

## SAFFOLA CASE ANALYSIS QUESTIONS

Evaluate the three campaigns from the perspectives of Segmentation, Targeting and Positioning

	<u><b>SAFFOLA</b></u>	<u><b>SAFFOLA NUTRIBLEND</b></u>	<u><b>SAFFOLA GOLD</b></u>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>People with Heart Ailment.</li> </ul>	<ul style="list-style-type: none"> <li>For Families who want to stay Healthy.</li> <li>Not only for Heart Patients.</li> </ul>	<ul style="list-style-type: none"> <li>Busy Executives a.k.a Working Professionals [Age Group – (25-45)] living in metro cities.</li> </ul>
<b>Positioning</b>	<ul style="list-style-type: none"> <li>Premium Oil for the People Suffering from heart Diseases.</li> <li>Ads showing sick Husband and worried wife</li> <li>Doctors were made aware about the benefits of the oil (SSHf).</li> </ul>	<ul style="list-style-type: none"> <li>Choice for the healthy living. Recruited more doctors and spread Health awareness.</li> <li>Ads Showing Happy people of the family using the oil to stay healthy.</li> <li>Positioning the oil for the routine use for everyone.</li> </ul>	<ul style="list-style-type: none"> <li>Repositioning brand by reducing fear factor</li> <li>Softening the tone of the Ads ,</li> <li>(360 Degree Marketing ) Introducing campaigns like Call a dietitian, laughter Olympiad. Using Indian Soaps to connect with the female audience.</li> </ul>
<b>Messages</b>	<ul style="list-style-type: none"> <li>Cooking oil the highest PUFA, which reduces Cholesterol.</li> <li>It's a Life Insurance</li> </ul>	<ul style="list-style-type: none"> <li><i>“Sehat Se Jeena Hai”</i> translated as <i>“To Live With good Health”</i>.</li> <li>For a Healthy Living</li> <li>Heart of the healthy family</li> </ul>	<ul style="list-style-type: none"> <li>“Aaj se” translated as “from today”, encouraging customers to start living a healthy life using Saffola Gold.</li> <li>Easy Insurance.</li> </ul>
<b>Positioning (Plus &amp; Minuses)</b>	<ul style="list-style-type: none"> <li>Sales went high when the Doctor started prescribing the oil to the Heart Patients.</li> <li>Heart Patients was a very small segment, which was good for starting but made the sales Stagnant later.</li> <li>Costly and to be taken in Doctor's recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Sales increased by 15% at the time of the campaign.</li> <li>The Growth was interim as the Shadow of fear of heart diseases led to a significant fall in the sales. Failed to Expand Saffola User-Base.</li> </ul>	<ul style="list-style-type: none"> <li>Made Saffola Gold as a Routine Oil</li> <li>Increased the Segment Size, covering a wide range of consumer with same issues.</li> <li>Inefficient Segmentation</li> <li>Prescription Brand Tag.</li> <li>No Direct Emotional Connection.</li> </ul>

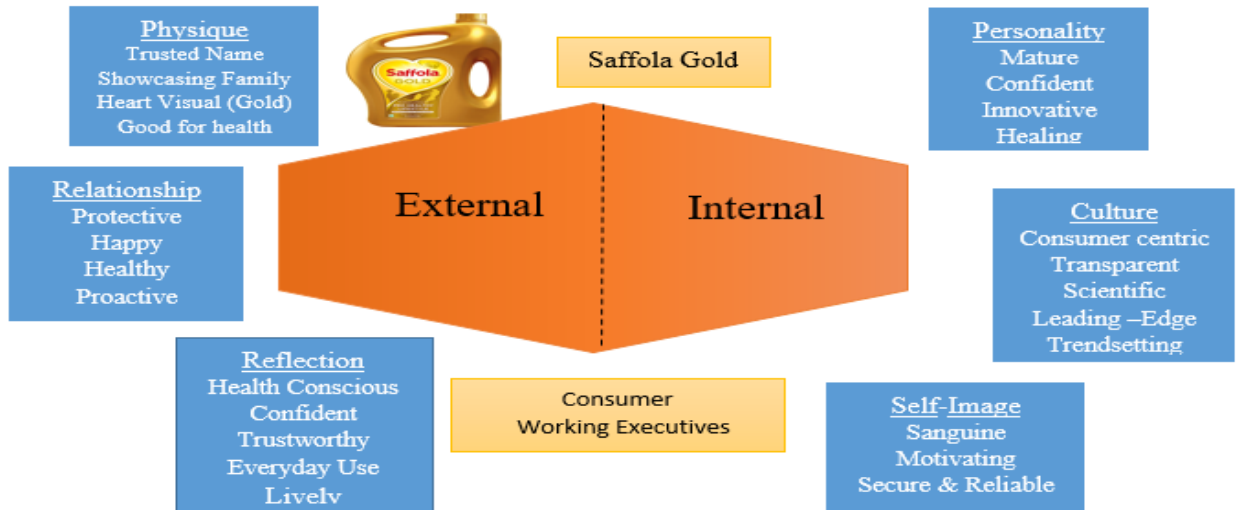
*PuFA- Polyunsaturated Fatty Acid*

*SSHf –Saffola Healthy Heart Foundation*

*Ads – Advertisement*

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Using Kapferer's brand identity prism, analyze the Saffola Gold brand.



Saffola Gold brand shows more emotional connect as compared to the previous ones. This brand is targeting the most Motivated and Proactive Segment, thus has complete different brand identity. Saffola Gold might change the perception of consumers, which will help them to delete the Prescription Brand Tag.