



Mamaearth- Shoes (Brand Management Assignment) Yashi Srivastava

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'Every day is Earth Day at MamaEarth'



MamaEarth

Background/ Overview

MamaEarth was founded in September 2016 by Ghazal Alagh and Varun Alagh, to make skincare routines a little chic but with utmost care. Headquartered in Gurugram (India), Mamaearth is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care products.

Mamaearth Co-founders, Ghazal Alagh and Varun Alagh incorporated Honasa Consumer Private Limited in 2016 and then went on to launch the Mamaearth range of toxin-free products in December that year. The couple had made

it their mission to make safe, chemical-free products available to all babies in India. The company has now grown to be an organic product manufacturer for babies, moms, dads, grandparents, and everyone else.

Mamaearth was launched in 2016, it had only six products in its catalog. The product range now comprises more than 80 natural and toxin- free products that are used by over 1.5 million Indian consumers.

Through an innovative product line, Mamaearth has tried to solve a common Indian parenting problem. In a country where most of the baby products available do not meet safety regulations, Mamaearth offers products that are safe by international standards and loaded with the goodness of nature.

What is the objective, the purpose of the ad?

Our plan is to launch and to come up with the new product of mamaearth i.e., **mamaearth shoes** . With an objective of How consumers feel about certain brands and retailers is important, as it ultimately affects their purchasing decisions and subsequent loyalty to a brand. Some brands – particularly those producing goods for the outdoor pursuits market – are inextricably linked in the

minds of consumers with a healthy, aspirational lifestyle and assumed sound environmental credentials.

We are now seeing the rise of ‘green consumers’, whose purchasing behaviour is influenced by such factors as their perception of the environmental qualifications of the brands selling a particular product, its claimed level of recyclability, or the absence of certain substances (for example, PVC) used in its construction. With this in mind, many footwear brands seek ways to develop sound environmental credentials for their products. Efforts are made to ensure that footwear joins the growing list of consumer goods manufactured from materials that are sustainably produced, responsibly sourced and have minimal impact on the environment.

Target audience: who are we talking to? What do we know about them that can help us(insight)?

The target market includes the people who can Operate within the premium range, the brand’s target consumers are the one who seek comfort. Precisely, any youngsters from 20 to 35 years is its target customer. Where the product designing is customised according to the need of the consumer.

What is the single most important thing to say? What is the big idea?

“Be grounded with Mamaearth”

What are the supporting rational and emotional ‘reasons to believe and buy?’

Mamaearth provides the best Price range and high quality product, great customer service, wide product range, geographical presence.

Footwear can be designed to be easily but effectively cleaned just with water, rather than with special cleaning agents or potentially harmful chemicals. Especially in the outdoor/hiking market, consumers expect to be able to wear their boots and shoes in some very aggressive environments and to get them muddy, but then be able to clean them sufficiently to be able to restore a presentable image without losing functionality.

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