



Coloring Hope : Truck Art Child Finder A Paint Company's Role in Reuniting Families

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Target Audience of Berger Paints

Segmenting

Homeowners: looking for high-quality, affordable paints for their homes.

Industrial users: The company offers a wide range of industrial paints, including automotive paints, protective coatings, and marine paints.

Professional painters: Berger Paints also targets professional painters who need high-quality, durable paints for their work.

Targeting

Homeowners: marketing campaigns that focus on the benefits of its products, such as quality, durability, and affordability.

Industrial users: marketing campaigns that focus on the specialized needs of each industry with a specialized sales team

Professional painters: Marketing campaigns that focus on the performance and reliability of its products along with bulk discounts

Positioning

Value-for-money: Offers a wide range of products at different price points

Customer satisfaction: Excellent customer service with a strong customer loyalty program

High-quality products: Berger Paints uses the latest technology and ingredients to manufacture its products

Innovation: Berger Paints is constantly innovating and developing new products

Berger's Marketing Mix

Product

Diverse Range of Decorative and Industrial Paints for all kinds of uses

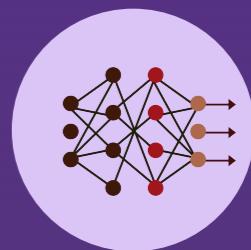


Place

Vast distribution network with over 160 stock sites that deliver to over 25000 dealers.

Supply Chain

Factory -> Warehouse -> Sales Office
-> Dealer -> Retailer -> Customer



Price

Due to the diverse product range, price range is large too. It is reasonably priced and of good quality.



Promotion

Berger Paints applies aggressive marketing strategies with its primary channel being TV ads with celebrity endorsements



Celebrity Endorsements

"I am an actor not a salesman. I am also a responsible citizen of my country. What I do or say is heard by millions in my country today. Why would I do something just for the sake of it? I have been very true to my craft and as a public figure I want to be true to my fans and followers as well."

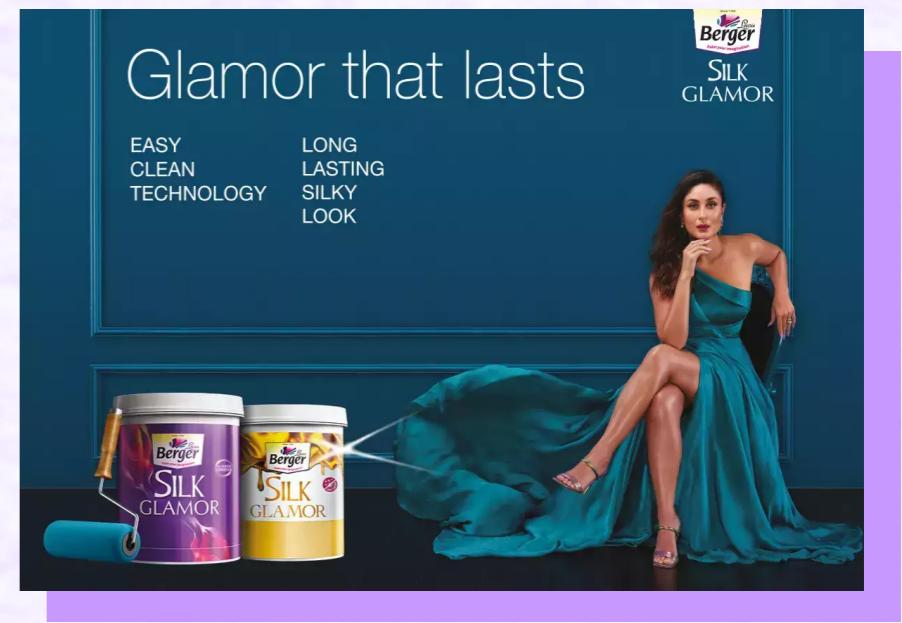


Katrina Kaif has brand endorsement deals, that are equivalent to some of the biggest superstar actors and sports personalities.

The star actress was announced 'Brand Endorser of the Year – Female' at the International Advertising Association Awards earlier in 2013 and voted the most powerful celebrity endorser

Celebrity Endorsements

Berger Paints signed Kareena Kapoor Khan as the brand ambassador for Silk Breathe Easy in September 2020. The brand emphasizes the combination of glamour and care, making Kareena Kapoor Khan a perfect fit due to her dual roles as a superstar and a caring mother.



Social Media Marketing



Facebook



Pinterest



Twitter



Instagram

- Active social media handles with a large following
- Posts similar content across all → consistent branding strategy
- Implements many CSR initiatives
- High end and updated website with various tools and services

Truck Art Child Finder

- Launched in 2019 by the Roshni Helpline and multinational paint producer Berger Paints
- According to the Roshni Helpline 1138, more than 3,000 children are reported missing in Pakistan every year
- Seven children have been recovered through the program so far
- 20 trucks with the message and a brightly painted portrait covered different routes across the country
- The interest of the people was great — they would look at a truck, take pictures, share it on social media
- Trucks became an effective way of reaching remote areas where traditional media does not reach.



Berger & Porter's Five Forces

I. Competition in the Industry

- Berger's India market share is about 20%
- It is among the top five listed paint companies.
- Largest competitor is Asian Paints with a market share of nearly 40%
- Stiff competition due to low switching cost of customers
- Brand Loyalty plays a major role



Berger & Porter's Five Forces

2. Potential of New Entrants Into the Industry

- **High Capital Investment :** New entrants need to invest heavily in manufacturing facilities, research and development, and marketing.
- **Competition from established players:** The Indian paint industry is dominated some established players, with a strong industry presence.
- **Growing demand for eco friendly products:** Eco friendly products are in high demand and hence can easily be charged a premium price, which can be picked up by a new entrant

3. Power of Suppliers

- **Chemical companies, Metal companies, Mining companies** provide various components and ingredients for the manufacture of paint.
- **Packaging companies and Equipment suppliers:** provide the equipment for manufacturing and containers to store and sell the products.

The greatest recurring cost comes from the chemical, metal and mining companies as they form the base of the product and price fluctuations in them can greatly affect the price of the end product

Berger & Porter's Five Forces

4. Power of Customers

- **Low switching costs:** It is relatively easy for customers to switch from one paint brand to another which is why Berger has its own loyalty program to lock customers in
- **Price transparency:** It is relatively easy for customers to compare prices of different paint products, and customers will go after the best deal which offers the greatest value-for-money.

5. Threat of Substitutes

- **Limewash:** A sustainable and environmentally friendly option which is a mixture of lime and water that is applied to walls to create a whitewashed look.
- **Distemper:** An affordable and easy to apply water-based paint that is made from lime, chalk, and pigment. However, it is not as durable as other types of paint
- **Wallpaper:** Wallpaper is a decorative paper or fabric that is applied to walls to cover the existing surface available in a wide range of designs to create a variety of different looks. A good option for people who want to change the look of their walls frequently, as it is relatively easy to remove and replace.



Thank you