

MBA 631A : Marketing Management



Amul Butter

A presentation by Group 6



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Mission statement

Launched in 1955, butter was one of the first milk products offered by Amul, and since then the message has been clear -to make Amul butter synonymous to butter for consumers.



01

Umbrella Branding



Amul

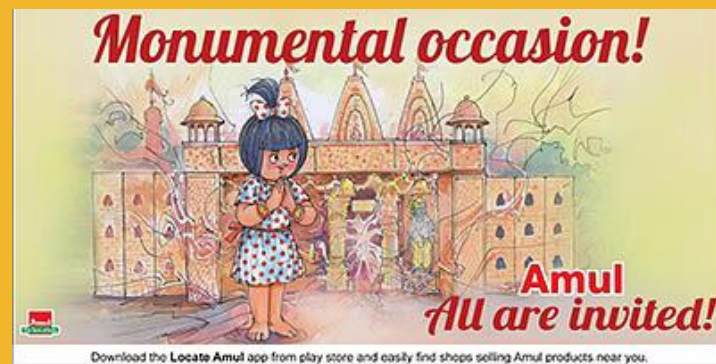
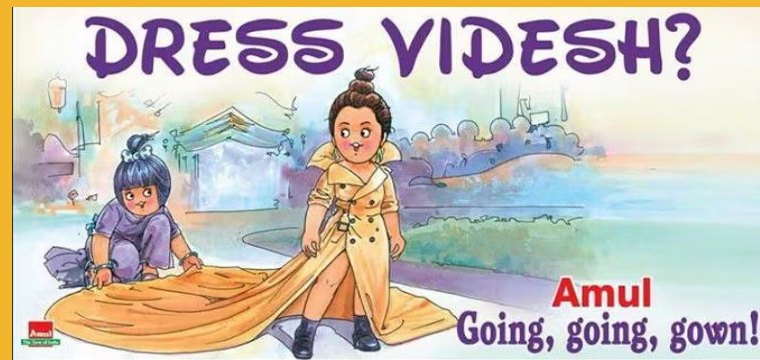
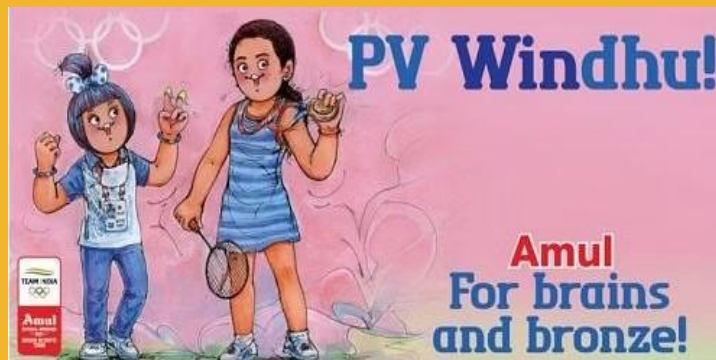
The Taste of India

Amul's Umbrella Branding

- With a modest and a humble beginning in the year 1946, Amul has been an inspirational story of success. It is a classic case of an umbrella brand or a family brand with a range of products marketed under the single brand name Amul.
- In doing so, it has reaped significant advantages of umbrella branding, all the SKU's of Amul enjoy the brands perceived same quality standards and do not find it difficult to pierce competitive market
- Amul has the record of the longest running ad-campaign in the world which started in the year 1966. We all have seen the famous Amul girl mascot in its advertisement campaigns, singing the jingle "*utterly butterly delicious.....Amul!*" has been quite popular in the Indian households.
- The Amul girl is not just a mascot, she also is an informant of current affairs taking timely digs through Amuls commercials.



Some famous examples



Amul
BUTTER

*utterly
butterly
delicious*

02

Current Positioning

“Amul Butter, Asli Butter”

- Through this brand positioning, Amul wants to portray its butter as the butter of the country because it is delicious, accessible, affordable and is of good quality.
- This message is also very evident from their advertisements, Where people from every background and age group is shown eating and enjoying amul butter, indicating the large target audience the brand wants to acquire.





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Other types of Advertisements by Amul Butter

The advertisements are not just limited to TV commercials, but have been broadcasted on various channels like:

- Billboards
- Magazines
- Newspaper
- And they've also been title sponsors of many TV shows

Amul butter has a very broad target audience. For which these aggressive promotional strategies were implemented effectively



Marketing Strategies

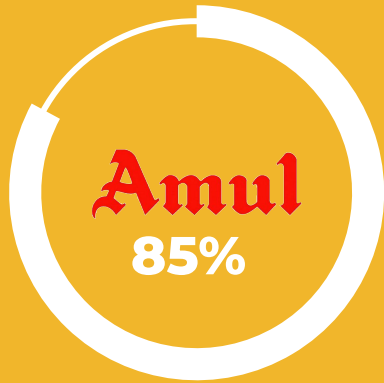


Influencer Marketing - Amul has been a sponsor of a famous TV show Amul: The taste of India, where they make famous celebrity Chefs like Sanjeev Kapoor use Amul products.



Product Placement - On the shows promoted by Amul they show their products on the shelf to promote it.

Conclusion



Amul butter enjoys 85% market share, and with that it dominates the Indian butter industry.

‘The Taste of India’ is becoming a breakfast favourite around the world. Amul,

India’s leading butter brand owned by the Gujarat Cooperative Milk Marketing Federation (GCMMF), now ranks sixth in the global butter market, with a share of 2.1 per cent.



Alternate Positioning

03

Focussing more on Health Benefits

- Growing Awareness of Health and Wellness in India
- The Rise of Health Conscious Butter Brands



Vitamin A, D & E



Healthy Fats



Omega-3 & Omega-6 Fatty Acids



Marketing Strategy For The Alternate Positioning

04



Amul

The Taste of India

Marketing Strategy for Alternate Positioning

- Amul can utilise the power of ‘ETHOS’ - credibility, in the marketing campaign for this new brand positioning.
- Can showcase trusted nutritionist and health experts recommending their butter as a health product.
- Can emphasis on how it benefits our body with host of vitamins, healthy fats and antioxidants.
- This will prompt even the health conscious consumers to enjoy it.

“AMUL BUTTER: SWAAD BHI, SWASTHYA BHI.”

The background of the slide features a close-up, slightly blurred image of several sticks of butter. The butter is a pale yellow color and has a distinctive ribbed texture. In the bottom right corner, the Amul logo is visible, consisting of a red square with the word 'Amul' in white script, and a green banner below it with the text 'The Taste of India' in white.

05

Our Advertisement On The Alternate Positioning



Amul

Taste of India

THANK YOU!

