
- Dynamism

Rachel

Small Business
Owner



- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

What does Marketing Do : 4P's of Marketing Mix



Source : Philip Kotler,
Marketing Management

The Product “P”



Internal Memory

- ☐ Less than 3.9 GB
- ☐ 4 GB
- ☐ 8 GB
- ☐ 16 GB
- ☐ 32 GB
- ☐ 64 GB
- ☐ 128 GB
- ☐ 256 GB & above

RAM

- ☐ 8 GB & above
- ☐ 6 GB
- ☐ 4 GB
- ☐ 3 GB
- ☐ 2 GB
- ☐ 1 GB
- ☐ Less Than 512 MB

Number of Cores

- ☐ Quad Core
- ☐ Hexa Core
- ☐ Octa Core

Screen Size

- ☐ Up to 3.9 in
- ☐ 4 to 4.4 in
- ☐ 4.5 to 4.9 in
- ☐ 5 to 5.4 in
- ☐ 5.5 in & above

Processor Speed

- ☐ Less Than 0.99 GHz
- ☐ 1 - 1.49 GHz
- ☐ 1.5 - 1.99 GHz
- ☐ 2 - 2.4 GHz
- ☐ 2.5 GHz & Above

Colour



Battery Capacity

- ☐ Less Than 999 mAh
- ☐ 1000 - 1999 mAh
- ☐ 2000 - 2999 mAh
- ☐ 3000 - 3999 mAh
- ☐ 4000 mAh & More

Product

Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Shoes Seasons

- ☐ Spring
- ☐ Summer
- ☐ Fall
- ☐ Winter

Shoes Special Features

- ☐ All Weather Grip
- ☐ Breathable
- ☐ Flexible
- ☐ Lightweight
- ☐ Slip Resistant
- ☐ Stain Resistant
- ☐ Water Resistant

✓ [See more](#)

Material

- ☐ Beaded
- ☐ Canvas
- ☐ Cotton
- ☐ Crochet
- ☐ Denim

✓ [See more](#)

Shoe Closure Type

- ☐ Buckle
- ☐ Hook & Loop
- ☐ Lace-Up
- ☐ Slip On
- ☐ Speed Laces

Refrigerator Door Type

- ☐ Multi-Door
- ☐ Standard Double Door
- ☐ Standard Single Door

Cooling Goods Capacity

- ☐ Up to 120 l
- ☐ 121 - 200 l
- ☐ 201 - 230 l
- ☐ 231 - 300 l
- ☐ 301 - 400 l
- ☐ 401 l & above

Colour



Refrigerator Special Features

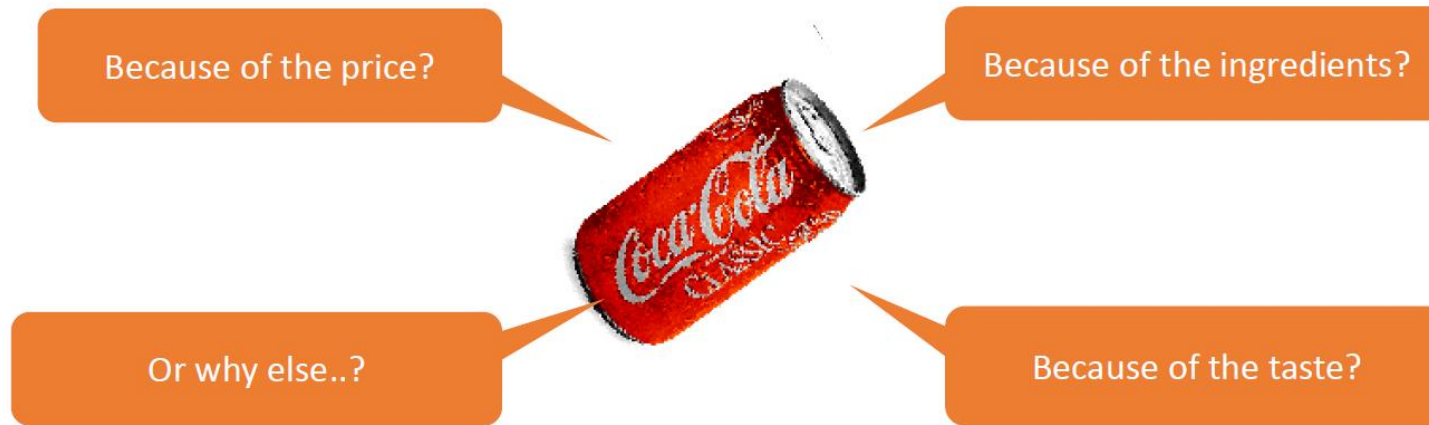
- ☐ Adjustable Shelves
- ☐ Door Lock
- ☐ Inverter Compressor
- ☐ Water Dispenser

Appliances Family Size

- ☐ Family of 3
- ☐ Family of 4
- ☐ Large Families

Is this how we buy ?

Why do customers put money down to buy ?



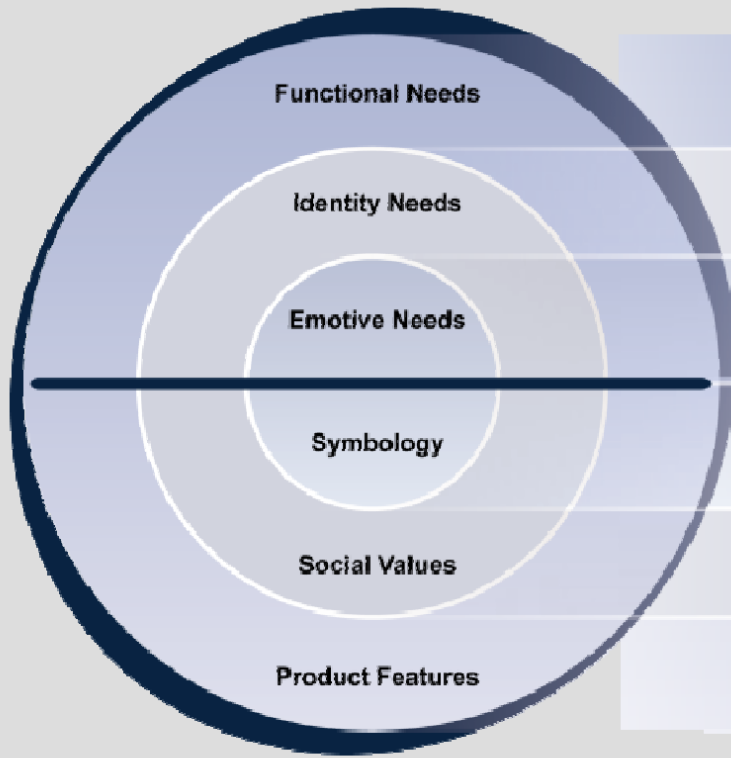
*"To consumers across the world, **Coke** is **THE** beverage that provides deep refreshment for the body, mind and spirit better than any other alternative because only Coke combines the unique Coke taste with a sense of what's real and genuine which makes the moment more enjoyable"*

Who am I ? Why buy me ?

From Product/Features to BRAND



Consumer Needs



FUNCTIONAL NEEDS

Taste, price/rates, pack size, format, design features, service touch-points etc

IDENTITY NEEDS

Peer group identification, social level, lifestyle

EMOTIVE NEEDS

Feeling consumer looking for and what it says about me and my personality

SYMBOLISM

Brand personality – fun loving, serious

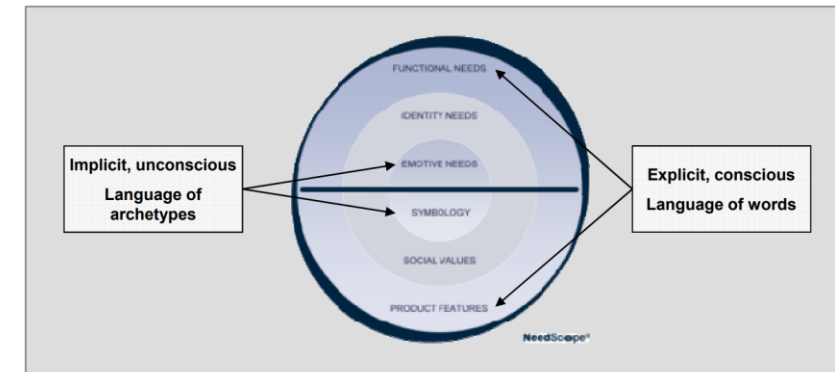
SOCIAL VALUES

Family, older, female etc

PRODUCT FEATURES

Sweet, rich, premium, compact, easy to use etc

Brand Image



Emotions drive consumer behaviour, turns products into brands

Creating Brands



Icon



Logo

power to you

Endline



Brand device



Colour

Our typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typefaces



Imagery – Illustration



Imagery – Photography

Functional to Emotional Benefits to Purpose



Dove Beauty Bar

Dove doesn't dry your skin the way soap can

Dove has 1/4th moisturizing cream



Brand with a Point of View



<https://www.youtube.com/watch?v=XpaOjMXyJGk>

Dove Campaign for Real Beauty

The Consumer Journey with a Brand



Can anything else beat it?

What is it admired for?

Is it satisfactory?

Does it cater for me?

Do I know about it?

Relevance & Differentiation

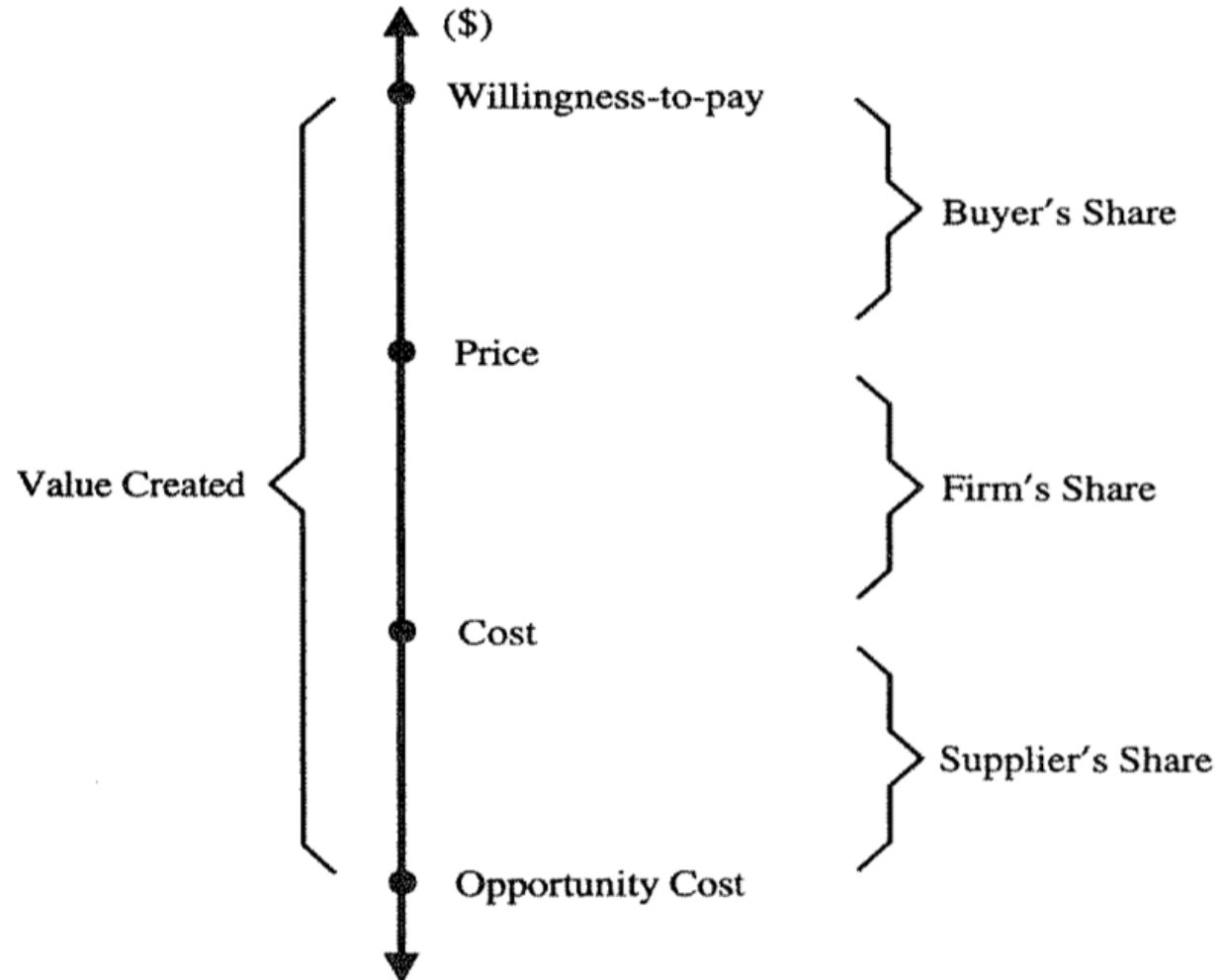
Purpose as Branding

- **Make work life simpler, more pleasant, and more productive**
- **To organize the world's information and make it universally accessible and useful**
- **To be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.**
- **Vision is to elevate the quality of life of urban consumers by providing unparalleled convenience.**
- **Breakthroughs that change patients' lives**
- **Refresh the world. Make a difference**
- **Mission is to accelerate the world's transition to sustainable energy**
- **Becoming the best global entertainment distribution service**
- **We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realise their full potential**

Purpose as Branding – Contd.

- **Make work life simpler, more pleasant, and more productive – Slack**
- **To organize the world's information and make it universally accessible and useful - Google**
- **To be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online - Amazon**
- **Vision is to elevate the quality of life of urban consumers by providing unparalleled convenience - Swiggy**
- **Breakthroughs that change patients' lives - Pfizer**
- **Refresh the world. Make a difference – Coca Cola**
- **Mission is to accelerate the world's transition to sustainable energy - Tesla**
- **Becoming the best global entertainment distribution service – Netflix**
- **We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realise their full potential - Dove**

The Price “P” : Some Fundamental Concepts



Price

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

- **Cost Plus Pricing**
- **Perceived Value Pricing**

The Pricing P : Some Manifestations

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Best Buy
@BestBuy

Price shopping? We're price matching. [bby.me/869qk](https://www.bestbuy.com/price-match)

**Price Match
Guarantee.**

We won't be beat on price.



Price

On request

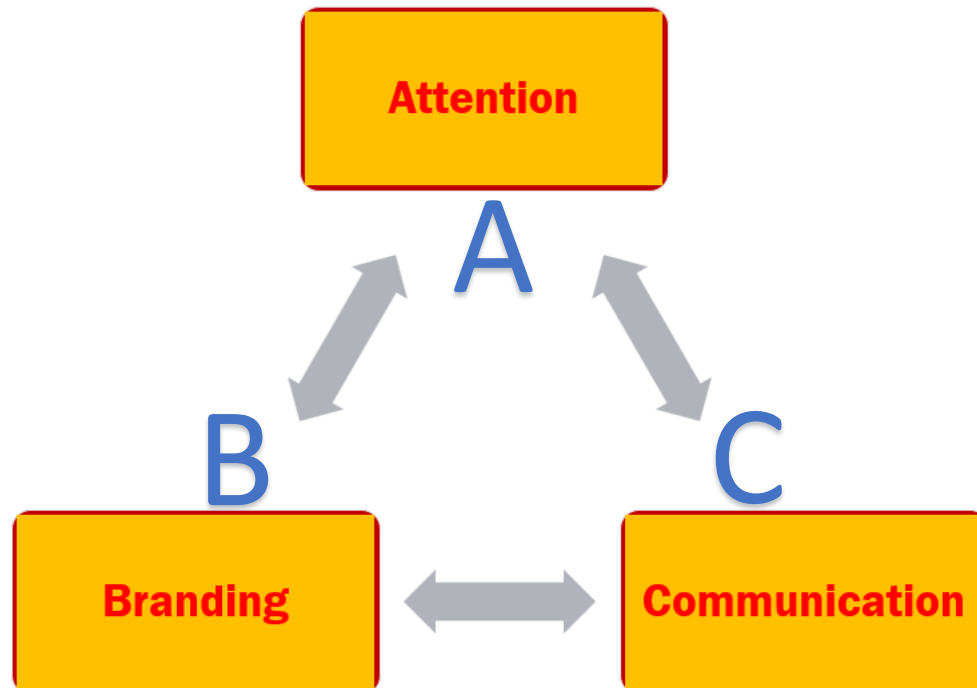
Brand – Price Trade Off

The Promotion “P” : Advertising

Promotion

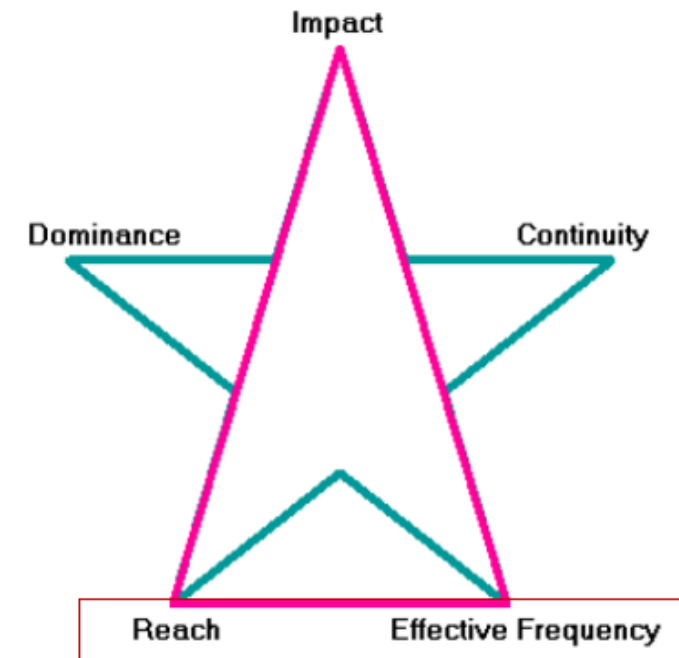
Creative

What will you showcase ?



Media

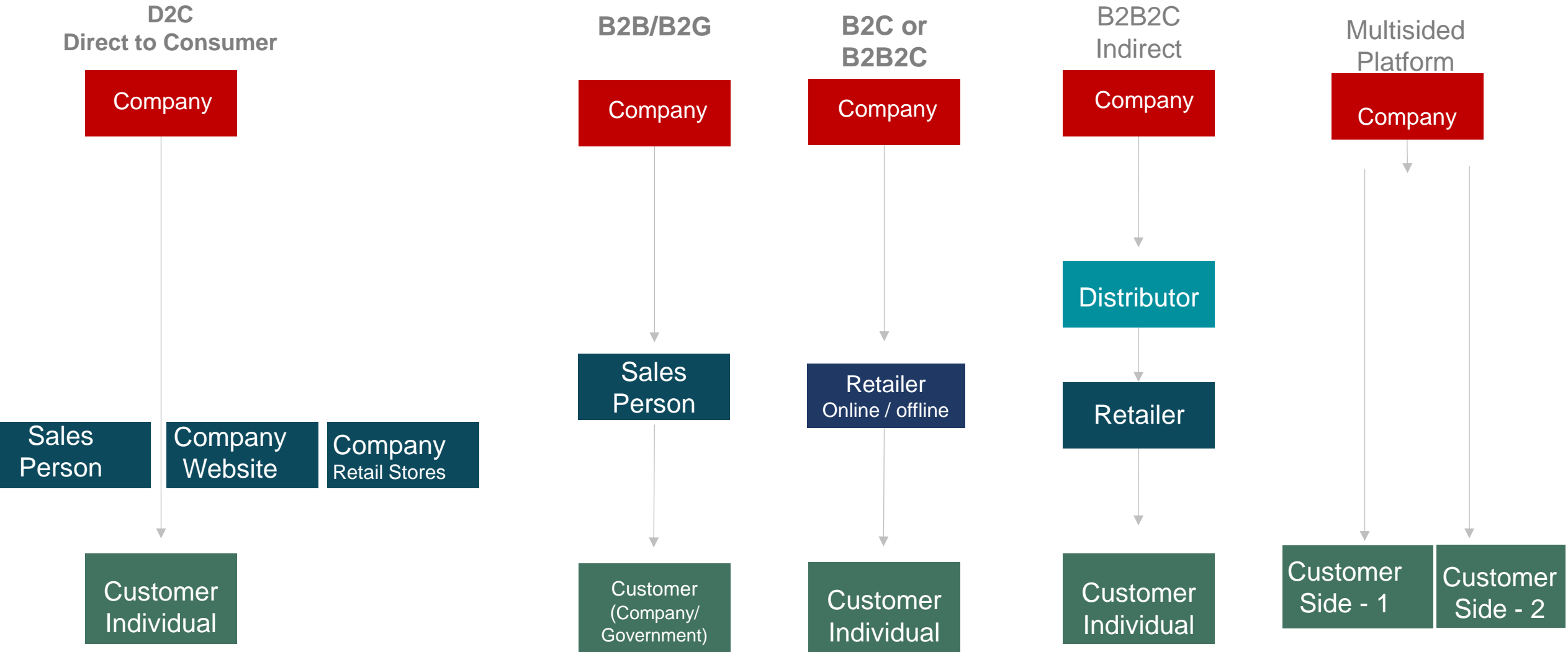
Where will you showcase ?



Marketing Campaigns : Creative + Media



The Place “P” : Channels of Distribution



Channels providing Opportunity

India D2C opportunity: Niches @ scale



\$100B addressable D2C market by 2025

Fashion



Women and Kids under-served

Emergence of differentiated needs such as **environment conscious consumers**, active wear

F&B



Consumer willingness to pay for convenience and niche needs

Health, supplements, gourmet e.g. healthy snacks

Beauty



Rise of the online beauty shopper (135M by FY25)

Focus on Unmet needs: e.g. Organic, natural, ethnic, niche formulations

Consumer electronics

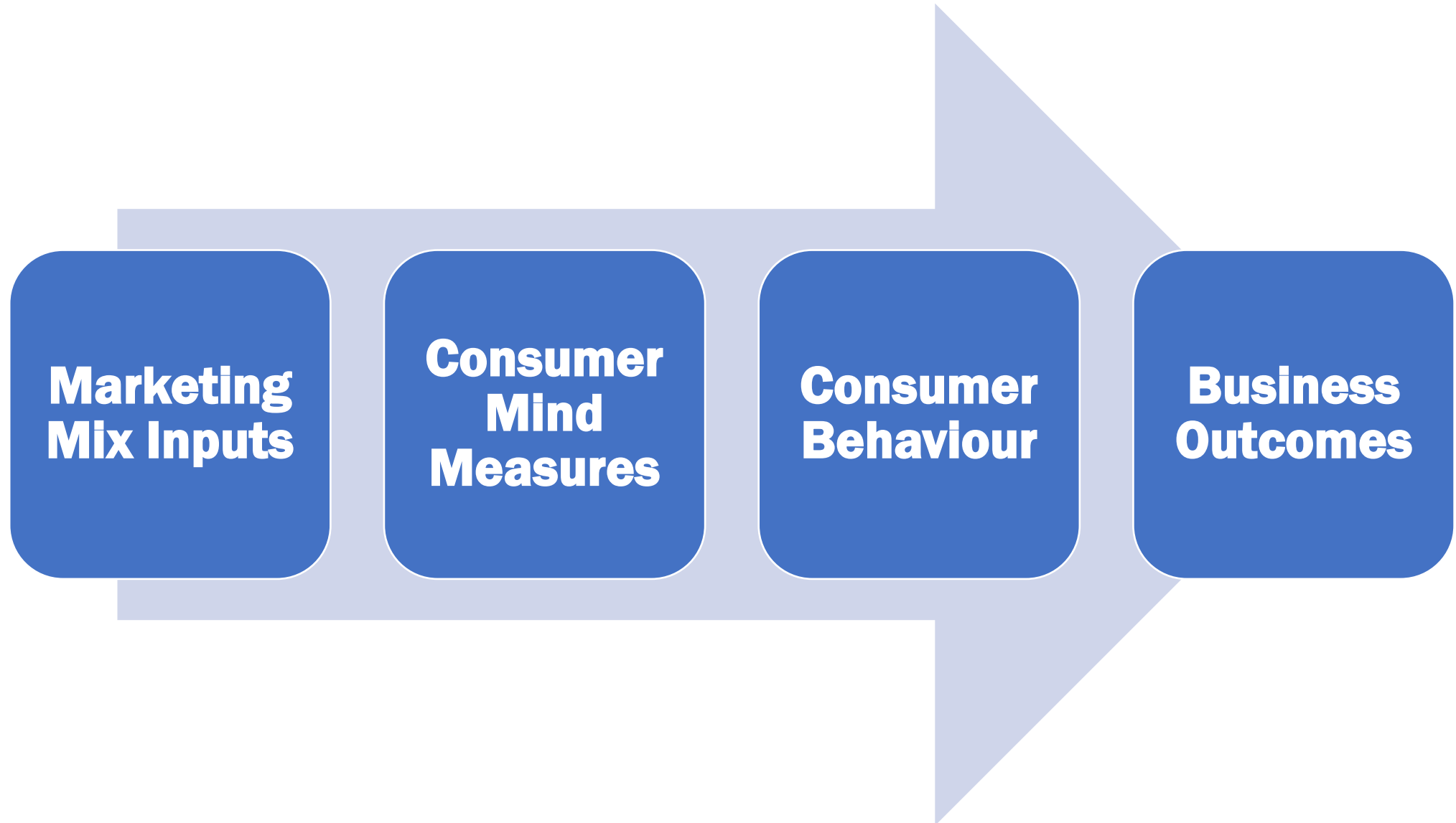


Gen Z internet-first generation

Looking for **trendy, edgy, high performance** products

zoom

Actioning Marketing / Brand Mixes



Marketing Effectiveness : Input – Outcome Continuum



Marketing Mix Elements

- **Proposition**
- **Product + Price + Packaging + Quality**
- **Advertising Inputs**
- **Distribution Inputs**

Consumer Mind Measures

- **Advertising & Brand Awareness**
- **Brand Preference**
- **Differentiation & Brand Equity**

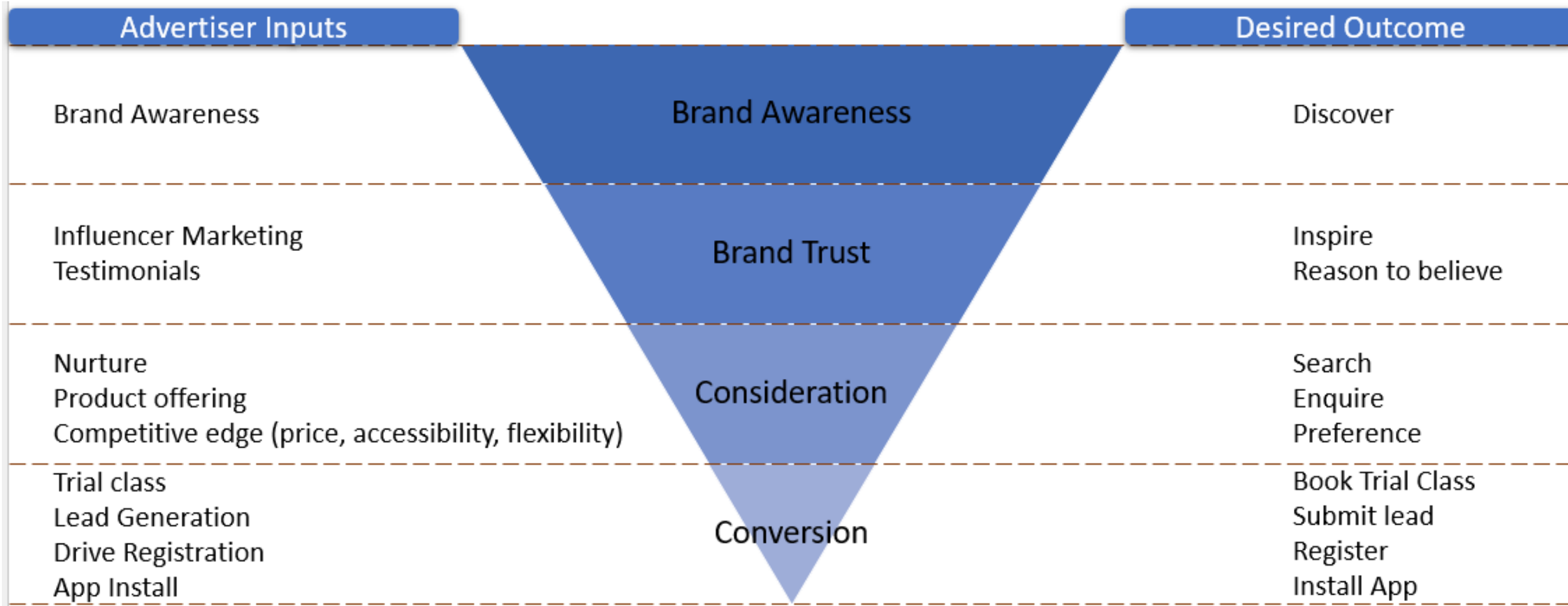
Consumer Behaviour

- **Purchase**
- **Sustained Usage**
- **Referrals & Reviews**

Business Outcomes

- **Sales**
- **Market Share**
- **Customer Satisfaction**
- **Profits**

Customer Funnel : Digital Marketing



Mid Sem Exam – 20th Sep, time 8:30 to 10:30 am , 20%

- **Mid Sem Exam**

- **Answer sheet based, Hand-written exam**
- **One long question , 5 short questions**
- **Open Book, We will provide the class slides in a booklet on 12th Sep class**

- **Instructions to Students**

- **Reporting time : 8:15 am, Carry your I-D Card in physical form (printout)**
- **No laptops to be brought, Phone switched off and in bag on dias**
- **Seating arrangement will be provided by us**
- **You can bring handwritten / typewritten material you have created**
- **Any talking / sharing with other students will be considered cheating and reported**