

M ARKETING M ANAGEMENT

A SSIGNMENT - 2-9

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Any company - customer segmenting:

area co

Demographic segmentation:-

Age:-

* Children (5-12 years): Targeted with fun flavors and eye-catching Packaging, and tie-ins with popular cartoons or movies. This group often engages through snack time promotions.

* Teens (13-19 years): campaigns emphasize social media engagement, sharing experiences, and trendy flavors. Limited editions and collaborations with influencers resonant well.

* Young Adults (20-35 years): Targeted with creative recipes, convenience Packaging and indulgent flavors, often found in college settings or young professional lifestyles.

* Adult (36+ years): Appeals to nostalgia with classic flavors, and marketing may emphasize family-oriented sharing or special occasions.

Gender:-

* Women: campaigns may focus on indulgence, sharing and healthier options, appealing to self-care trends.

Non: Marketing may highlight bold flavors and adventurous combinations, aligning with snackability and on-the-go consumption.

Income level:

- * Lower-income consumers: standard sizes in affordable Packaging to ensure accessibility

- * Higher-income consumer!: Premium or gourmet variations with unique flavors and upscale Packaging for a luxurious experience.

2 Psychographic segmentation:

Lifestyle:

- * Health-conscious individuals: offering low-calorie, organic, or gluten-free sizes to cater to health-focused consumers.

- * Indulgent snackers: Marketing such, decadent flavors and limited editions to those who prioritize Indulgence values and Beliefs:

- * Sustainability Advocates: Highlighting eco-friendly Practices, such as sustainable sourcing and biodegradable Packaging to attract environmentally conscious consumers

- * community-oriented consumers: campaigns emphasising community involvement and charitable initiatives may resonate with those who value social responsibility

behavioural segmentation:

occasions:

Every day consumption: standard core varieties for daily

snacking

Celebratory Events: special editions for holidays, like
themed Packaging for Halloween or Christmas, and Promotional
campaigns centered around sharing.

user status:

Loyal customers: Engage with loyalty Programs, exclusive
flavours, and Promotions that reward repeat purchases

New customers: Sampling campaigns in stores and social
media contest to encourage trial

usage rate:

Heavy users: Family-sized Packages and multipacks tailored
for those who consume cores frequently.

Light users: smaller, trial-sized Packs or variety
Packs to encourage sampling.

4. Geographical segmentation:

Regional Preferences:

Adjusting flavors based on regional tastes, such as
introducing spicier options in certain areas or
sweeter flavours in others.

urban vs Rural:

urban consumers may prefer innovative, trendy flavours, while rural consumers might gravitate towards classic and family-sized options

5 Trends and Innovations:

Health Trends: Responding to consumer demand for healthier snacks with lower-sugar or vegan options.

Cultural Trends: Collaborations with pop culture phenomena (e.g., movies, games) to create limited-edition flavours or themed marketing campaigns.

Marketing Strategies:

Social Media Engagement: Utilizing platforms like Instagram and TikTok to connect with younger audience through interactive content and viral challenges.

Influencer Collaborations: Partnering with food influencers to create engaging content showcasing unique ways to enjoy cereals.

Experiential Marketing: Hosting events or pop-ups where consumers can sample new flavours and engage with the brand.