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Project : comprehensive digital marketing for havmor

The logo for Havmor Ice Cream features the brand name 'Havmor' in a large, white, cursive script font. Below it, the words 'ICE CREAM' are written in a smaller, white, sans-serif, all-caps font. The entire logo is set against a vibrant red background that has a wavy, liquid-like shape at the top, suggesting a splash of ice cream.

With Havmor ice cream,
every day is a special
occasion, every moment
is a reason to celebrate,
and every scoop is a
taste of pure happiness....

INTRODUCTION TO HAVMOR



Havmor is a popular Indian ice cream brand known for its wide range of flavours and high-quality dairy products. It was founded in 1944 by Satish Chona in Karachi (now in Pakistan) and later moved to India after Partition. Initially, it started as a small business but has grown into one of India's leading ice cream brands.

Key Highlights of Havmor:

Product Range: Havmor offers a variety of ice creams, including cones, bars, cups, tubs, and ice cream cakes. They also have innovative flavours and premium products.

Ownership: In 2017, Havmor was acquired by South Korean food giant Lotte Confectionery, which helped expand its reach and production capacity.

Manufacturing & Distribution: Havmor has a strong presence across India, with multiple manufacturing facilities and a widespread retail network.

Unique Offerings: The brand is known for its fusion flavours, such as Paan, Raj hog, and Shahi Gulab, alongside classic favourites like Chocolate and Vanilla.

Havmor continues to be a major player in India's ice cream industry, competing with brands like Amul, Vanilla, and Kwality Walls. Let me know if you want details about any specific aspect!

BRAND STUDY ON HAVMOR ICE CREAM



1. Brand Overview

Havmor is one of India's leading ice cream brands, known for its premium quality, rich flavours, and innovative offerings. Originally founded in 1944 in Karachi (now Pakistan) by Satish Chona, the brand shifted to India after Partition and grew from a small handcart business into a nationwide ice cream powerhouse.

Key Facts:

Founder: Satish Chona

Founded: 1944

Headquarters: Ahmedabad, Gujarat, India

Industry: Dairy & Ice Cream

Acquisition: Acquired by Lotte Confectionery (South Korea) in 2017 for ₹1,020 crore

2. Brand Positioning & Identity

Brand	Value	Percentage	Quality
Amul	1	85	Very good
Kwality	2	76	Good
Mother Dairy	3	70	Good
Baskin Robbins	4	95	Very good
Naturals	5	90	Good

Brand Tagline:

"Made with Love" – Emphasizing high-quality ingredients, traditional recipes, and customer satisfaction.

Brand Values:

Quality & Freshness: Uses premium dairy and high-quality ingredients.

Innovation:

Continuously launches new and unique flavours inspired by Indian and international tastes.

Customer-Centric:

Strong focus on engaging customers with new experiences and limited-edition flavours.

COMPETITOR ANALYSIS & BUYERS

AUDIENCES PERSONAS



Competitor Analysis

Havmor operates in a highly competitive Indian ice cream market, where established domestic and international brands compete for consumer attention. Here's an analysis of its top competitors:

Brand	Strength	Weaknesses	Market Position
Amul Ice cream	Strong distribution, Affordable pricing, Trusted dairy brand.	Less premium appeal, limited unique flavors.	Market leader, mass Appeal.
Kwality Walls (HUL)	Strong advertising global backing, diverse product range.	Perceived as artificial, premium pricing.	Wide urban presence.
Baskin Robbins	Premium international brand, exclusive flavors, strong brand image.	Expensive, limited description outside metros.	Niche premium market.
Mother Dairy	Strong dairy brand, good value for money, local trust.	Limited innovation, less aggressive marketing.	Strong in North India.
Naturals	All natural ingredients, unique fruit - based flavors premium appeal.	Limited availability, higher pricing.	Popular in metro cities.

Buyer & Audience Personas

Havmor's customers vary across demographics and preferences. Below are five key buyer personas:

The Family Shopper

- 👤 Profile: Parents (30-45 years old), middle to upper-middle class
- 🎯 Needs: Value-for-money, family-sized ice cream tubs, trusted quality

💡 Buying Habits:

- Prefers bulk purchases for family consumption
- Buys from supermarkets (Big Bazaar, D-Mart) or online (Big Basket, Swiggy Instamart)
- Loyal to brands that offer consistent quality

🛒 Marketing Approach:

- Promote family packs & value deals
- Retail promotions (Buy 1 Get 1 Free on large tubs)
- Digital ads targeting family gatherings & celebrations
- Conclusion & Key Takeaways

Competitive Insights

- ✅ Havmor is positioned between Amul (mass-market) & Baskin Robbins (premium).
- ✅ It wins with innovation in Flavors & engaging marketing but needs wider distribution.
- ✅ Expansion into healthy & vegan categories can attract new audiences.

Buyer Persona Takeaways

- Families → Value & trust (bulk packs, family-friendly deals)
- Gen Z → Fun, trendy, limited-edition experiences

SEO AUDIT



An SEO audit of Havmor's official website, www.havmor.com, reveals several areas where improvements can be made to enhance search engine visibility and overall user experience.

1. Overall, SEO Performance

According to an analysis by SEO Site Checkup, the website received a score of 57 out of 100, which is below the average benchmark of 75. The audit identified 21 critical issues that need attention to improve the site's ranking and performance.

2. Common SEO Issues Identified


Meta Title Test:

The website's meta titles are not optimized, affecting search engine understanding and ranking.

Broken Links:

Presence of broken internal or external links can hinder user experience and SEO performance.

3. Recommendations for Improvement

 **Optimize Meta Titles and Descriptions:** Ensure each page has unique and descriptive meta titles and descriptions incorporating relevant keywords.

Fix Broken Links:

Regularly audit the site for broken links and rectify them to maintain a seamless user experience.

Improve Page Speed:

Optimize images, leverage browser caching, and minimize code to enhance loading times.

Enhance Mobile Responsiveness:

Adopt a responsive design framework to ensure the site functions well across various devices.

4. Utilizing SEO Audit Tools

Employing comprehensive SEO audit tools can provide deeper insights and ongoing monitoring:

SEMrush: Offers a robust site audit feature to identify and fix SEO issues.

Ahrefs: Provides detailed analysis of backlinks, keywords, and site health.

Google Search Console:

Monitors site performance and identifies issues related to indexing and visibility.

Regular audits and timely optimizations are essential to maintain and improve Havmor's online presence, ensuring the website meets current SEO standards and provides an optimal user experience.




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Traffic. Po



"Havmor ice cream flavours"

"Havmor ice cream parlours in [City]"

"Havmor vegan ice cream options"

"Havmor ice cream cake prices"

"Buy Havmor ice cream online"



3. Competitor Keyword Strategies

Understanding competitors' keyword strategies can provide insights for Havmor's optimization efforts. A study comparing marketing strategies of Amul, Kwality Wall's, and Havmor highlights that:

Amul emphasizes affordability and quality.

Kwality Wall's targets younger demographics with innovative products.

Havmor focuses on unique flavours and experiential marketing.

This suggests that aligning keyword strategies with brand strengths, such as unique flavour offerings, could be beneficial.



4. Recommendations for Havmor's Keyword Strategy

Local SEO Optimization:

Incorporate location-based keywords to attract nearby customers searching for ice cream options.

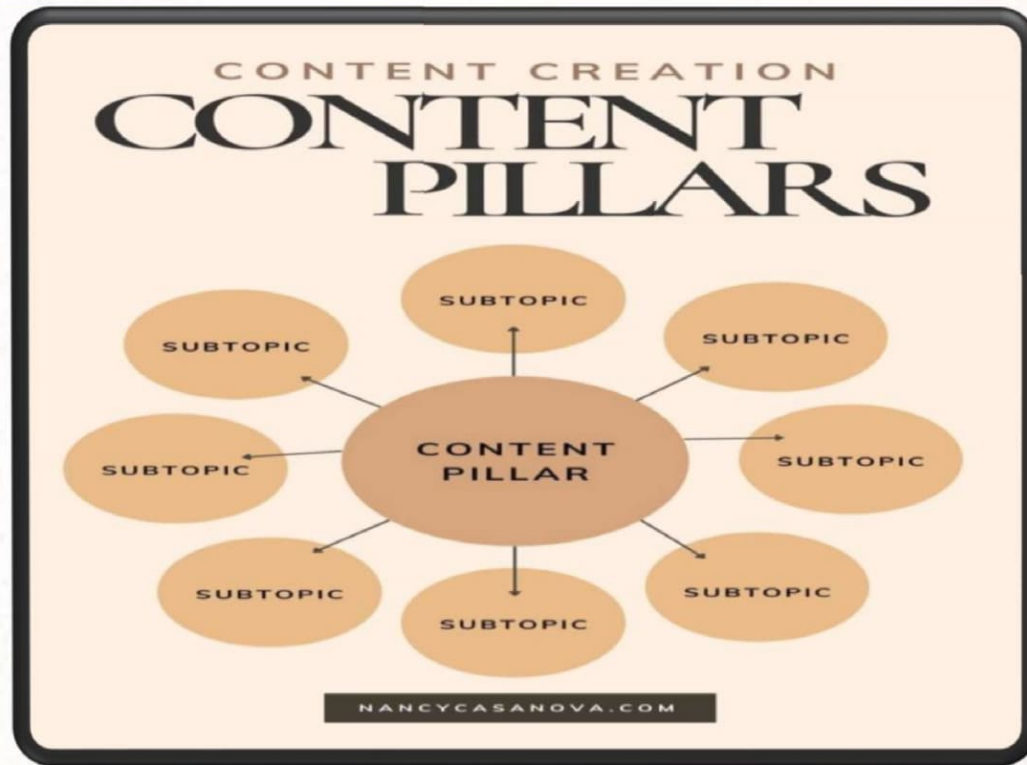
Highlight Unique Offerings:

Target keywords related to Havmor's distinctive flavours and products, such as "unique ice cream flavours" or "limited edition ice creams."

Content Marketing:

Develop blog posts and articles around trending topics in the ice cream industry, utilizing relevant keywords to drive organic traffic.





To boost Havmor's digital presence, engage audiences, and improve SEO, a content marketing strategy should focus on brand storytelling, consumer engagement, and seasonal relevance. Below is a structured content plan tailored for Havmor.

Brand Heritage:

The journey of Havmor from its inception to becoming a leading ice cream brand.

Behind the Scenes:

Showcasing how Havmor ice creams are made, focusing on quality and innovation.

Unique Flavors:

Deep dives into special flavours, their inspiration, and food pairings.

Consumer Engagement & UGC (User-Generated Content)

My Havmor Moment:

A campaign encouraging users to share photos/videos enjoying Havmor ice creams.

MARKETING STRATEGIES



Havmor, a leading ice cream brand in India, needs a 360-degree marketing strategy that enhances brand awareness, customer engagement, and sales growth through digital, traditional, and experiential marketing. Here's a comprehensive marketing strategy for Havmor:

Digital Marketing Strategy

Seasonal and festive marketing calendar:

Month	Campaign
Jan	New year health focused ice creams.
Feb	Valentines' day ice cream gift packs.
Mar	Holi colourful ice cream special.
Apr - May	Summer coolers and buy 1 get 1 free.
Jun - Jul	Monsoon hot brownie + ice cream.
Aug	Friendship day bring a friend, get a discount.
Sep - Oct	Navratri and Diwali gift hampers.
Nov - Dec	Winter flavours gulab jamun, gajar halwa ice cream.

Actions:

- ✓ Optimize for Local SEO – Target "Havmor ice cream near me" and location-based keywords.
- ✓ Blog Content – Publish articles like "Best Ice Cream Flavors for Summer" and "How Havmor Innovates New Ice Creams".
- ✓ Recipe Videos – Show creative ways to enjoy Havmor (e.g., ice cream milkshakes, cakes).

Social Media Marketing

Goal: Drive engagement and brand recall among millennials and Gen Z.

Platforms: Instagram, Facebook, YouTube, Twitter, LinkedIn.

Actions:

- ✓ #MyHavmorMoment Campaign – Encourage users to share their best moments with Havmor ice cream.
- ✓ Influencer Collaborations – Partner with food bloggers, chefs, and lifestyle influencers.
- ✓ Interactive Content – Polls, quizzes, Instagram Stories (Which Havmor flavor are you?).
- ✓ Live Ice Cream Tasting Sessions – Engage audiences with live flavor testing events.

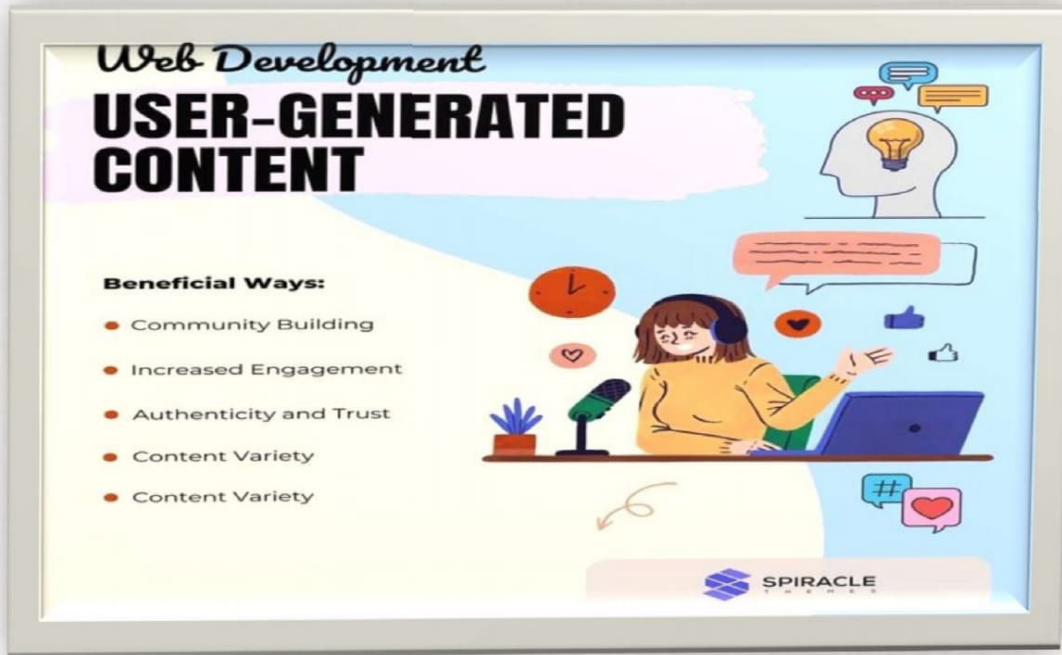
Video & YouTube Marketing

Goal: Improve brand storytelling and audience engagement.

Actions:

- ✓ Behind the Scenes – Show how Havmor makes its ice creams.
- ✓ Challenge-Based Videos – "24-Hour Only Ice Cream Diet" or "Guess the Ice Cream Flavour."
- ✓ Customer Testimonials – Feature real stories from happy customers.

POST CREATION



1. Product Showcase Posts

◆ Caption Idea:

"Scoop into happiness with our all-new Mango Cheesecake Ice Cream! 🍌 ✨ Made with real mangoes & creamy cheesecake goodness. Are you ready to taste summer? 🍌 🍌 #TasteTheHavmorMagic"

◆ Creative Asset:

📷 A high-resolution close-up shot of the ice cream with a mango cheesecake in the background.

◆ Call-to-Action (CTA):

👉 Tag a friend who loves mangoes! 🍌

2. User-Generated Content (UGC) & Testimonials

◆ Caption Idea:

"Happiness is best served cold! 😊 Check out this fun moment shared by @username enjoying their favourite Belgian Chocolate Ice Cream! 🍫 🍌 Share your #MyHavmorMoment & get a chance to be featured!"

Creative Asset:

📷 A carousel post featuring happy customers enjoying ice cream.

3. Interactive Polls & Quizzes (Instagram Stories & Twitter)

◆ Caption Idea:

"The ultimate battle: Choco Chips vs. Strawberry Swirl – which team are you on?

🍫🍓 Vote now! 🗳️ #HavmorFlavorWars"

◆ Creative Asset:

📺 A side-by-side comparison of two ice creams, urging followers to vote.

◆ CTA:

🔥 Comment below which flavour wins & why!

4. Behind-the-Scenes & Brand Storytelling

◆ Caption Idea:

"Ever wondered how your favourite Havmor ice cream is made? 💡❄️ Take a peek inside our ice cream factory where fresh ingredients meet creamy perfection! 🏭💎 #FromFarmToScoop"

◆ Creative Asset:

📺 A short video showing the production process with engaging music.

◆ CTA:

❤️ Double-tap if you love seeing how your ice cream is made!

5. Fun Reels & TikTok Content

📺 Reel Idea: "Ice Cream Personality Test"

🎵 Trendy music playing in the background.

Text overlays:

Choco Chips Lover? You're a risk-taker

Vanilla Fan? You love simplicity & elegance!

Strawberry Swirl? You're the life of the party!

TOP TIPS 5 FOR VIDEO EDITOR

1

Master video editing software like Adobe Premiere Pro or Final Cut Pro.

2

Learn the basics of video composition and storytelling.

3

Use keyboard shortcuts to speed up editing

4

Understand the importance of pacing in edits.

5

Focus on seamless transitions between clips.

