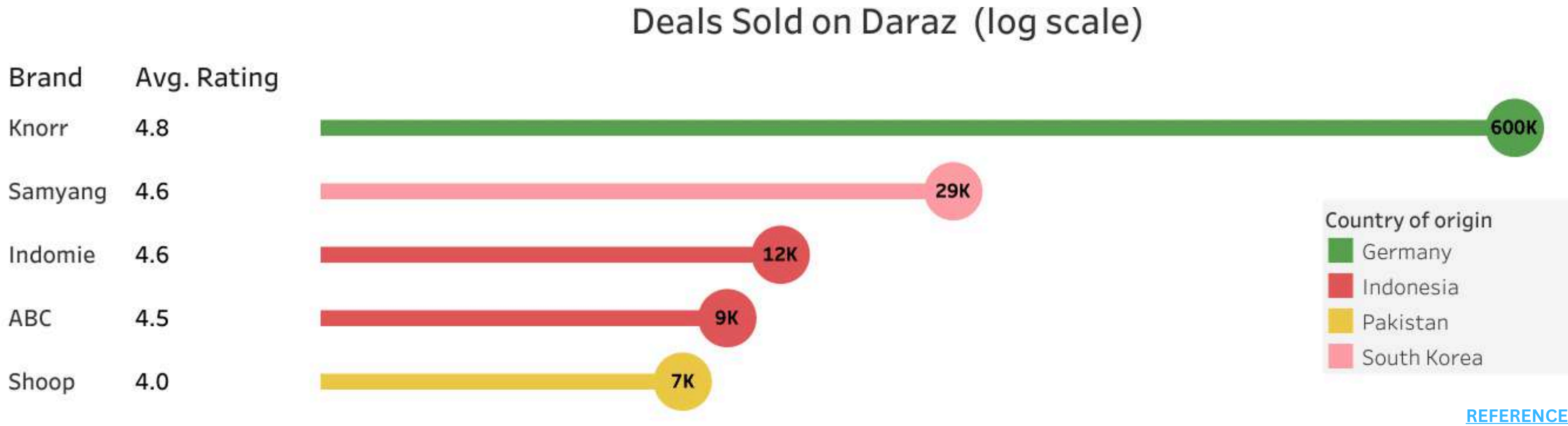




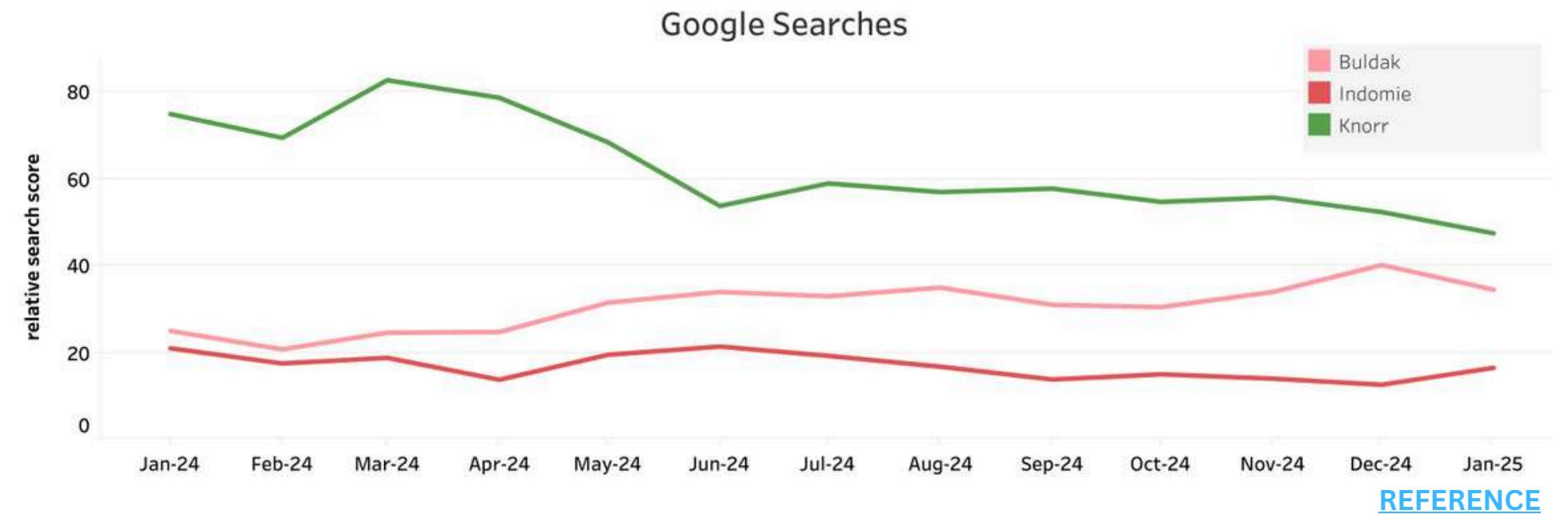
Market Research: The Good



- Unmatched Market Share of Knorr, dwarfing competitors.
- Superior Consumer Satisfaction with the highest average rating of 4.8.
- Pakistan’s Instant Noodle Market projected to grow at a 9.7% CAGR (2023–2029). [a](#)

Market Research: The Bad

Declining brand interest for Knorr, coupled with rising competitor search trends, signals a growing threat as the gap steadily closes.



Sentiment Analysis (Reddit comments)



Knorr faces 32% negative sentiment—double that of competitors.

We need to create an idea that is trendy, scalable, and unlike anything done by direct competitors.

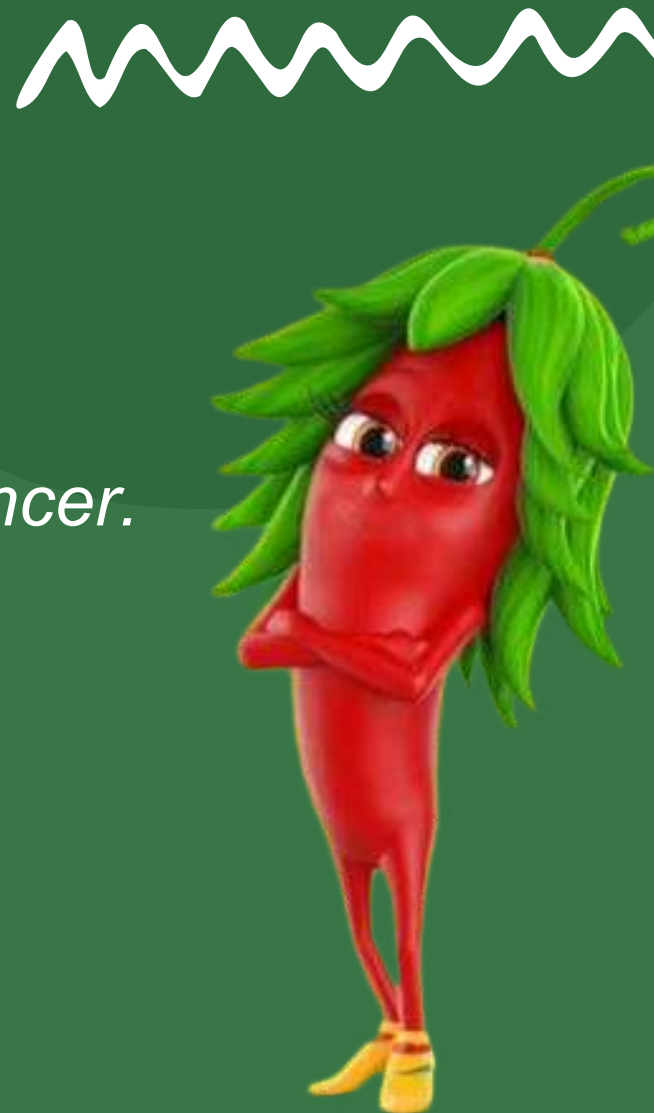
Big Idea: Shugal with Chatty – BORIYAAT KA THE ENDD!

Introducing CHATTY!

- *Knorr's Chatty* – A social media account that makes Knorr a digital personality.
- *The Teekhi Mirch of the Internet* – A brand persona that engages like a real influencer.
- *Gen Z* vibes with personalities, not ads.
- The first **AI-driven** food brand with a fun, viral, and interactive personality.
- Knorr doesn't talk at you, it talks **with you!**

How It Works

- **Social Presence** – Drops memes, duets trends, and playfully roasts to keep Knorr viral.
- **Interactive AI Chatbot** – Chats, responds, and interacts with users in real time.



Marketing plan

Product: A fun virtual brand avatar with a dynamic social media presence personified by the brand's blue-eyed boy; our beloved Chatty- The Teekhi Mirch.

Price: freely accessible virtual experience.

Place: present and active through dedicated profiles on TikTok, Instagram, Facebook, and Twitter

Presentation: The avatar's persona will be developed carefully reflecting Knorr's brand identity to embody the charming and friendly nature of our favorite resident from Chilli Lane.

People: Digital-first consumers who value authenticity and humor, Social Media Community, Technical developers and content teams, Brand Advocates & Influencers

Promotion: A comprehensive communication plan will drive an exciting rollout, generating hype and anticipation for the new virtual personality



Marketing plan

QR Code Integration: Drive traffic to Chatty's Instagram by embedding QR codes on Knorr product packaging

Cross-Promotion: Leverage Knorr's official social media accounts to promote Chatty's Instagram launch and content

Introductory Reels: Launch Chatty's Instagram with engaging "day-in-the-life" Reels, showcasing her personality and connection to Knorr

Influencer Collaboration: Partner with Pakistani food influencers (such as Muhammad Danial) for a 3D animated collaborative post to broaden reach

