

WELCOME!

COMPREHENSIVE DIGITAL
MARKETING
PROJECT ON AMUL BRAND

Project submitted by

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CERTIFICATE

This to certify that this skill based internship project report submitted in partial fulfillment of Requirement for the award of bachelor's degree in B.sc is a bonafide project done MR.V.NAVEEN Register No.720123705041 at her own PC KASIMKOTA HE has fulfilled the mandatory requirements for the award of credits and Grade.

DECLARATION

I MR.V.NAVEEN_bearing Reg No 720123705041declare that, this skill based internship project report on “DIGITAL MARKETING INTERNSHIP” on ITC out by me at own my PC Kasimkota in fulfillment of the requirement for the award of Bachelor’s degree in science. This project is original And has been done by me during the period from 24-04-2023 to 24-06-2023.

PRODUCT PROFILE

- **Company Name** : Gujarat co- operative milk marketing federation.
- **Brand Name** : Amul
- **Industry** : Dairy
- **Founded** : 1946
- **Location** : Anand Gujarat

INTRODUCTION



- Amul, formed in 1946, is a dairy co-operative, based in Anand, Gujarat.
- Establishment of Amul was marked as an epoch in white Revolution.
- Largest food brand in India & world's largest pouched milk brand.
- It is a leader in ghee and butter with 85% market share.
- It is available in affordable prices.

Brand Ambassador



Saif Ali Khan

Part 1: Brand Study, Competitor Analysis & Buyer's/ Audience's Persona

- **Research Brand Identity: Study the brand's mission. Values, vision, and unique selling proportions (USPs)**



- **Mission Values:** GCMMF endeavor to satisfy the taste and nutritional requirements of the customer of the world through excellence in the marketing by the committed team.
- **USP:** India's most trusted and popular dairy product's brand

Part 1: Brand Study, Competitor Analysis & Buyer's /Audience Persona

- **Analyze Brand Messaging:** Amul's low-cost pricing strategy, which was affordable by any income group, was one of the main reasons for its success. Amul's tagline '**The taste of India**', banished the notion that bread and butter are a staple of only the British breakfast and brought nationalism into it.
- **Examine the brand's tagline:** **"THE TASTE OF INDIA"**



Part 1: Brand study, Competitor Analysis & Buyer's Audience's Persona

- **Competitor Analysis:** Competitors in the AMUL industry and their USPs, and online communication



COMPETITOR 1:



USP: India's very own bakery and dairy products brand that is trusted for its quality.

COMPETITOR 2:



USP: Nestle is one of the biggest food processing, health and wellness brand in the world

COMPETITOR 3:



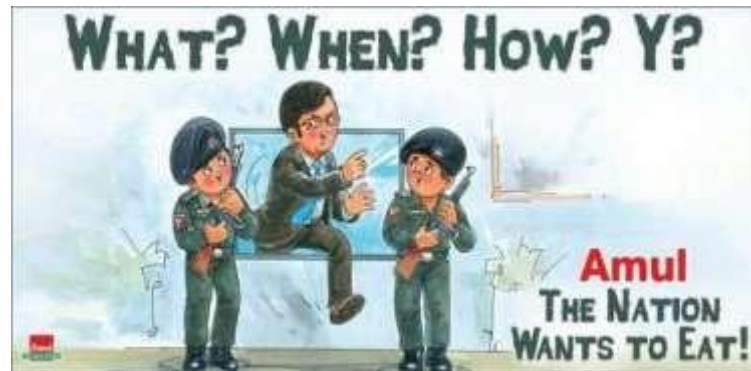
USP: India's very own producer of milk products, beverage, foods etc.
at affordable rates and of premium quality.

Part 1: Brand Study, Competitor Analysis & Buyer's /Audience Persona

- **Buyer's /Audience Persona:** Amul has emerged as the No.1 dairy brand in India. Having an annual sales turnover of Rs18,150 crore. Its strategy of growth is driven by expansion, innovation and correct positioning of late, the brand has been target the younger demographic of the country. What is also noteworthy is how the brand has been reaching out to people in the remotest parts of the country and connecting with them through various media. Ankur Gaurav spoke to R S Sodhi. Managing Director, Gujarat co- operative milk marketing federation.

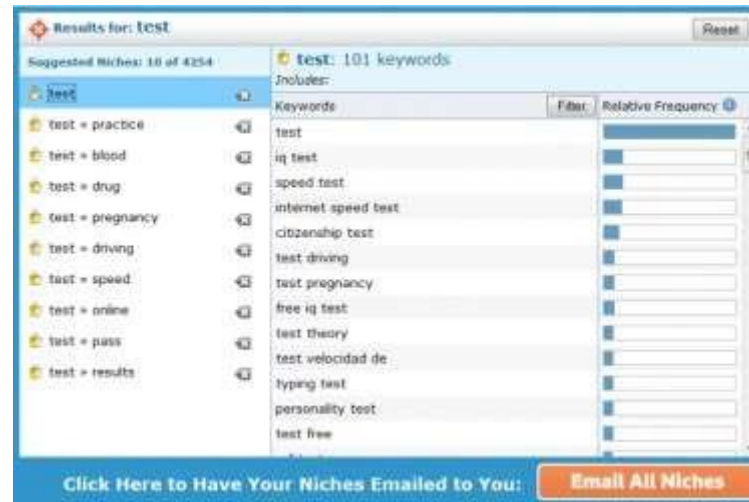
2: SEO & Key word Research

- **SEO Audit:** The audit is made by Shivi Aggarwal,



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- **Keyword research:**



- On page optimization:



Part 3: Content Ideas and Marketing Strategies

- **Content idea Generating & Strategies:**



Part 3: Content Ideas and Marketing Strategies

- Reflection of content ideas



Brand, Messaging, and Marketing Alignment

Time Frame

Highly consistent from year to year, with periodic refinement

Refreshes every 12 to 24 months, depending on market dynamics

Aligns with yearly goals but adjusts at least quarterly to reflect evolving priorities

Tools & Artifacts

Mission & value proposition
Core values
Brand voice & personality
Brand positioning
Tagline

Target segments
Market-specific positioning
Key marketing messages

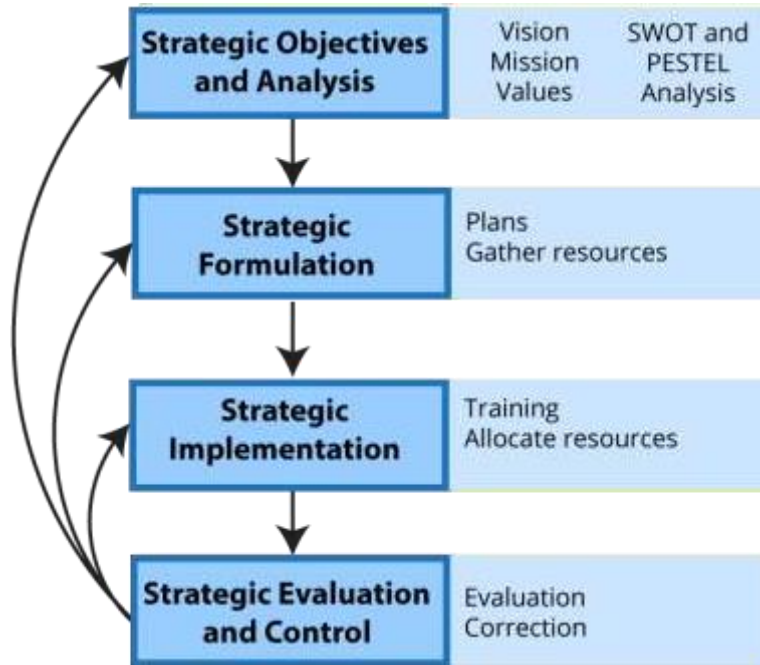
Campaign
Tactics
Messaging
Proof points
Touch points

Brand Strategy

Market-Specific Positioning & Messaging Strategy

Campaign-Specific Marketing, Messaging & Communications Strategy

Strategies:



A look into Amul Marketing Strategies:

The first time that most of us came across Amul was when the catchy tune of 'Amul Doodh Peetha Hai India' rang from the television. Though many of us were really young at that time, ever since we whenever we encounter some variation or the other of the same tune, it never fails to evoke a melango of memories.

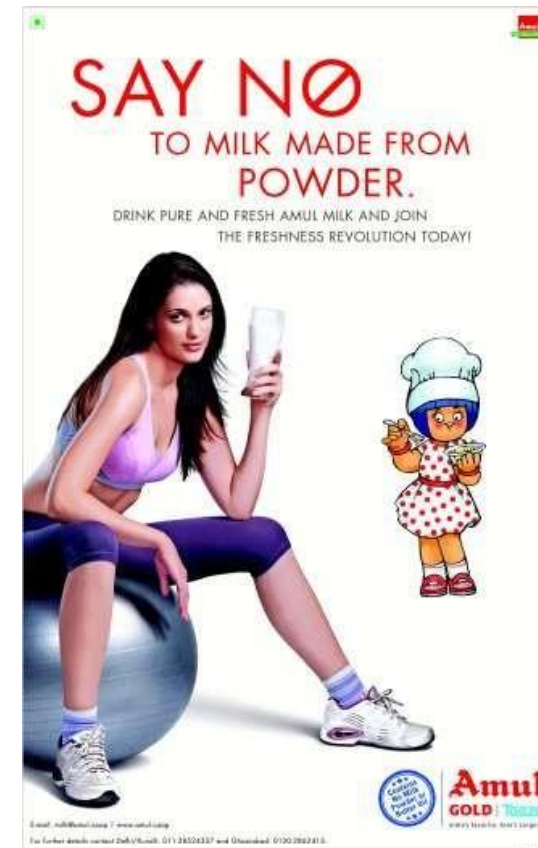
Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation)



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Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation

INSTAGRAM STORY



Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation

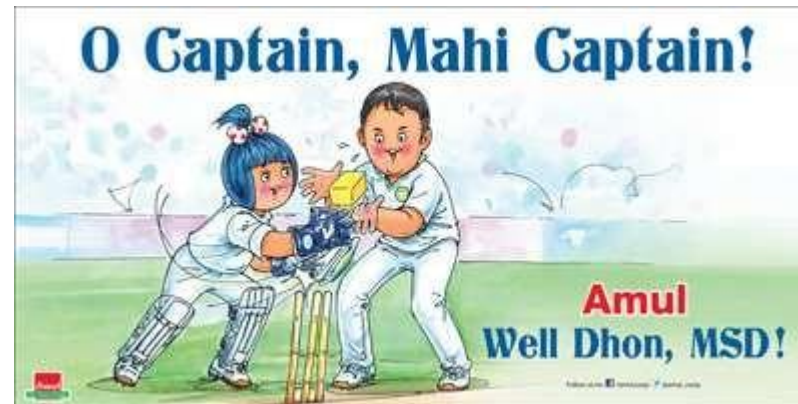
Designs/Video Editing



Amul

Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation

Social Media Ad Campaigns



Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation

- **For every campaign clearly define:** Amul needs no introduction. It is an Indian and very successful dairy products brand. I am sure you can find an Amul product in your home.
- **Advertising Goal:** Amul caters to customer who require quality products at reasonable prices.
- **Audience Target:** Amul has broader target audience, from a toddler to aged people.
- **Ad Creation:** The first ad, with the word 'through bread' along with Amul's slogan 'utterly Butterly Delicious', first appeared in March 1966, with the Amul girl riding a horse.

Part 4: Content creation and Curation (Post creations, Designs/ Video Editing Ad Campaigns over Social Media and Email Ideation and Creation

Email Campaigns

Ad Campaign for Email Marketing:

- Once the personalities in the images are resolved, one gets an idea about the event being referred to. Then, the wit in the text can be understood in a better way.

Email Ad Campaign 1 – Brand Awareness

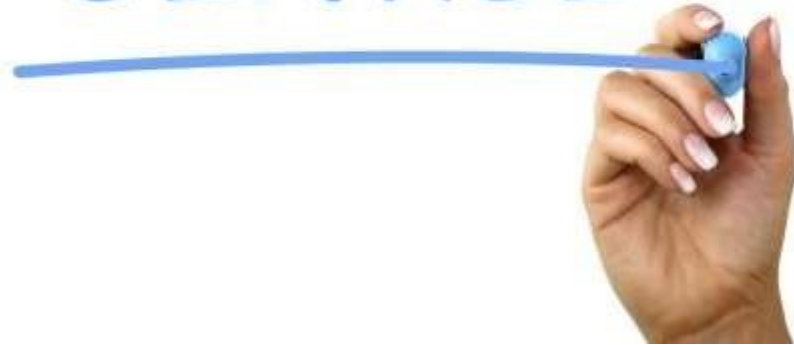
AMUL – Digital Marketing



Presented by :
ABHISHEK KUMAR

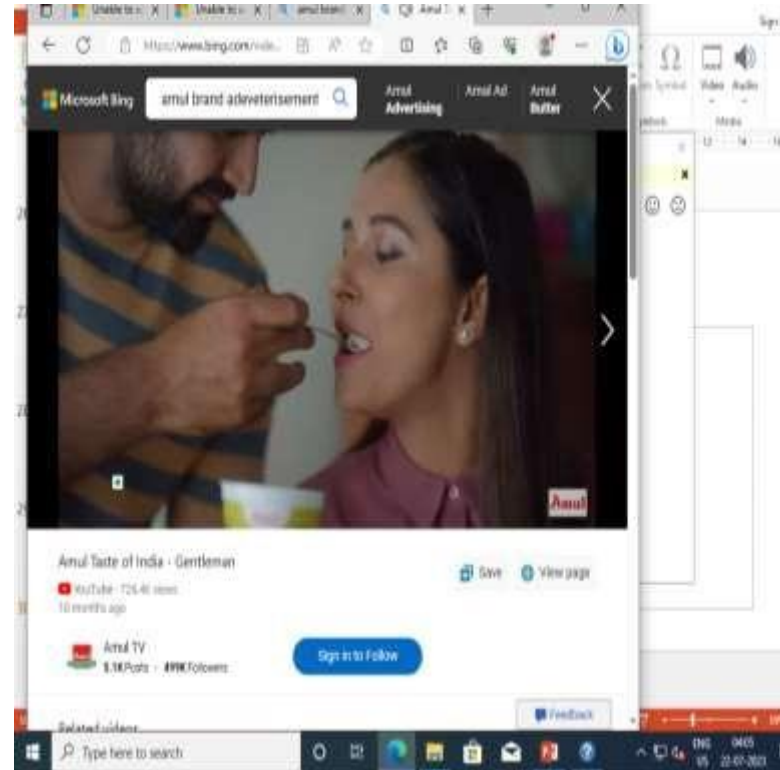
Email Ad Campaign 2 – Brand Awareness

CUSTOMER
SERVICE



Amul Limited Customer Support
Email: **customercare@amul.coop**

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