

Company/Topic for Project: Cadbury

• Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USPs).

Brand Colours:

University of California Gold, Spanish Violet

Logo:



Mission/Values:

The Cadbury's vision statement is: "Working together to create brands people love".

The Cadbury's mission statement is: "Cadbury means quality; this is our promise. Our reputation is built upon quality; our commitment to continuous improvement will ensure that our promise is delivered."

USP:

Cadbury is one of the biggest and most trusted chocolate brands worldwide.

Tagline:

Tastes Like This Feels

Brand Messaging:

Cadbury Dairy Milk delivers an important, inclusive message with #CheerForAllSports in keeping with the current accelerating cricket mania.



https://www.instagram.com/reel/Cqa-_SfuS3v/

- Analyze Brand Messaging: Chocolate brand Cadbury Dairy Milk has launched its latest campaign, #CheerForAllSports. The multichannel campaign aims to bring India together to cheer for the Indian athletes across other sports who will be playing during the same time as IPL. The idea #CheerForAllSports is also being manifested at the back of a tech-enabled engagement wherein the special INR 100 pack of Cadbury Dairy Milk comes with a QR code. This code, when scanned, will lead to a microsite with a calendar of other sporting events during the same period as the upcoming IPL season.
- Examine the brand's tagline: Tastes like this feels tagline is powerful marketing tool that evoke the senses and emotions of the target audience. This tagline use language to describe how a product tastes, but also how it feels when consumed. The goal is to create a sensory experience that leaves a lasting impression on consumers. When creating a tagline, it's crucial to focus on emotions and experiences that the target audience cares about. Finding the right words to describe the taste and feeling a product creates can increase engagement with consumers and ultimately drive business success.

• **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: https://www.mars.com/

USP: MARS bar is one of the confectionery industry's greatest success stories. **Communication:** Featured news & stories, Sustainable in a Generation Plan

Competitor 2: https://www.thehersheycompany.com/

USP: Offers more than 100 types of different chocolates and chocolate based products.

Communication: Innovation, Sustainability, Newsroom

Competitor 3: https://www.nestle.com/

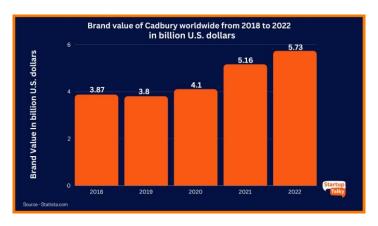
USP: The USP of Nestle is that it is the largest publicly held food company in the world.

Communication: News, Media, Investors, Useful links

 Buyer's/Audience's Persona: Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Target Audience:

Cadbury has a target audience that spans across all ages and demographics. The brand has a broad appeal and is loved by people from all walks of life. However, the company has identified specific target markets based on demographic, geographic, and psychographic factors.



Demographics: Demographically, Cadbury's target audience includes children, teenagers, adults, and seniors. Children are drawn to Cadbury's fun and colorful packaging, while teenagers and young adults appreciate the brand's trendy and innovative products. Adults and seniors, on the other hand, have a long-standing love affair with Cadbury's classic chocolates.

Geographics: Geographically, Cadbury's target audience is spread across the globe. The brand has a strong presence in the UK, Australia, India, South Africa, and other countries where it is a household name. Cadbury also targets emerging markets, such as China and Brazil, where there is a growing demand for premium chocolate products.

Psychographics: Psychographically, Cadbury's target audience is characterized by their love of indulgence, joy, and celebration. Cadbury's products are often associated with special occasions, such as Easter and Christmas, and are seen as a way to celebrate and share joy with loved ones.

Behavioural: Cadbury customers can be said to be heavy users. Data from Roy Morgan found that on average 42.8% of the population had eaten a block of chocolate in any fourweek period from April 2015- March 2016 (Roy Morgan 6927, 2016). The study also found that close to 60% of Cadbury customers purchase blocks in any four weeks, emphasising this heavy use of the product and showing customers make repeat purchases.

Interests:

Age-wise breakdown of Cadbury India's offerings				
Age Product offerings				
Kids	Dairy Milk, Bournvita, 5 Star, Fuse, Tang			
Millennials	Silk, Celebrations, Ice Creams			
Adults	Bournville, Temptation, Celebrations, Ice Creams			

• SEO Audit:

Report Generated: 29 July 5:17PM UTC Refresh Results Now



Recommendations

Toggle:	On-Page SEO	Links	Social	Other Improvements	Performance	Usability		
Reduce y	our total page file	e size					Performance	Medium Priority
Optimize	for Core Web Vita	als					Usability	Medium Priority
Add Cand	nical Tag						On-Page SEO	Medium Priority
Update L	ink URLs to be mo	ore huma	n and Sea	arch Engine readable			Links	Low Priority
Use your	main keywords a	cross the	importa	nt HTML tags			On-Page SEO	Low Priority
Optimize	your page for Mo	bile Page	Speed In	sights			Usability	Low Priority
Optimize	your page for De	sktop Pag	eSpeed I	nsights			Usability	Low Priority
Add Sche	ma Markup						On-Page SEO	Low Priority

i. On-page SEO:

Cadbury's website is well-optimized for on-page SEO. The title tags and meta descriptions are well-written and informative, and the website uses keywords throughout the content. However, there are a few areas where Cadbury could improve its on-page SEO. For example, the website could use more internal links to help pages rank for related keywords.

ii. Off-page SEO:

Cadbury's off-page SEO is also strong. The company has a large number of backlinks from high-quality websites, and its social media presence is active. However, there are a few areas where Cadbury could improve its off-page SEO. For example, the company could work to increase the number of backlinks from authoritative websites.

iii. Technical SEO:

Cadbury's technical SEO is also good. The website is mobile-friendly and loads quickly, and there are no major technical errors. However, there are a few areas where Cadbury could improve its technical SEO. For example, the website could use a more effective CDN to improve load times.

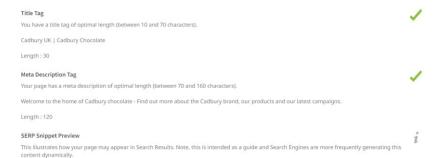
Overall, Cadbury has a strong SEO presence. However, there are a few areas where the company could improve its SEO performance. By making these improvements, Cadbury could continue to improve its organic search ranking and drive more traffic to its website.

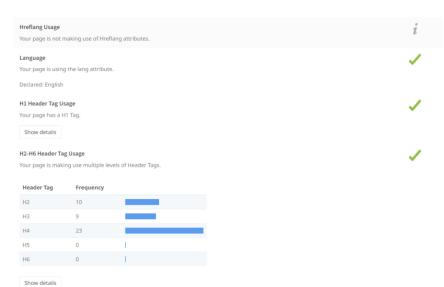
On-Page SEO Results



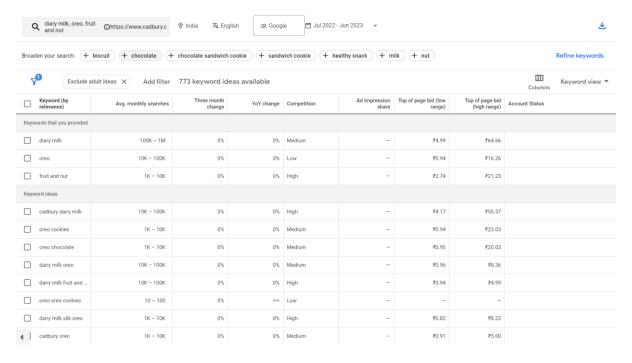
Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.





 Keyword Research: Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.



Keywords for Cadbury:

Cadbury is a global chocolate brand with a strong online presence. The company's website ranks well for a number of keywords related to chocolate, and it receives a significant amount of traffic from organic search. However, there are a number of areas where Cadbury could improve its SEO performance by targeting specific keywords.

Short-tail keywords:

Short-tail keywords are more general and more competitive than long-tail keywords. However, they can still be effective for driving traffic to a website if they are targeted correctly. Some short-tail keywords that Cadbury could target include:

- i. Chocolate
- ii. Cadbury
- iii. Dairy Milk
- iv. Creme Egg
- v. Flake
- vi. Twirl
- vii. Caramel
- viii. Oreo
- ix. Fruit and Nut

Long-tail keywords:

Long-tail keywords are more specific and less competitive than short-tail keywords. They are also more likely to be used by people who are actively looking for information about Cadbury chocolate. Some long-tail keywords that Cadbury could target include:

- i. How to make Cadbury chocolate
- ii. Best Cadbury chocolate bars
- iii. Cadbury chocolate recipes
- iv. Cadbury chocolate gifts
- v. Cadbury chocolate history

By targeting these long-tail keywords, Cadbury can reach people who are specifically looking for information about Cadbury chocolate. This can help Cadbury to increase its brand awareness and drive more sales.

Keyword research:

Keyword research is an ongoing process. As the search landscape changes, so too will the keywords that are relevant to Cadbury. Cadbury should regularly review its keyword strategy to ensure that it is targeting the most relevant keywords.

Conclusion:

By targeting the right keywords, Cadbury can improve its SEO performance and drive more traffic to its website. This can help Cadbury to increase its brand awareness and drive more sales.

	Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
	cadbury oreo	1K - 10K	0%	0%	Medium	-	₹0.91	₹5.00	
	fruit and nut choco	1K - 10K	0%	0%	High	_	₹0.94	₹16.61	
	dairy milk oreo price	1K - 10K	0%	0%	Medium	_	₹0.94	₹2.02	
	cadbury fruit and n	1K - 10K	0%	0%	High	_	₹0.94	₹13.25	
	oreo com	10 - 100	0%	-90%	Low	_	_	_	
	dairy milk celebrati	1K - 10K	0%	0%	High	_	₹1.08	₹37.95	
	dairy milk caramel	1K - 10K	0%	0%	High	_	₹0.98	₹11.74	
	silk dairy milk	10K - 100K	0%	0%	High	_	₹0.90	₹19.19	
	peanut butter oreos	100 – 1K	0%	0%	Medium	_	₹1.00	₹28.74	
	dairy milk fruit and	1K - 10K	0%	0%	High	_	₹0.94	₹2.02	
	oreo chocolate bar	100 – 1K	0%	0%	High	_	_	_	
	mint oreos	100 – 1K	0%	0%	Low	_	₹0.95	₹13.55	
•	oreo sandwich	100 – 1K	0%	0%	Low	_	_	_	

• On page Optimization: Meta Tag optimization & content optimization

Meta Tag Optimization for https://www.cadbury.co.uk/

i. Title Tag: Cadbury Dairy Milk - Fruitier & Nuttier



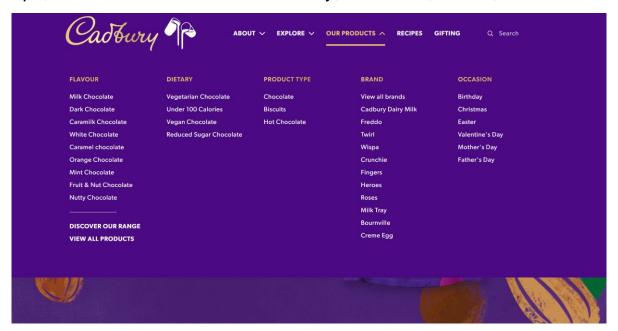
- **ii. Description Tag:** New Creations, Discover Gifts, Treat Your Inbox, Competition, Promotion, Cadbury Brands, History, Partnership, Discover Recipes, Cadbury UK Stories, etc
- **iii. Keywords Tag:** Chocolate, Biscuits, Hot Chocolate, White Chocolate, Dark Chocolate, Milk Chocolate, Caramel Chocolate, Fruit & Nut Chocolate, Orange Chocolate, Mint Chocolate, Recipes, Giftings, etc...

Content Optimization for https://www.cadbury.co.uk/

i. Homepage: Homepage displays a logo of Cadbury and the sachet of Cadbury Dairy Milk - Fruitier & Nuttier. And on the top of the website it shows the About option, Explore option, Our products option, Recipes option and Gifting option.

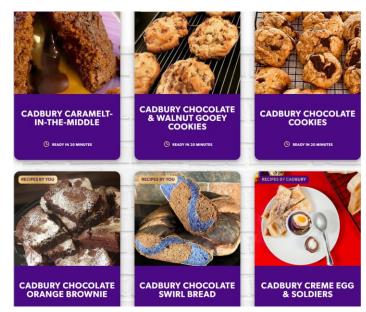


ii. Product Page: Product page displays many sections like Flavour, Dietary, Product type, Brand and Occation and each section contain various variety of products. In Flavour section contain Milk Chocolate, Dark Chocolate, White Chocolate, etc...In Dietary section contain Vegan Chocolate, Reduced Sugar Chocolate, etc...In Product type contain Chocolates, Biscuits, etc...In Brand contain Freddo, Twirl, Wispa, etc...In Occasion contain Birthday, Christmas, Easter, etc...

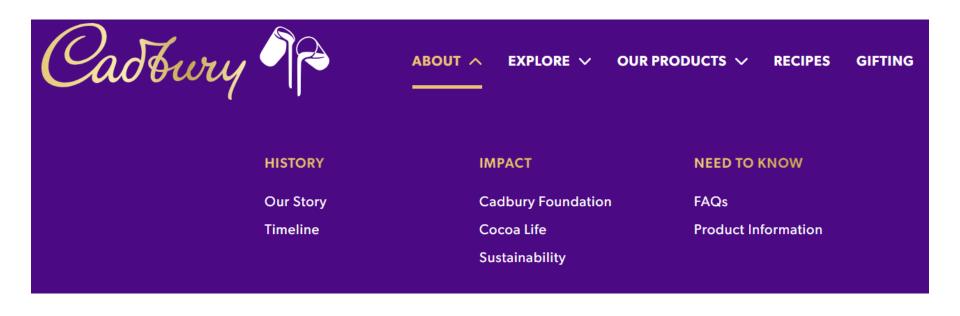


iii. Recipes: Recipes displays various types like Delicious Cadbury Dairy Milk Buttons Owl Cake, Classic Gooey Cadbury Bournville Brownies, Cadbury Diary Milk Caramel & Vanilla Ice Cream, Milk Tray Bake, Cadbury Dairy Milk Choccy Sponge Pudding, Cadbury Dark Milk & Raspberry Brownies, Cadbury Chocolate Cookies, Cadbury Fruit & Nut Baklava and many different delicious recipes are there in the Recipe section.





iv. About Us Page: This page displays the History of Cadbury, Impact of Cadbury and Need to Know about Cadbury. History of Cadbury shows Our Story and Timeline. Impact of Cadbury shows Cadbury Foundation, Cocoa Life and Sustainability. Need to Know shows FAQs and Product Information.



Contact Page: This page displays the Mondelez International logo which is the ٧. powerhouse of iconic brands & local jewels of brands such as Cadbury and many more. And also this page shows the Terms of Use, Privacy Notice, Cookie Notice, Accessibility, Terms and Conditions, Contact Us. It also displays its social media logos like Facebook, Instagram, Twitter and TikTok.











TERMS OF USE PRIVACY NOTICE COOKIE NOTICE **ACCESSIBILITY** T&C'S **CONTACT US** © 2023 Mondelez United Kingdom

• Content Idea Generation & Strategy: Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind these posts and story.

Digital Marketing Strategy of Cadbury:

Cadbury has been around for a long time. As one of the leading confectionery companies in the world, it has managed to create innovative ways to market its products.

In this section, we would go through popular Cadbury Digital Marketing campaigns such as Dairy Milk's advertising campaigns, Oreo's marketing campaign, and other strategies which have helped them stay relevant in the minds of consumers. From its social media marketing outlook, and its marketing campaigns to places where they can improve, all bases will be covered.

Cadbury's Social Media Marketing Overview:

Cadbury India has separate social media profiles for its various brands. This also helps them promote their brands effectively. Let us first now understand Cadbury India's social media presence by looking at the number of followers for its different brands across Facebook and Instagram.

i. Facebook and Instagram:

Cadbury India's Popular Brands on Facebook and Instagram					
Brand	Instagram Followers	Facebook Followers			
Dairy Milk Silk	211K	5.6M			
Oreo	3.5M	39M			
Bournvita	43.3K	211K			
Gems	45.9K	137K			

From the above table, we can infer that Cadbury has a relatively more audience on Facebook than it has on Instagram. However, all the posts shared on Facebook and Instagram is moreover similar.

ii. Cadbury's Brands on Youtube:

Cadbury India's Popular Brands on Youtube				
Brand	Subscribers Count			
Dairy Milk	847K			
Dairy Milk Silk	655K			
Bournvita	113K			
Perk	127K			

Cadbury India uses Youtube as its primary medium for campaigning its marketing activities. It has separate channels for its various brands and is updated regularly. So let's now take a glimpse at the overall subscriber count of their brands on Youtube.

July

July Social Media Holidays 2023 | National Ice Cream Month & Social Wellness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2. World UFO Day 🧙		4. Independence Day (USA) _{US}	5. National Bikini Day ⊌		7. World Chocolate Day	1. <u>Canada Day</u> _{CA}
			12. Malala Day	13. National French Fries Day (19)	14. <u>Bastille Day</u> (FR)	15. Give Something Away Day
16. National Ice Cream Day 🗳	17. World Emoji Day	18. Nelson Mandela Day	19. National Hot Dog Day 🖉	20. Get to Know Your Customers Day		
	24. Parent's Day 🏰	25. National Wine and Cheese Day	27. National Creme Brulee Day		29. International Tiger Day 😭	
30. International Day of Friendship	31. National Avocado Day 🧿					

 Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Content ideas & Marketing strategies process:

Marketing Strategy of Cadbury analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). These business strategies, based on Cadbury marketing mix, help the brand succeed in the market.

i. Cadbury Product Strategy: The product range of Cadbury is pretty large and they make it count. The products in the marketing mix of Cadbury are classified according to the seasons and they are also varied according to the sales in each country. There are a lot of standard products which are there. The other Cadbury products are based on festive occasions like Halloween and Christmas. The products are not only related to the chocolates but there are other products like beverages and desserts, which are also in their product line. We find that Cadbury also prefers to segregate the products according to the demographic areas.

- ii. Cadbury Price/Pricing Strategy: Cadbury products are priced as per the quality of them. The marketing mix pricing strategy of Cadbury depends on competition, demand and packages. They also have other options for the people which is according to the size of the products. Cadbury has strategically placed the price of the products so that all the targeted segments can be met. They are mainly targeted for the festive seasons and these products are priced strategically so that the customers have an affinity to buy them. Constant marketing of Cadbury products have made sure that they reach to the people with different taste buds and also carter to the friendliness of the purse. Innovative product bundling & packaging also determines the prices of the packs.
- the world. The main way Cadbury has made a huge impact in the global market is just because of the distribution channel it has. The company has made sure that their products are available all over the world and the cater to a huge customer base. The products are available both in the urban and rural areas. We find that this has helped in a way for the company. The places of distribution has made the products available to a lot of customers and the in turn has generated a profit for the company both in terms of customer base and the revenue.

iv. Cadbury Promotion & Advertising Strategy: Cadbury has a wide range of ways of promoting itself. We find that the promotion strategy in the marketing mix is done through the television, posters, newspaper, online, radio. We have seen that the company has made great efforts to make its product reach the people and make the people aware of it items. There are various kinds of taglines which are attached with various brands of Cadbury. The brand focuses on building an emotional connect with its audience, and how chocolates can add happiness in their daily lives.

Challenges faced by Cadbury:

The takeover had faced many challenges post the completion of the deal. After guaranteeing good employment conditions for Cadbury's employees and continued operation of the Somerdale Plant in Bristol that Cadbury had announced in 2007, the plant was closed within less than a few months after the deal was struck. Kraft's volte-face over the Somerdale factory sparked an outcry over the perceived imbalance of power in the UK corporate takeover process. This invited huge outcry among the public and labors group as it led to the axing of almost 500 jobs. Apart from employee layoffs, there involved issues related to high debt. Kraft was already in a position with high monetary debt which was further worsened with the debt borrowed for funding the takeover of Cadbury.

Kraft was forced to sell off its frozen pizza business for financing the takeover. This resulted in Kraft incorporating a cost-cutting approach and thereby having a direct impact on employees, their jobs, and their monthly wages. Further, this takeover resulted in bringing the UK takeover regulations under scrutiny as it provided for a weakened regulatory position for the target entity. The takeover was also resisted by the UK government. Remarking about the situation, Jennie Formby, Unite's national officer for food and drink, said: "This is a very sad day for U.K. manufacturing. A successful, iconic, independent U.K. brand will now be owned by a giant company with massive debt. These challenges led the Takeover Panel to revamp the UK Takeover Code and introduced a series of reforms in the Regulations to protect the target company in such takeovers.

Lessons learned from Cadbury:

- i. Made their name an unavoidable aspect of their Chocolate Products
- ii. Created Iconic Purple Branding
- iii. Diversified their Products while Maintaining Consistency
- iv. Remains Current and Contemporary without Losing its Roots, History or Branding

Post Creation:

• Select Content Categories: Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: TRENDING NEWS





https://youtu.be/MIGeKZk0hZ0

A British man has been finally convicted for stealing almost 200,000 Cadbury Creme Eggs a few months back. Joby Pool, accused of stealing the chocolate eggs from an industrial unit on February 11, 2023, has been sentenced to prison for 18 months. The stolen sweet treats, as per the police, were worth £40,000 (over Rs 42 lakh). Cadbury's milk chocolate eggs are filled with a "yolk" of yellow and white fondant. They are exclusively sold around Easter and are considered quite popular.

Format 2: ARTICLE

Indians Love Cadbury Chocolate. These Rivals Would Love to Woo Them Away.

In India and its diaspora, a new array of small companies are using Diwali and its tradition of giving sweets to popularize a different kind of bar.

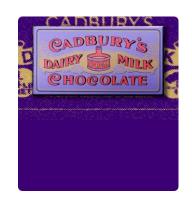
The Hindu god Ganesh, rendered in dark chocolate by Dwaar Chocolates, of West Bloomfield Township, Mich., one of several small producers trying to loosen the grip of Cadbury, and milk chocolate, on the Indian palate.



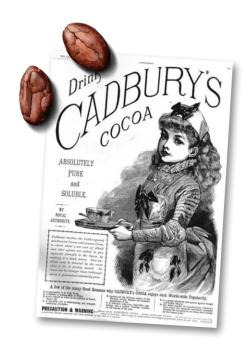
Format 3: PRODUCT PAGE

CADBURY - THE 'GLASS AND A HALF' COMPANY

From a grocery shop, to a factory, to the Cadbury we know today. This is the story of a father and two sons, and how their generosity inspired generations to come. They poured a 'glass and a half' into their Dairy Milk - and into their workers and communities, too. At Cadbury, people always have been, and will be, at the heart of everything we do.







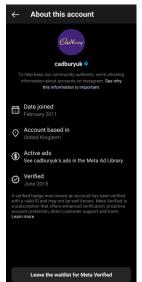


Utilize the Stories feature on Instagram for three consecutive days. Share behind-thescenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an

appropriate name for each.

Analysis:

- i. A brand that warms the heart
- ii. A taste of the immersive
- iii. A buffet of sweet treats
- iv. Pricing that's just right
- v. Always within reach
- vi. Promotion that's hard to resist
- vii. Quality and innovation at the core



← cadburyuk •

Delicious updates from the Cadbury UK team 2 cadbury.co.uk and 3 others







- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.



Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads.

i. Cadbury Celebration: Iss Diwali Aap Kisko Khush Karenge?(2011)

This ad was one of Cadbury's first and highly successful attempts to tap into festivals such as Diwali and Raksha Bandhan with Cadbury gifts. The company launched a series of ads that rejoiced the core of the Diwali festival and spread joy with a pack of Cadbury Celebration.



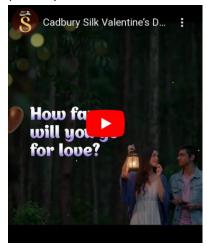


https://youtu.be/r84gbKAjEg0

ii. Cadbury Dairy Milk Silk: How Far Will You Go For Love?(2020)



https://youtu.be/GXp6oCEty-8



This was another one of Cadbury's iconic ads primarily targeted at millennials. It was launched for Valentine's Day, an outstanding move that helped rope in many sales. The message in the campaign was simple—This Valentine's Day, how far will you go for your love? It featured the hashtag #PopYourHeartOut. It was a great campaign that romanticized the idea of enjoying Dairy Milk Silk on Valentine's Day. It also featured the famous youth icon, Kartik Aryan.

iii. Cadbury Oreo: Stay Home and Stay Safe(2020)





https://youtu.be/1TtA33kus9w

This ad came out as a new and refreshing concept when the world was battling with Covid-19 pandemic. Cadbury's Oreo biscuit ad targeted young children and encouraged a sense of playfulness in them amidst these uncertain times. It used the slogan "Make Way for Play.' The ad was brilliantly conceptualized and perfectly used an ongoing situation: staying at home.

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

i. Cadbury is a global chocolate brand with high brand awareness. The company has a strong visual identity, effective marketing campaigns, and a large and engaged social media presence. These factors have all contributed to Cadbury's high brand awareness.







Brand Awareness: The Cadbury logo is instantly recognizable, with its distinctive purple color and the iconic script font. The logo is simple yet elegant, and it is instantly associated with the Cadbury brand. The company's packaging is also visually appealing, and it helps to create a positive association with the brand. Cadbury has a large and engaged following on social media. The company has over 100 million followers on Facebook and Twitter, and these followers are constantly sharing and engaging with Cadbury's content. This helps to keep the brand top-of-mind for consumers and to drive traffic to Cadbury's website.

Lead Generation:

Lead generation is the process of identifying and qualifying potential customers who are interested in your products or services. This information can then be used to nurture leads and convert them into customers.

There are many different ways to generate leads for Cadbury. Some of the most effective methods include Website forms, Email marketing, Social media, Content marketing, Partnerships, etc...



ii. Brand Awareness:

Here are some additional factors that contribute to Cadbury's high brand awareness:

- History: Cadbury is a well-established brand with a long history. The company was founded in 1824, and it has been producing high-quality chocolate ever since. This history of quality and consistency has helped to build trust and loyalty among consumers.
- Distribution: Cadbury products are available in over 50 countries around the world. This
 wide distribution helps to ensure that Cadbury is a familiar brand to consumers
 everywhere.
- Pricing: Cadbury products are priced affordably, which makes them accessible to a wide range of consumers. This helps to increase brand awareness and sales.
- Innovation: Cadbury is constantly innovating and introducing new products. This helps to keep the brand fresh and exciting in the minds of consumers.

Overall, Cadbury has a number of factors that contribute to its high brand awareness. These factors have helped to make Cadbury one of the most popular chocolate brands in the world.

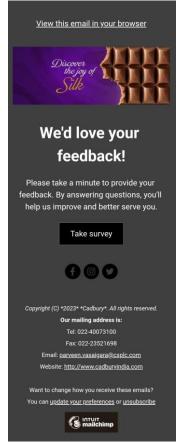
Lead Generation:



Cadbury Email Ad Campaign 2.mhtml

- Target audience: Cadbury needs to understand its target audience in order to generate leads that are relevant to them. This includes understanding their demographics, interests, and needs.
- Budget: Lead generation can be a cost-effective way to acquire new customers, but it is important to set a budget and track the ROI of lead generation campaigns.
- Overall marketing goals: Lead generation should be aligned with Cadbury's overall marketing goals. For example, if Cadbury is trying to increase brand awareness, it may focus on lead generation campaigns that generate website traffic.

By taking these factors into account, Cadbury can develop a lead generation strategy that is effective and aligned with its overall marketing goals.



Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

Challenges and Lessons Learned in Content Creation and Curation at Cadbury:

Cadbury is a global brand with a long history. The company has a strong brand identity that needs to be maintained throughout the content creation and curation process. This can be challenging, as different cultures and regions may have different preferences. For example, in some cultures, chocolate is seen as a luxury item, while in others, it is more common. Cadbury needs to make sure that its content is relevant and appealing to consumers in all of its markets.

Balancing tradition and innovation is another challenge that Cadbury faces. The company is a traditional brand, but it also needs to be innovative in order to stay relevant. This can be a challenge, as there is a fine line between staying true to the brand's roots and alienating consumers with too much change. For example, Cadbury recently introduced a new line of chocolate bars that are made with vegan ingredients. This was a risky move, as some consumers may have been hesitant to try a new chocolate bar that was not made with dairy.



Keeping up with changing consumer tastes is also a challenge for Cadbury. Consumer tastes are constantly changing, so the company needs to be able to adapt its content creation and curation process accordingly. This can be challenging, as it is difficult to predict what consumers will want in the future. For example, in recent years, there has been a growing demand for healthier chocolate products. Cadbury has responded to this trend by introducing a line of chocolate bars that are made with dark chocolate and that are lower in sugar.

Managing risk is another challenge that Cadbury faces in the content creation and curation process. There is always some risk involved in creating content, as it is possible that the content could be offensive to some consumers. Cadbury needs to be careful to create content that is respectful of all cultures and that does not contain any offensive language or imagery.

Despite these challenges, Cadbury has been able to maintain its high brand awareness and popularity. The company has a strong team of content creators and curators who are able to balance tradition and innovation, and who are constantly monitoring consumer trends. As a result, Cadbury is well-positioned to continue to be successful in the years to come.





Lessons Learned:

Throughout the years, Cadbury has learned a number of lessons about content creation and curation. These lessons include:

- The importance of understanding consumer needs and preferences.
- The need to be flexible and adaptable in order to keep up with changing trends.
- The importance of creating content that is respectful of all cultures.
- The need to manage risk in order to protect the brand's reputation.

By following these lessons, Cadbury has been able to overcome the challenges faced in content creation and curation and to continue to be successful in the years to come.

