

COMPREHENSIVE DIGITAL MARKETING PROJECT ON CADBURY

Team ID : LTVIP2023TMID03517

Team Size : 5

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Team member : VEMPARALA V V D ANURADHA PRIYA

Cadbury
**DAIRY
MILK**



PART 1- BRAND STUDY

Brand Identity:

Mission : to continually create the best products, services and experiences for our customers, and to be the leading player in the global confectionery market.

Values:Quality, Integrity, Respect, Responsibility, and Joy.

USP:Cadbury is one of the biggest and most trusted chocolate brand worldwide

Brand color- puple (shade Pantone 2685C), (tribute to queen victoria)



Note: the design of the logo has changed to match the style and audience of the age. each logo represents different decade audience

- **Analyze Brand Messaging:** *there's a generous instinct within everyone.*
- Cadbury's brand message, "There's a generous instinct within everyone," emphasizes the idea that inherent in all individuals is a natural tendency towards generosity. The message seeks to tap into the universal human trait of compassion and kindness, suggesting that people have the capacity to be generous and giving. By aligning its brand with this positive and relatable concept, Cadbury aims to create an emotional connection with its audience, encouraging them to associate their product with acts of generosity and goodwill. This message likely resonates with consumers, fostering a sense of warmth and positivity towards the Cadbury brand.
- **Examine the brand's tagline:** *Taste like this feels*
- Cadbury's tagline, "Taste like this feels," suggests that the taste of their products is so delightful and satisfying that it creates a unique and pleasurable experience for the consumer.'

PART 1- Competitor analysis

Competitor:1 <https://www.kinder.com/us/en/bueno-us-landing-page>

DECADENCE COMES IN MANY SIZES | CRISPY WAFER | SMOOTH CHOCOLATE | CREAMY HAZELNUT FILLING

Competitor2: <https://www.nestle.com>

| NUTRITION BASED PRODUCTS | AFFORDABLE SALES | EXPLORING WITH VARIOUS BRANDS |

Competitor 3: <https://www.ferrerorocher.com/it/it/>

| DECORATIVE OUTCOME | ALL ROUND SALES WITH AFFORDABLE PRICES | MORE NUTRITIVE VALUES |

Part 1: Buyer's/Audience's Persona

Demographics:

- *Age:* 25-45
- *Gender:* Male and female
- *Family Status:* Married with young kids or single
- *Income:* Middle to upper-middle class
- *Location:* Primarily urban and suburban areas of india

Psychographics:

- *Values:* Seeking moments of happiness, joy, and relaxation
- *Interests:* Enjoys indulging in sweet treats, trying new flavors, and experimenting with food
- *Lifestyle:* Busy with work and family responsibilities but appreciates moments of relaxation
- *Attitudes:* Prefers high-quality products and enjoys sharing experiences on social media
- *Aspirations:* Seeks products that offer a sense of comfort and nostalgia

Behaviors:

- *Purchase Behavior*: Buys chocolates regularly, especially during holidays and special occasions
 - *Media Consumption*: Active on social media, follows food influencers and food-related content
 - *Online Behavior*: Engages in online shopping and searches for product reviews and recommendations.
- Active on social media
- *Brand Loyalty*: Has a positive perception of Cadbury, as it evokes feelings of joy and tradition

Interests:

- *Food and Flavors*: Interested in trying new and unique flavors of chocolates and snacks
- *Family and Socializing*: Enjoys sharing chocolates and treats with family and friends
- *Health and Wellness*: Concerned about making healthier choices but also craves occasional indulgence
- *Holidays and Celebrations*: Seeks chocolates as gifts during festive occasions and holidays

Part 2: Keyword Research



Individual Keywords

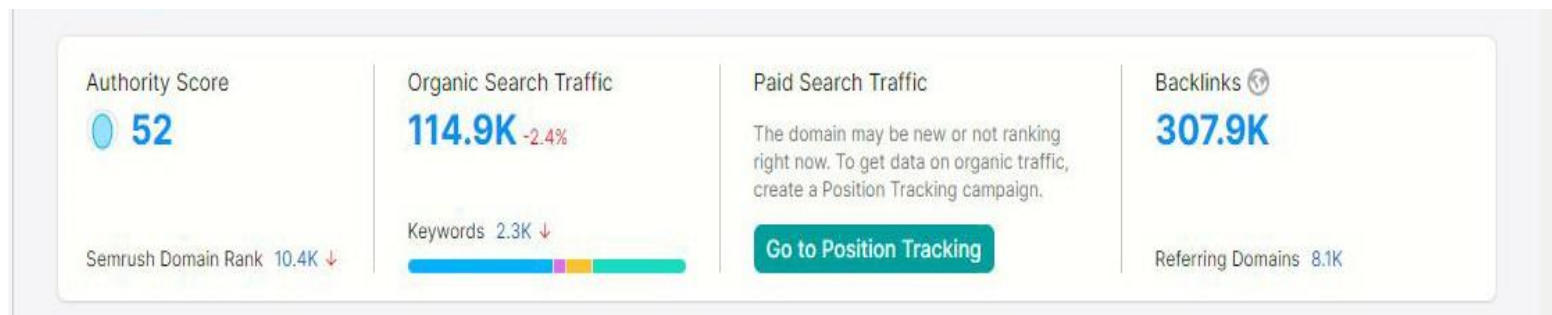
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
cadbury	✓	✓	✓	34	<div></div>
chocolate	✓	✓	✓	9	<div></div>
milk	✗	✗	✓	8	<div></div>
dairy	✗	✗	✓	8	<div></div>
discover	✗	✗	✗	7	<div></div>
all	✗	✗	✗	6	<div></div>
recipes	✗	✗	✓	5	<div></div>
new	✗	✗	✓	5	<div></div>



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	No	Keywords	Volume	Position	Est. Visi	Seo Diff	Ranking	rl					
2	15	cadburys egg	33100	3	990	58	http://cadbury.co.uk/						
3	20	cadbury's egg	33100	5	502	59	http://cadbury.co.uk/						
4	8	crunchy bar	27100	3	1233	55	http://cadbury.co.uk/products/cadbury-crunchie-11302						
5	11	crunchie bars	27100	2	1214	50	http://cadbury.co.uk/products/cadbury-crunchie-11302						
6	1	cadbury	22200	1	6220	55	http://cadbury.co.uk/						
7	2	cadbury's	22200	1	6220	62	http://cadbury.co.uk/						
8	3	cadburys chocolate	14800	1	4995	62	http://cadbury.co.uk/						
9	5	chocolate of cadbury	14800	2	1324	65	http://cadbury.co.uk/						
10	6	chocolates of cadbury	14800	2	1324	56	http://cadbury.co.uk/						
11	7	chocolate cadbury	14800	2	1251	66	http://cadbury.co.uk/						
12	9	cadbury chocolates	14800	2	1226	65	http://cadbury.co.uk/						
13	10	cadbury's chocolate	14800	2	1226	62	http://cadbury.co.uk/						
14	4	dairy milk	5400	1	1921	67	http://cadbury.co.uk/products/cadbury-dairy-milk-11294						
15	12	flakes cadbury	3600	1	1029	61	http://cadbury.co.uk/products/cadbury-flake-11309						
16	13	flake cadbury	3600	1	1029	50	http://cadbury.co.uk/products/cadbury-flake-11309						
17	14	cadbury flake	3600	1	1029	51	http://cadbury.co.uk/products/cadbury-flake-11309						
18	16	cadburys dairy milk	1900	1	605	66	http://cadbury.co.uk/products/cadbury-dairy-milk-11294						
19	17	cadburys crunchie	1600	1	590	49	http://cadbury.co.uk/products/cadbury-crunchie-11302						
20	18	cadbury's crunchie	1600	1	590	46	http://cadbury.co.uk/products/cadbury-crunchie-11302						
21	19	crunchie cadburv	1600	1	590	52	http://cadburv.co.uk/products/cadburv-crunchie-11302						

Part 2: SEO AUDIT

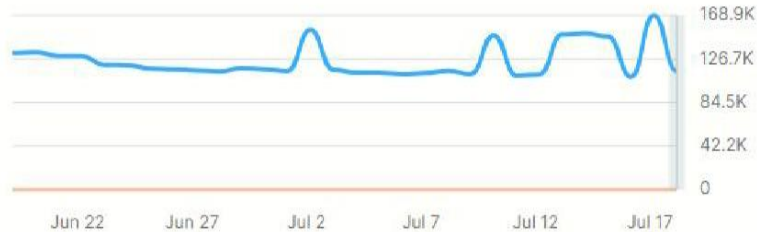
(audit is done in semrush app)



Part 2: SEO & Keyword Research

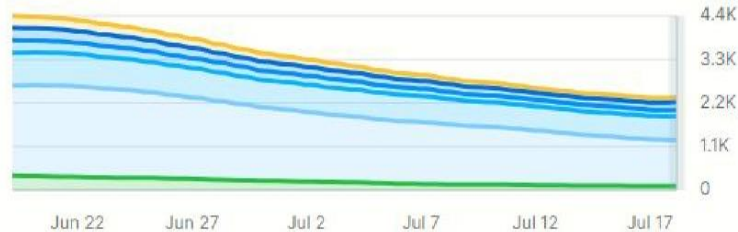
Organic Traffic 114,907/month

☒ Organic Traffic ☒ Paid Traffic ☐ Notes ▾



Organic Keywords 2,342

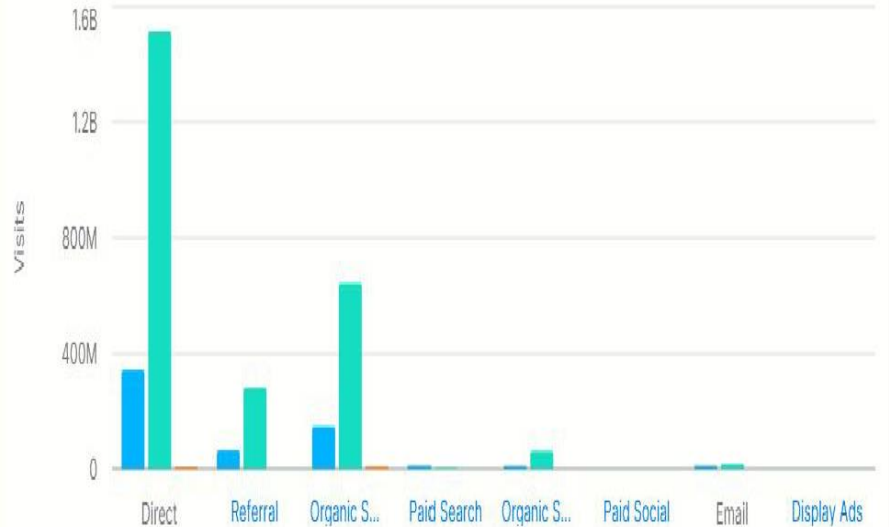
☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ SERP features



Traffic Channels ▾

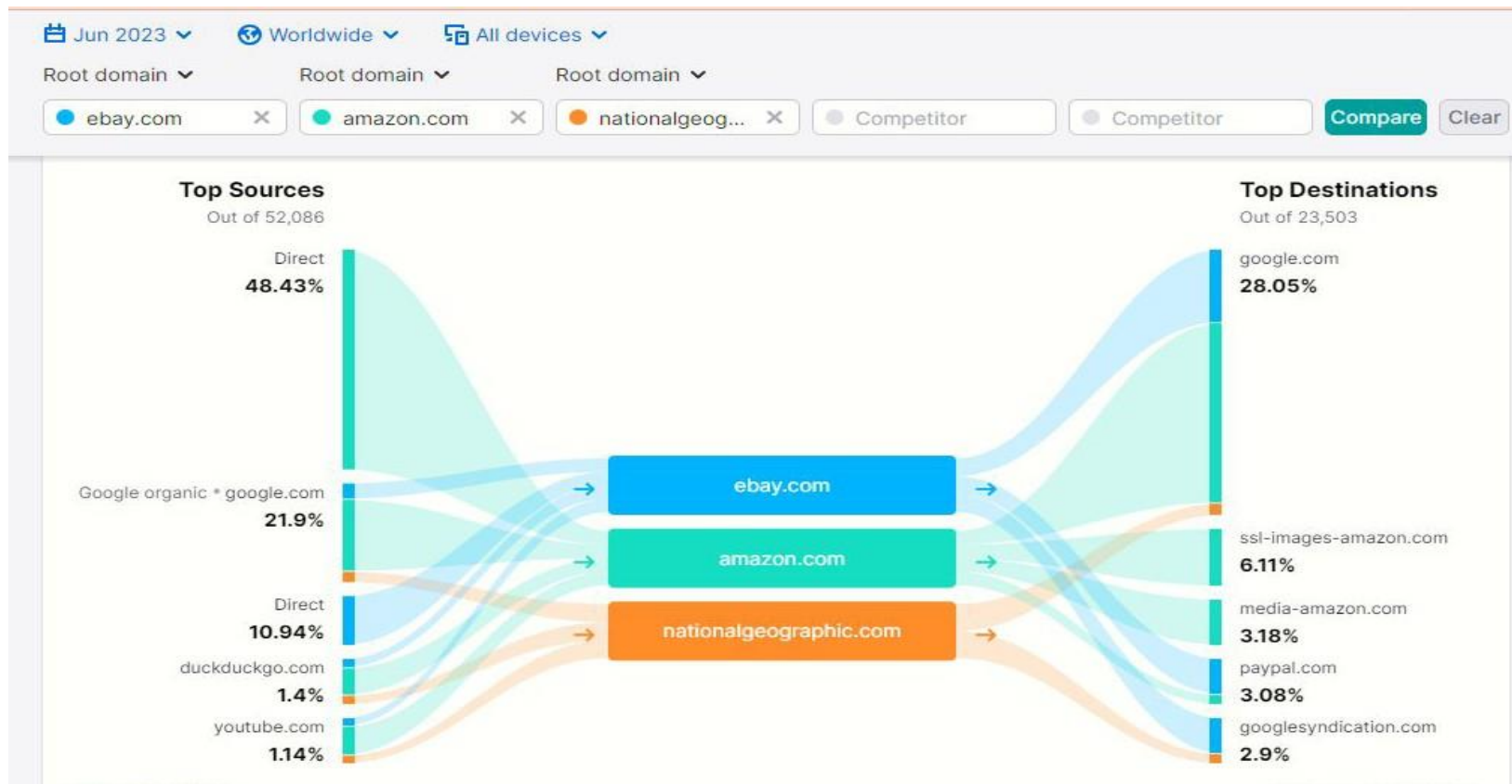
Growth ▾

Export



☒ ebay.com ☒ amazon.com ☒ nationalgeographic.com

Part 2: SEO & Keyword Research



Part 2: SEO & Keyword Research



Website URL

Quick Audit

Audit Results for www.cadbury.co.uk



Your page could be better

Recommendations: 14



Website URL

Quick Audit



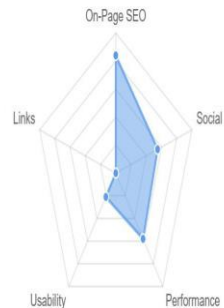
On-Page SEO



Links



Usability



Performance



Social

Report Generated: 19 July 12:56AM UTC [Refresh Results Now](#)



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.

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Cadbury UK | Cadbury Chocolate

Length : 30

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 160 characters).

Welcome to the home of Cadbury chocolate - Find out more about the Cadbury brand, our products and our latest campaigns.

Length : 120



On page optimization

Meta tag optimization-

Title Tag: "Delightful Cadbury Chocolates | Irresistible Flavors & Quality Treats"

Meta Description: "Indulge in the world of Cadbury chocolates, featuring a delightful array of irresistible flavors and premium quality treats. Explore our range of creamy, smooth, and satisfying confections today."

Keywords: Cadbury chocolates, irresistible flavors, quality treats, creamy, smooth, indulgence

Part 3: Content Ideas and Marketing Strategies

Content idea generation & strategy

Content calendar for August month



Format 1

CREATIVE ANIMATED POST GIF FILE

Aim: To create website traffic

Date: 6th August 2023

Concept: Friendship day

<https://www.instagram.com/reel/CvJoM6SuZFL/?igshid=MmU2YjMzNjRIOQ==>



FORMAT 2 - short video



Format 3

VIDEO

Aim: To increase Brand awareness

Concept: Raksha Bandhan

Insta reel

https://www.instagram.com/reel/CvJqo_-RpXN/?igshid=MmU2YjMzNjRIOQ==



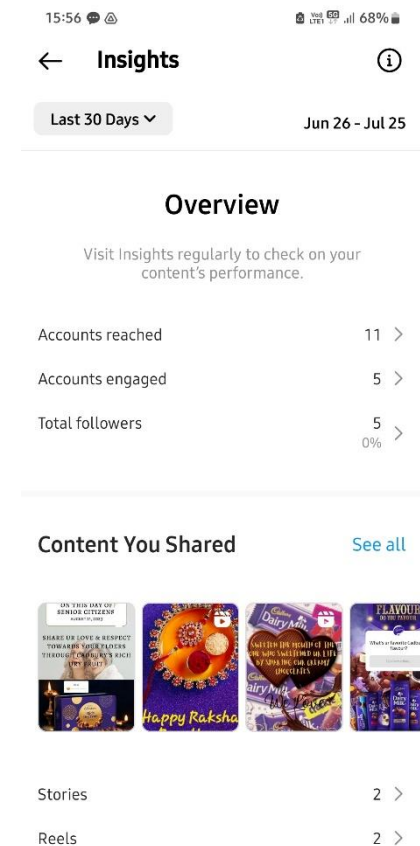
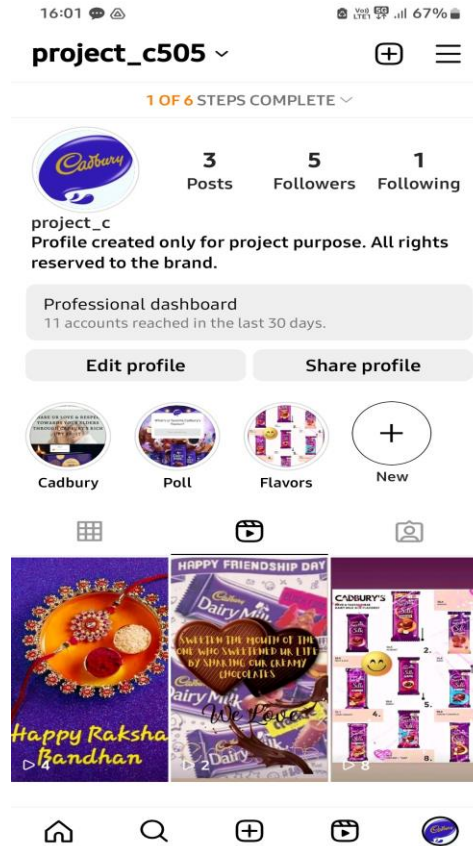
Content Ideas and Marketing Strategies

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

1. To discuss with the main point, all the strategies and ideas were brainstormed together to make the plan and implement successfully.
2. A calendar was first made by using Monthly planner in CANVA platform. All the possibilities were discussed and the dates & tasks were assigned respectively.
3. Accordingly, we made the posts, blogs, creatives were made using CANVA SOFTWARE and video was made using VN VIDEO EDITOR.

Instagram

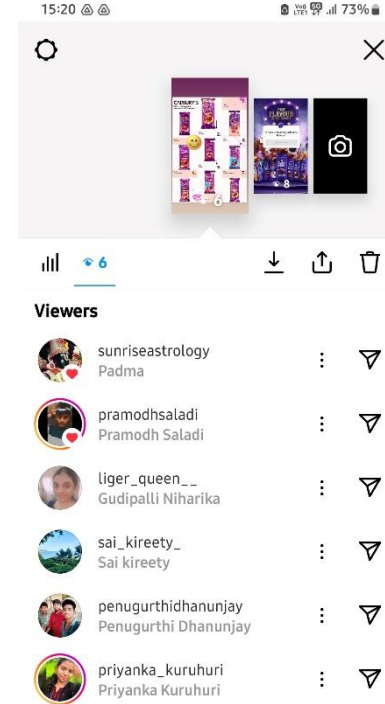
Created an Instagram account
Switched to professional account and got
access to professional dashboard and
insights.
Created some designs in canva & then
uploaded into insta stories and posts.
Also utilised the story highlights



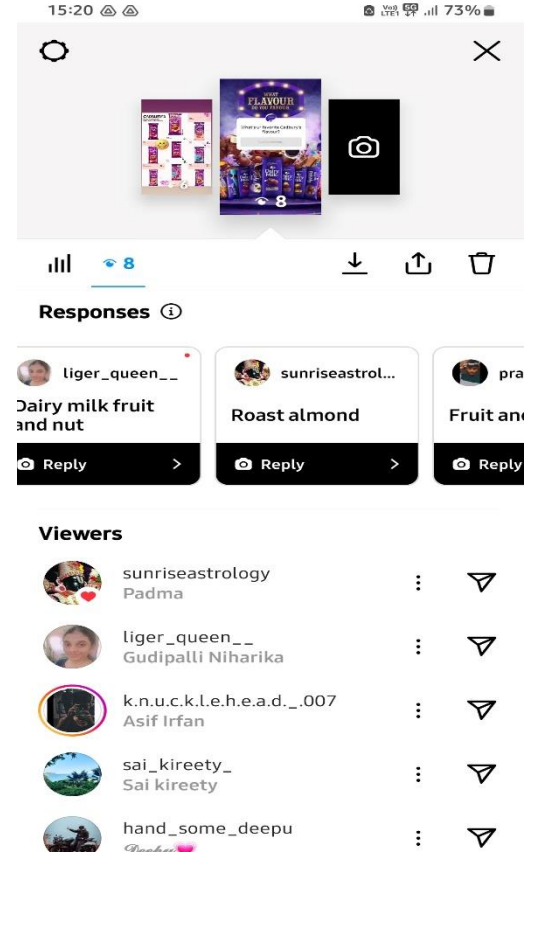
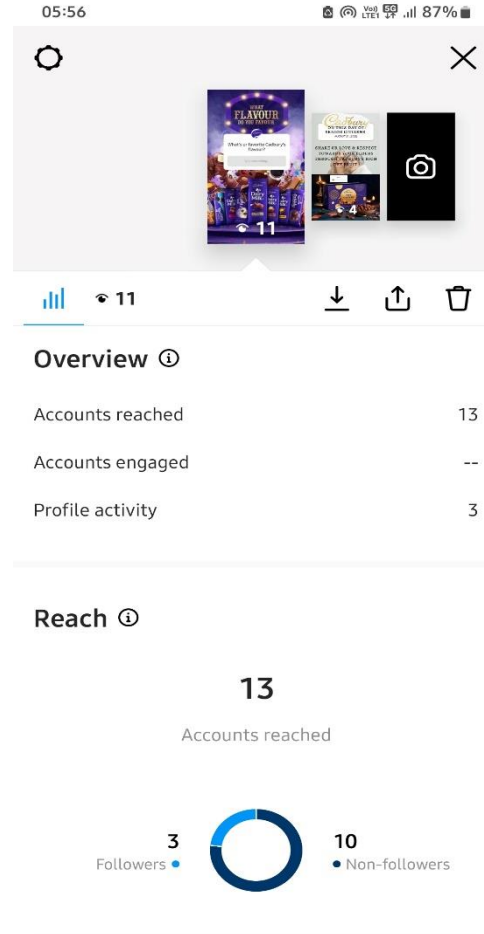
Instagram story 1



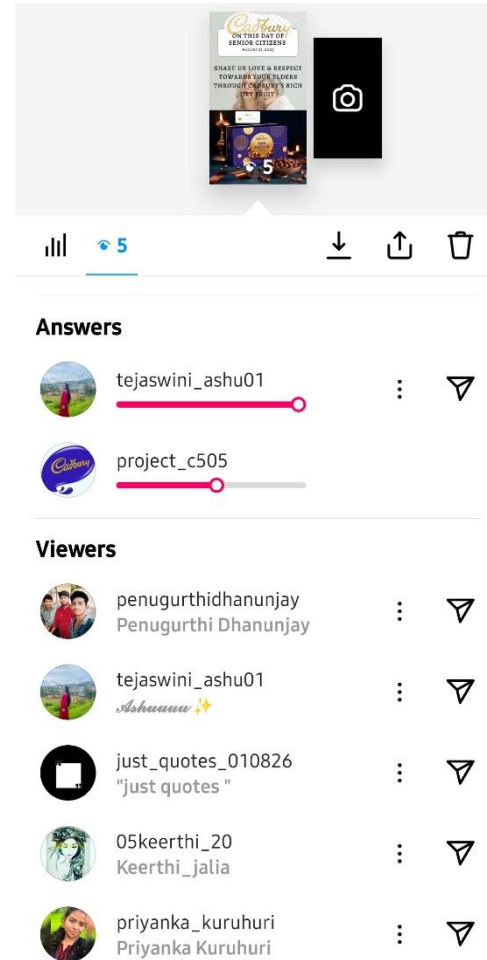
Story 1



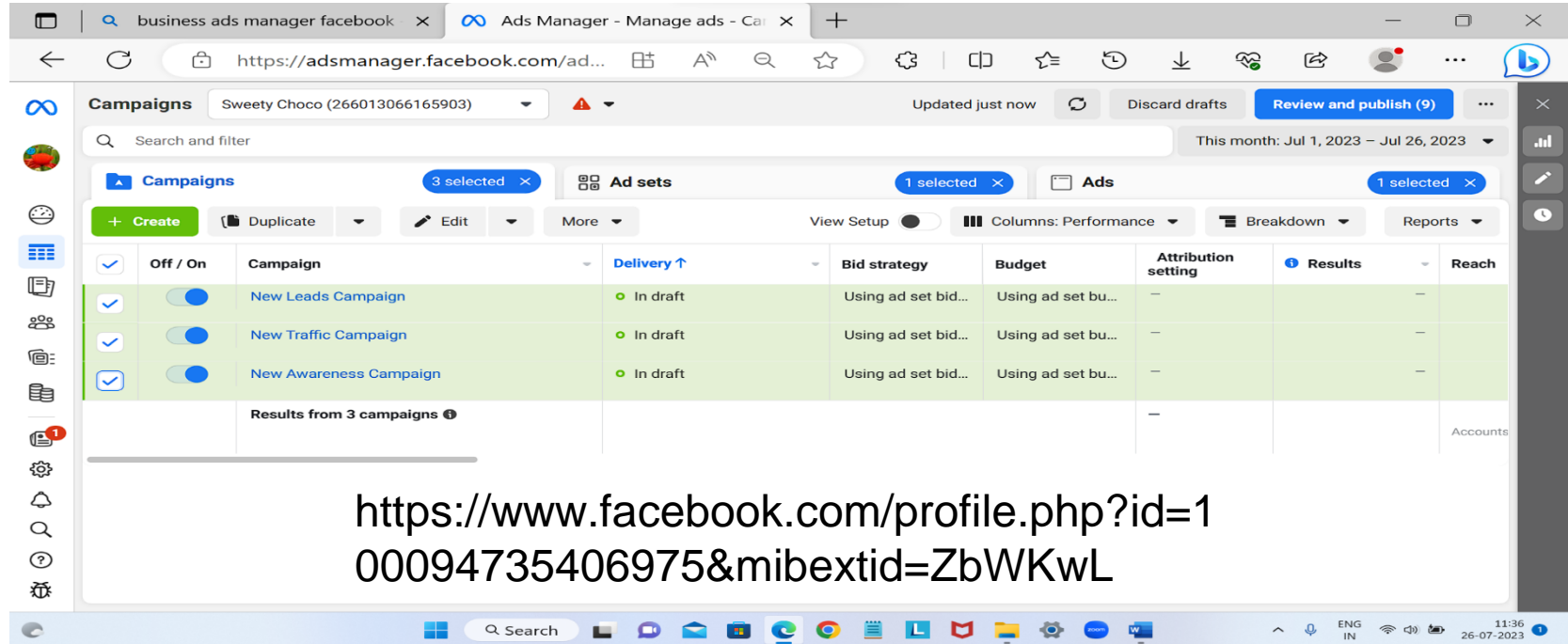
Instagram story2



Instagram story 3



Social media ad campaigns



The screenshot displays the Facebook Ads Manager interface. At the top, the browser address bar shows the URL <https://adsmanager.facebook.com/ad...>. The main header includes the account name "Sweety Choco (266013066165903)", a warning icon, and a "Review and publish (9)" button. Below the header, a search bar and a date range selector "This month: Jul 1, 2023 – Jul 26, 2023" are visible. The interface is divided into three tabs: "Campaigns" (3 selected), "Ad sets" (1 selected), and "Ads" (1 selected). The "Campaigns" tab is active, showing a table of three campaigns: "New Leads Campaign", "New Traffic Campaign", and "New Awareness Campaign". All three campaigns are in "In draft" status. The table has columns for "Off / On", "Campaign", "Delivery", "Bid strategy", "Budget", "Attribution setting", "Results", and "Reach". Below the table, a summary row indicates "Results from 3 campaigns".

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	New Leads Campaign	In draft	Using ad set bid...	Using ad set bu...	—	—	—
<input checked="" type="checkbox"/>	New Traffic Campaign	In draft	Using ad set bid...	Using ad set bu...	—	—	—
<input checked="" type="checkbox"/>	New Awareness Campaign	In draft	Using ad set bid...	Using ad set bu...	—	—	—
Results from 3 campaigns						—	Accounts

<https://www.facebook.com/profile.php?id=100094735406975&mibextid=ZbWKwL>

Facebook

META AD CAMPAIGN

FACEBOOK : BRAND AWARENESS

LOCATION : INDIA

TARGET AUDIENCE: AGE 18-50

GENDER: ALL

AUDIENCE TYPE: BROAD

<https://fb.me/262rio0rw9efeA8>



Facebook

FACEBOOK TRAFFIC CAMPAIGN

LOCATION : INDIA

TARGET AUDIENCE: AGE 18-50

GENDER: ALL

AUDIENCE TYPE: BROAD



Facebook

FACEBOOK LEADS GENERATION
LOCATION : INDIA
TARGET AUDIENCE: AGE 18-50
GENDER: ALL
AUDIENCE TYPE: BROAD



Insta



Cadbury traffic campaign-

<https://fb.me/20OZsww0fzHWPVt>

Location- india

Target audience-18 to 65+age

Interests-desserts,chocolate,chocolate brownie or oreo,dairy milk,

Industry-food and dairy

Email ad campaign 1

EMAIL AD CAMPAIGN DONE IN
MAILCHIMP

BRAND AWARENESS



Email Ad Campaign 2 - Lead Generation

sweet surprises awaits!



unwrap joy with cadbury.

Do you believe in the power of pure bliss? Indulgence that makes your heart skip a beat? If so, prepare for a delectable journey that will transport you to a world of irresistible delight!

Introducing Cadbury – the epitome of chocolate perfection. From the first velvety bite to the last lingering taste, Cadbury has been creating smiles and treasured memories for generations.

[Facebook](#) [Twitter](#) [YouTube](#) [LinkedIn](#)

Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

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

- Our team, consisting of Vatsalya, Priya, Soujanya , Kharishma and Anvitha have learned a lot from the content creation and curation process.
- Some of the challenges we faced were finding reliable sources, organizing the information, and presenting it in an engaging way.
- We overcame these challenges by conducting effective research, evaluating the credibility of sources, and using various tools viz. canva & vn editor and techniques to create and edit content.
- This process helped us improve our skills and knowledge in digital marketing as a project team