

The logo for ABInBev, featuring a stylized 'A' composed of three overlapping leaf-like shapes in yellow and green, followed by the text 'ABInBev' in a white, sans-serif font.

**ABInBev**

**100+**

**CHALLENGE**

**TEAM NAME**

**Cupcake Consulting**

**COLLEGE NAME**

**NIT Trichy**

**MEMBERS NAME**

**Arvind Anbuselvan  
Nachiappan Angappan  
Sakthi Saravanan**

## VALUE ADDITION & NECESSITY FOR A NEW PRODUCT



Potential to align with Indian tastes, preferences.  
Capitalizes on growing interest in craft beverages.

# HOPPY, BITTER

4-6% ABV



NO  
SIGNIFICANT  
ADVANTAGES



# DECOMPOSABLE



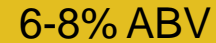
NOT MANY  
ADDITIVES



**SERVED CHILLED**

## PROVIDES MARKET ENTRY OPTION IN RUM SECTOR- SACCHA RUM

Brewing process used for sugarcane beer can indeed be extended to rum production due to their shared origin.



## REFRESHING



REDUCES  
CANCER RISK  
GLUTEN FREE



## DECOMPOSABLE



## EXTENSIVE TASTE ADDITIVES



**SERVED COOL**

# BEER

## TRADITIONAL VS SUGARCANE



# SIGNIFICANT PENETRATION POTENTIAL INTO UNTAPPED MARKETS OF NONALCOHOLIC BVGS.

LIMITED EDITION WITH TWIN OFFERING DISPLAY AND DUAL APPEAL



- Shatter stigma through impactful ad campaigns.
- Position product as a natural, healthy energy drink.
- Infuse revitalizing herbs like ginseng, maca for energy.



- Introduce pricier limited version for initial buzz.
- Utilize premium reusable bamboo bottles for packaging.
- Encourage extended use, amplifying brand exposure.



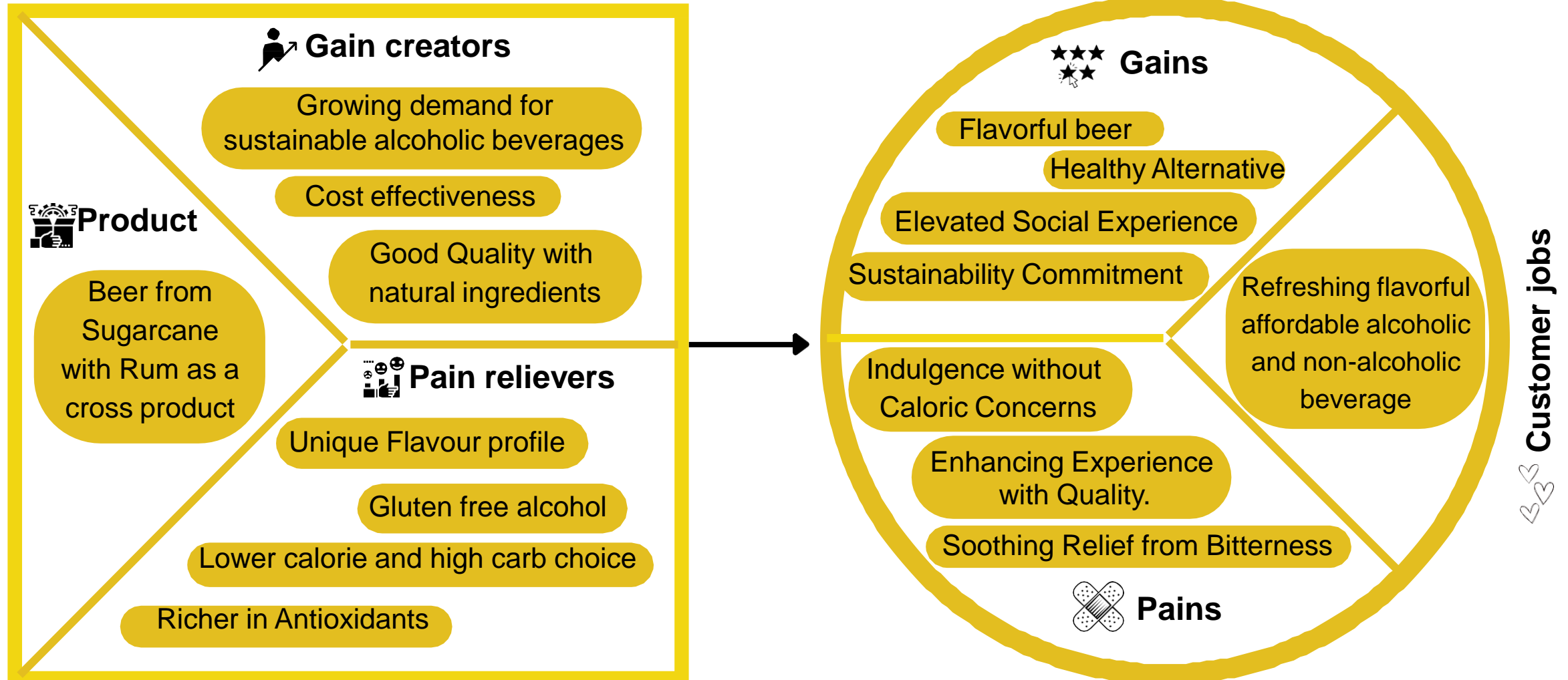
- Fruity concoction with refreshing herbal blend.
- Taste even more refreshing in the limited edition bottle.
- Well crafted beverage catering non-drinkers.



- Newly emerging untapped customer segment.
- Reduced addiction Risk, higher cognitive clarity.
- Doesn't lead to dehydration like alcoholic bvgs.

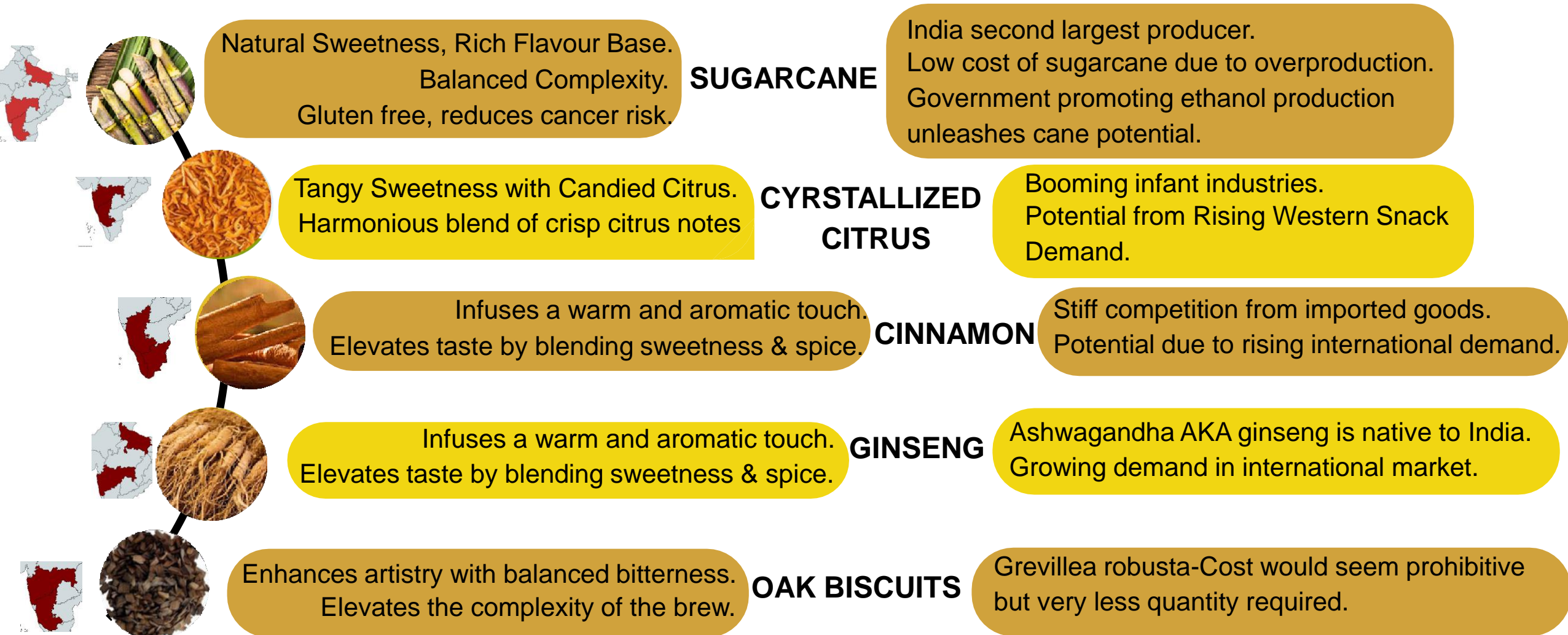
# WHY TIPSY TROPICS?

## VALUE ADDITION & NECESSITY FOR A NEW PRODUCT



# ABUNDANT LOCAL SOURCING IN KARNATAKA

MOST OF THE PRODUCTS CAN BE LOCALLY SOURCED & PROCESSED WITHIN KARNATAKA AND MAHARASHTRA





# SUGARCANE APPEARS PROMISING

REFRESHING BLEND OF SUGAR, CITRUS, SPICES AND ENERGISING AGENTS



**Cane being more sustainable than regular Barley**

## ENERGY

- Usage for Bioenergy regeneration
- High energy efficiency.

## WATER

- Lower water intensity
- Resilient crop in drought conditions.

## AGRICULTURE

- Extensive use of Contract farming all over India to benefit farmers.
- Reduced land usage
- In-expensive production

## CIRCLULAR ECONOMY

- Sustainable Packaging.
- Higher Waste reduction due to extensive re-usability



## CLIMATE ACTION

- Carbon sequestration
- Reduced greenhouse gases emission
- Lower Carbon Footprint



# DIVERSE TECHNIQUES TO BE OPTED

PRODUCT FOCUSSES ON MULTIPLE CUSTOMER SEGMENTS, HENCE HAS TO BE MARKETED ON VARIOUS FRONTS

## COLLEGE FESTS & EVENTS SPONSORSHIP

- Maximises targeted engagement and exposure.
- Lifestyle Integration of brand, influencer interaction opportunities.
- Royalty programs, coupons, brand memorabilia can be given away to increase brand awareness.



## SOCIAL MEDIA PRESENCE

- Design the social media front, engaging audience to the core.
- Share engaging content like recipe pairings, user generated content, polls, etc.,
- Host regular social media contests and conduct frequent give aways.



## AD CAMPAIGN FOR NON-ALCOHOLIC BVGS.

- Regular family-friendly advertisements showcasing the product as a naturally healthier, artistically crafted alternative to energy drinks.
- Teaming up with super-markets to bring our non-alcoholic choices to the streets, ensuring convenient accessibility.



## CORPORATE FRONT

- Market the limited edition Topsy Tropics 0.0 with private labelling among the corporate partnerships.
- Conduct beSpoke events, CSR initiatives for networking opportunities.
- Collaborate with restaurant and bar chains across the country to increase brand visibility.



# CAREFUL CURATION NEEDED

PROCESSING CAN ALSO TAKE PLACE WITH KARNATAKAAS THE BASE



## MONTH 7-12

- PRODUCT LAUNCH.
- EVENT COLLABS, AD CAMPAIGNS START.
- SOCIAL MEDIA GIVEAWAYS, SUPERMARKET PLACEMENTS.

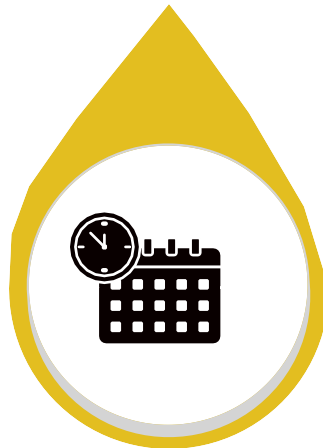


## MONTH 16-18

- EXCLUSIVE E-COMMERCE ENTRY.
- GRADUAL EXPANSION TO OVERSEAS MARKET.

## MONTH 1-6

- R&D, RECIPE CURATION.
- SOURCING, PARTNERSHIPS, BREWERY MODIFICATIONS. PRODUCT
- HYPE IN SOCIAL MEDIA FROM 5th MONTH.



## MONTH 13-15

- CSR ACTIVITIES, CORPORATE PRIVATE LABELLING BEGIN.
- LIMITED EDITIONS STOP.
- E-COMMERCE ENTRY RESEARCH.



PROPOSED TIMELINE



# TIPSY TROPICS:FOR EVERYONE

BOOMERS TO MILLENIALS & GEN-Z



## MILLENIALS

Marketing-prime factor.  
Willingness to explore new brands.  
Higher lifetime value generators.  
What works? FEST PROMO,  
MEDIA PRESENCE.



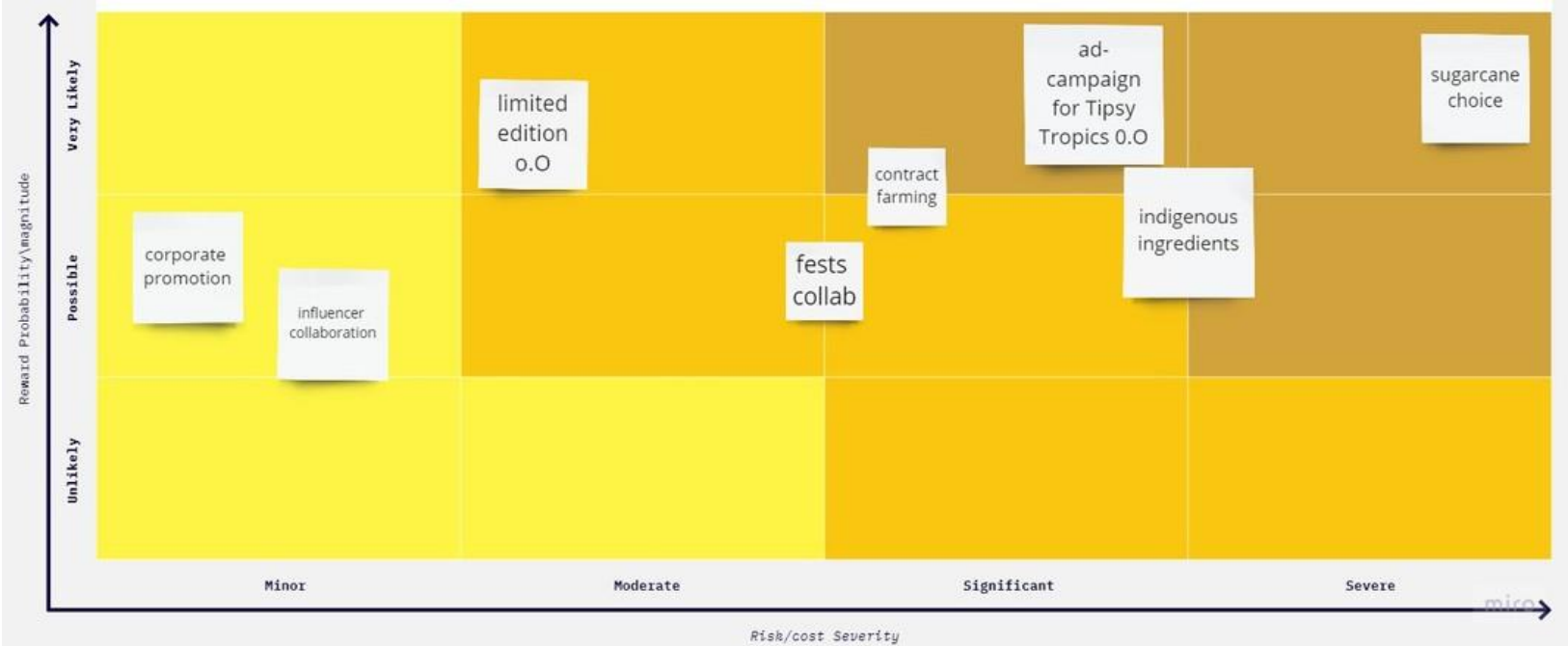
## CONSERVATIVE CLASS

Transition into the alcoholic  
industry is challenging.  
What works? 0.0 VERSION, AD  
CAMPAIGN, LIMITED EDITION



## BOOMERS

Prefer Quantity over quality.  
Translation to non-traditional drinks  
require marketing approaches.  
What works? BAR/RESTUARANTS  
COLLAB, COST EFFECTIVENESS



## RISK ANALYSIS

