



Dom  
Nom

## Product Club X Domnom



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## OVERVIEW

Domnom is a protein snacking brand in India's health market with its protein bars that combine nutrition, transparency and sustainability.

## MISSION

To redefine snacking through **nutrient-rich, sustainably crafted** treats that delight taste buds while nurturing well-being. We unite flavor and purpose, empowering guilt-free indulgence for a healthier planet and community—one mindful bite at a time.

## VISION

To inspire a global shift toward mindful snacking, uniting communities with nourishing, delicious treats that fuel well-being today and sustain vitality for future generations.

## TARGET AUDIENCE

Health-Conscious

Gen Z

Travellers

Gym enthusiasts

Women

## PRODUCT SEGMENTATION

### Packaging Size



MinChews (30g)



Standard Packs

Protein	7.7g	12.9g
Calories	122.4 kcal	204 kcal
Target Audience	Casual snackers	Fitness enthusiasts

### Flavor Preferences

- Core Variants: Chocolate Almond, Vanilla Nuts, Choco Orange<sup>35</sup>.
- Innovation Focus: Seasonal/test flavors hinted by "Mix Berry" mentions<sup>35</sup>.

### Sustainability Values

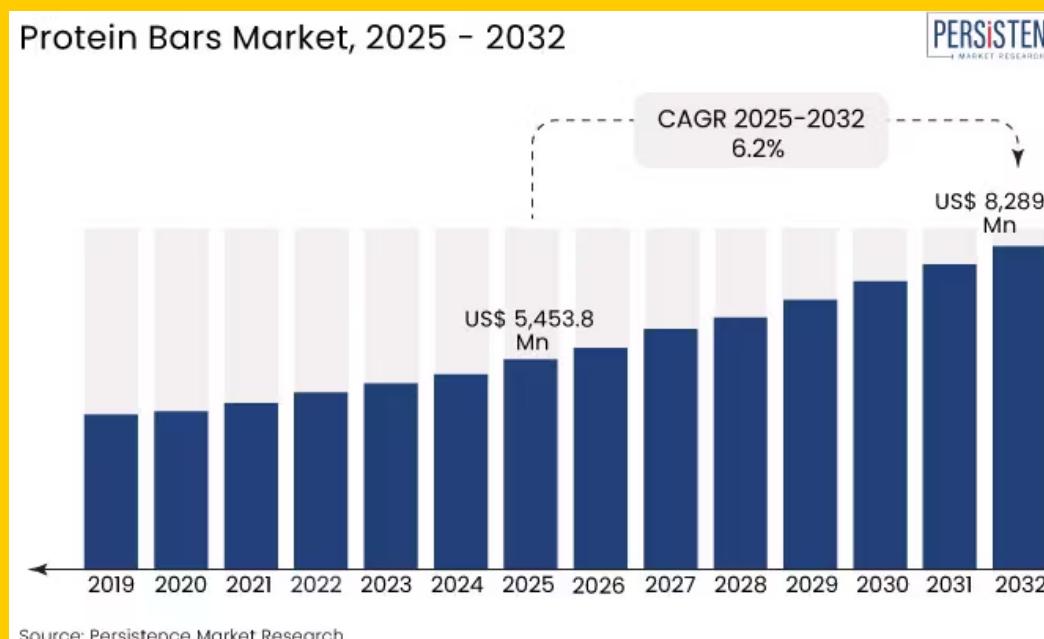
- Eco-Conscious Segment: Clean-label bars with recyclable packaging and ethical sourcing<sup>115</sup>.
- Transparency-Driven Buyers: Full ingredient disclosure and "no hidden additives" promise

### Purchase Behavior

- Trial Packs: Smaller quantities (e.g., Mini Pack of 10) for first-time buyers<sup>1</sup>.
- Subscription Models: Website emphasizes repeat purchases through bulk packs (6/10 counts)

# Market Analysis

The global Protein market is anticipated to be valued at **8239 mn dollars** by the end of 2032



**Threat of New Entrants:** Leverage Domster mascot and playful storytelling to build strong brand recognition, making it harder for new entrants to replicate the emotional connection.

**Bargaining Power of Suppliers :** One of the main ingredients used for preparing protein bars is whey protein , dates , nuts and rolled oats

**Bargaining Power of Buyers :** Introduce subscription models and loyalty rewards to reduce switching tendencies and boost customer retention.

**Threat of Substitutes :** Launch functional protein bars (e.g., energy-boosting, sleep-aid) to reduce substitution risk from generic health snacks.

**Industry Rivalry :** Move beyond DTC by partnering with gyms, health stores, and cafes to increase physical availability and visibility.

# User Persona

## Fashion Enthusiast

Name- Rohan mehta

Age- 28

Profession- Content Creator

### BEHAVIOUR WITH DOM NOM:

- Buys monthly or bi-monthly in bulk to stock up for regular gym sessions.
- Prefers combo packs and high-protein variants.

### Brand Loyalty:

- Likely to become a repeat customer if the bars meet his nutritional expectations.
- Seeks consistency in macros, taste, and quality.

### Product Preferences:

- Prefers bars with at least 15-20g of protein, low sugar, and clean ingredients.
- Chooses flavors with functional benefits (e.g., peanut butter for energy, dark chocolate for antioxidants).

## Busy Professional

Name- Priya shukla

Age- 35

Profession-Software Developer

### BEHAVIOUR WITH DOM NOM:

- Buys weekly or bi-weekly as a convenient office snack.
- Prefers subscription plans for seamless refills.

### Brand Loyalty:

- Values consistency in taste and quality.
- If satisfied, becomes a long-term customer through repeat purchases.

### Product Preferences:

- Prefers bars with a balance of protein and fiber to keep her full.
  - Enjoys nutty or fruity flavors for a healthier snacking option.
- Spending Pattern:

## College Student

Name- Aman Gupta

Age- 21

Profession- student

### BEHAVIOUR WITH DOM NOM:

- Buys occasionally (2-4 times a month) due to budget constraints.
- Seeks deals, discounts, or student offers.

### Brand Loyalty:

Price-sensitive; loyal if the bars offer affordability + taste.

- May switch brands for cheaper alternatives.

### Product Preferences:

- Prefers bars with moderate protein content (10-15g) and energy-boosting ingredients.
- Enjoys fun flavors (chocolate, caramel) over purely functional ones.

**- Spending Pattern:**

- Willing to spend ₹100-150 per bar for quality.
- Buys in packs of 6, 12, or more for better deals.

**- ENGAGEMENT WITH DOM NOM:****- Online Interaction:**

- Follows DomNom's social media channels for product updates.
- Engages with fitness-related posts (workout tips, protein benefits).

**- Brand Advocacy:**

- Leaves positive reviews if satisfied.
- Shares his DomNom experience (flavors, benefits) on fitness forums or Instagram.

**- Content Engagement:**

- Enjoys educational content about nutrition, muscle gain, and healthy snacking.
- Participates in fitness challenges or contests organized by DomNom.

**- Spending Pattern:**

- Comfortable spending ₹120-180 per bar.
- Opts for value packs or office delivery plans.

**- ENGAGEMENT WITH DOM NOM:****- Online Interaction:**

- Follows DomNom's LinkedIn for workplace wellness tips.
- Engages with wellness and lifestyle posts.

**- Brand Advocacy:**

- Recommends DomNom to colleagues as a healthy snack.
- Shares LinkedIn testimonials or office experiences.

**- Content Engagement:**

- Interested in work-life balance content featuring healthy snacking tips.
- Participates in corporate wellness programs promoted by DomNom.

**- Spending Pattern:**

- Buys individually or in smaller packs.
- Spends ₹80-120 per bar, seeking discounts.

**- ENGAGEMENT WITH DOM NOM:****- Online Interaction:**

- Engages with Instagram reels and memes related to college life.
- Participates in social media giveaways.

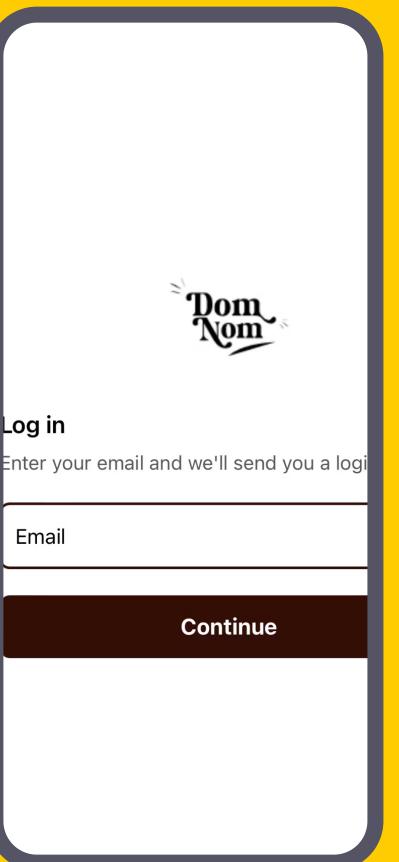
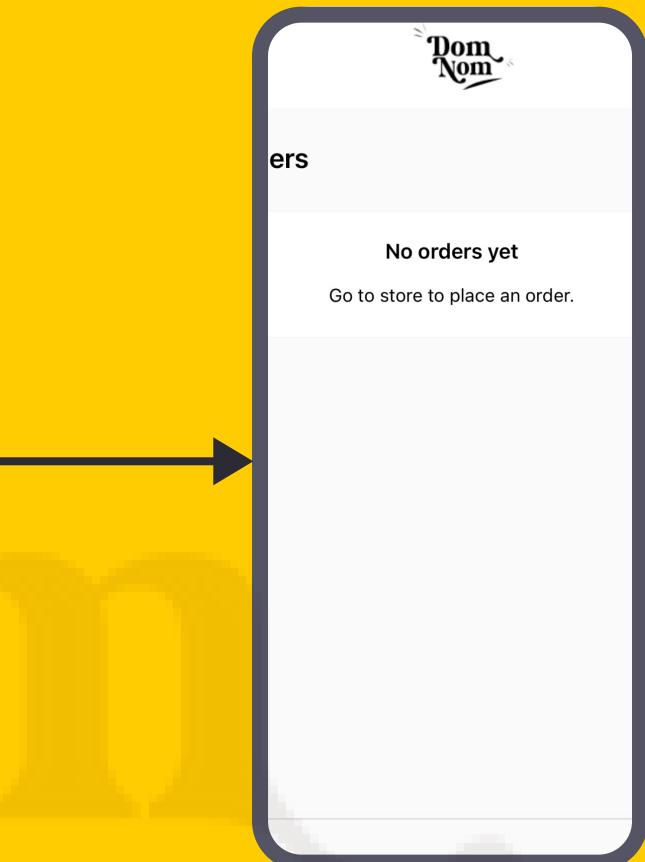
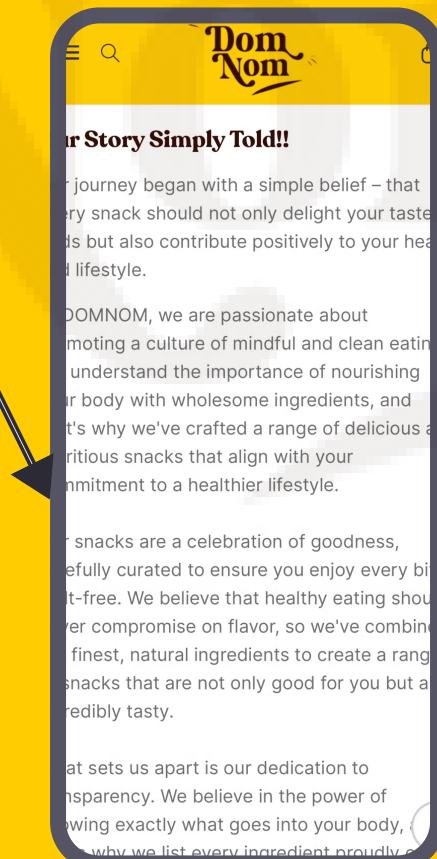
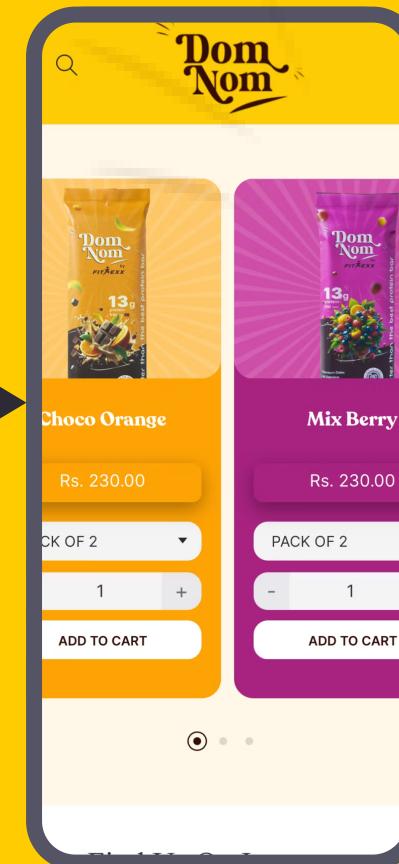
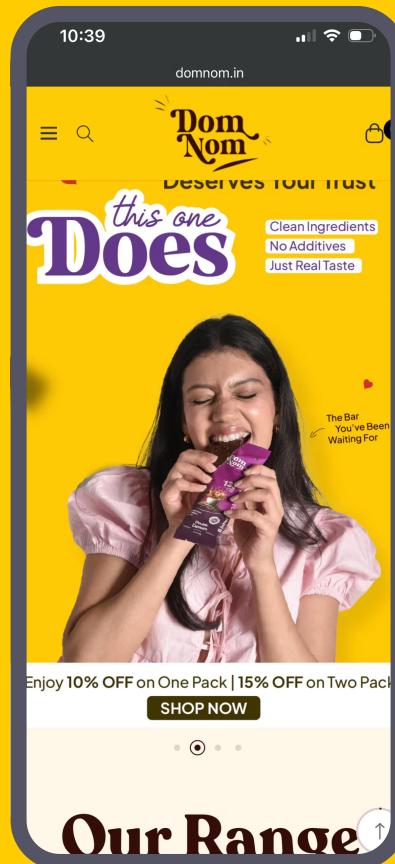
**- Brand Advocacy:**

- Shares Instagram stories about DomNom with friends.
- Refers friends for discounts or rewards.

**- Content Engagement:**

- Enjoys fun, relatable content (college humor, snack hacks).
- Participates in campus activations (sampling events, contests).

## E-Commerce Platform



# E-Commerce Platform

## Best Combos

We can add a section of best combos for a particular season so that users can have access to these easily.

## Protein Bar texture images

By showing the images of Protein Bar inside of Package it may boost the user attraction and also user retention .

## Google Sign In

This type of authentication may lead to cart abandonment so it is preferable to do this process with google sign-in option

## Add Interactive Videos

This type of authentication may lead to cart abandonment so it is preferable to do this process with google sign-in option

# User Acquisition

## Festive Centric Customized Packaging

In India, where gift-giving holds deep cultural significance, offering festival-themed packaging for protein bars presents a powerful strategy to align with traditions, enhance brand appeal, and drive customer acquisition during peak celebratory seasons.

### Cultural Resonance-Driven Design

#### Tactics:

- Regional Customization:** Launch Diwali (North), Pongal (South), and Lohri (Punjab)-themed packaging with local motifs (rangoli, sugarcane, bonfires).
- Gift-Ready Formats:** Curate snack hampers (e.g., "Diwali Delight Box" with 6 bars + reusable diya-shaped tins).
- Sustainable Materials:** Use plantable seed paper for tags (marigold seeds) and biodegradable kraft boxes.

### Multi-Channel Distribution

#### Tactics:

- E-Commerce:** Offer limited-edition festive packs on DomNom's website with "Buy 1, Gift 1" promo codes.
- Retail Partnerships:** Place eye-catching counter displays in HealthKart, Nature's Basket.
- Corporate Gifting:** Partner with 50+ companies for employee wellness kits (bars + Ayurvedic tea).

### Digital-First Campaigns

#### Tactics:

- Influencer Collaborations:** Partner with 10 micro-influencers (e.g., @fitfoodie\_priya) for unboxing videos.
- Interactive Content:** Launch a #DomNomDiwali contest for user-generated content (UGC) featuring festive packaging.
- QR Code Engagement:** Link packaging QR codes to festive recipes (

### Post-Festival Retention

#### Tactics:

- Loyalty Rewards:** Offer 10% off next purchase for returning festive buyers and credits.
- Feedback Loop:** Send NPS surveys to assess packaging satisfaction

## Cultural Resonance-Driven Design

- Cultural Relevance Score**
  - Definition:* Alignment of design with regional traditions.
  - Measurement:* Post-purchase surveys (1-10 scale).
  - Target:* ≥8/10.
- Giftability Perception**
  - Definition:* % users purchasing for gifting.
  - Measurement:* CRM data + post-checkout surveys.
  - Target:* ≥65%.
- Eco-Packaging Adoption**
  - Definition:* % customers noting sustainable packaging.
  - Measurement:* Social media sentiment analysis.
  - Target:* ≥40%.

## Tools for Execution

- Design Testing:** Focus groups + Monadic surveys .
- Sentiment Analysis:** Brandwatch for social listening.

Try Pitch

Sales Tracking: Shopify POS + Google Analytics.

## Multi-Channel Distribution Metrics

- Shelf Standout Rate**
  - Definition:* Visibility vs. competitors in stores.
  - Measurement:* Eye-tracking studies at partner outlets.
  - Target:* Top 3/10.
- Corporate Order Growth**
  - Definition:* % increase in B2B orders during festivals.
  - Measurement:* YoY sales comparison.
  - Target:* +30%.
- Website Traffic Spike**
  - Definition:* Visits during festive campaigns.
  - Measurement:* Google Analytics UTM tracking.
  - Target:* +50% MoM.

## Digital-First Campaign Metrics

- Social Media Reach**
  - Definition:* Unique users exposed to campaigns.
  - Measurement:* Instagram/Facebook Insights.
  - Target:* 500K+.
- UGC Participation Rate**
  - Definition:* % customers sharing festive content.
  - Measurement:* Track #DomNomDiwali entries.
  - Target:* 15%.
- QR Code Scans**
  - Definition:* Scans per 1,000 packages sold.
  - Measurement:* Bitly/Google Analytics.
  - Target:* 200 scans.

## Post-Festival Retention Metrics

- Repeat Purchase Rate**
  - Definition:* % festive buyers repurchasing within 60 days.
  - Measurement:* CRM data.
  - Target:* 25%.
- Net Promoter Score (NPS)**
  - Definition:* Likelihood to recommend DomNom post-festival.
  - Measurement:* Post-campaign surveys.
  - Target:* ≥45.

## Marketing Strategy

### Meal Kit and Subscription Box Collaborations:

- Collaborate with **meal kit companies** (e.g., The Meal Bowl) to include DomNom bars as healthy add-ons.
- Feature DomNom in **subscription snack boxes** (e.g., Snackible).
- **Impact:** Increases brand visibility with meal-prep users.

### Metrics for Meal Kit & Subscription Box Collaborations

#### 1. Sales & Revenue:

- Units sold through meal kit and subscription boxes
- Revenue from collaboration deals
- Increase in DTC sales from new exposure

#### 2. Brand Awareness:

- Brand impressions (number of box subscribers exposed)
- Brand recall rate (customer surveys)

#### 3. Customer Engagement:

- CSAT (feedback on taste, packaging)
- Social media mentions from subscribers

#### 4. Partnership Performance:

- Contract renewal rate
- Expansion to new meal kit and snack box partners

### Alternate Distribution Channels:

- Partner with **airlines** for in-flight snack inclusion.
- Collaborate with **train services** to offer DomNom bars as onboard snacks.
- Boost **brand visibility** and drive sampling opportunities.

### Metrics for Airline & Train Snack Distribution

#### 1. Sales & Revenue:

- Units sold per route
- Revenue from partnerships
- Increase in DTC sales

#### 2. Brand Awareness:

- Brand impressions (passenger exposure)
- Brand recall rate (post-travel surveys)

#### 3. Customer Engagement:

- CSAT (taste, packaging feedback)
- Social media mentions

#### 4. Partnership Performance:

- Contract renewal rate
- Route expansion rate

## Marketing Strategy

### Tie-up for Fast Delivery:

- Partner with quick commerce platforms (e.g., Blinkit, Zepto) for instant delivery of DomNom bars.
- Ensure priority placement in snack and health food categories.
- Boost convenience and accessibility for impulse buyers.

### Metrics for Fast Delivery Tie-up

#### 1. Sales & Revenue:

- Units sold via fast delivery platforms
- Revenue from quick commerce partnerships
- Increase in DTC sales from fast delivery exposure

#### 2. Brand Awareness:

- Brand impressions (platform visitors exposed)
- Brand recall rate (customer surveys)

#### 3. Customer Engagement:

- CSAT (taste, delivery experience feedback)
- Social media mentions from fast delivery customers

#### 4. Partnership Performance:

- Contract renewal rate
- Expansion to new quick commerce platforms

## E-Commerce Platform

### Dom Nom Health optimization Community

[Snack Tracker](#)[Biomarker Dashboard](#)[Community Feed](#)[AI-optimized Nutrition Plan](#)[Calorie and BMI Index](#)

#### Phase 1: Pilot Launch (Months 1-3)

- **Target:** Tier 1 cities (Mumbai, Bengaluru) via DomNom's existing e-commerce base.
- **Activities:**
  - Collaborate with 10 gyms for free snack bars + “Optimize Your Snacking” workshops.
  - Launch a #DomNomEnergy social media challenge with fitness influencers.

#### Phase 2: Scale-Up (Months 4-6)

- **Metrics:**
  - **Engagement:** 50% app download rate among workshop attendees.
  - **Retention:** 30% repeat participation in challenges.
- **Expansion:** Partner with HealthifyMe/MyFitnessPal for in-app DomNom recipe integration.

#### Phase 3: Monetization (Months 7-12)

- **Revenue Streams:**
  - Subscription fees (₹299/month for Premium).
  - Affiliate commissions from partner wellness brands.
  - B2B corporate packages (₹5,000/month for 100 employees).

## Implementation Strategy

# E-Commerce Platform

Challenges	Solutions	Expected Outcomes
Cost Barriers	Tiered pricing + corporate sponsorships for underserved groups.	<ul style="list-style-type: none"><li><b>User Growth:</b> 10,000 members in Year 1 (20% Premium tier).</li><li><b>Health Impact:</b> 15% reduction in self-reported junk food cravings among active members.</li><li><b>Brand Loyalty:</b> 40% increase in repeat DomNom purchases via app-linked discounts.</li></ul>
Taste Skepticism	Free mini-bar samples at community events to drive trial.	
Data Privacy	HIPAA-compliant encryption + opt-in data sharing only.	

## Define Milestones:

- Use the **AIDA framework** to map milestones to user journeys:
  - Awareness:** Free recipe downloads → milestone = 3 recipe trials.
  - Action:** Premium members → milestone = 30-day biomarker improvement.

## Track & Incentivize:

- Gamify milestones via app badges (e.g., "Hydration Hero" for logging water intake).
- Offer rewards (e.g., 10% discount on next purchase for completing a challenge).

## Optimize:

- Apply **RE-AIM framework** to refine milestones:
  - Reach:** Target 60% of Basic members converting to milestone-driven activities.
  - Effectiveness:** A/B test milestone difficulty (e.g., 7 vs. 30-day challenges).

# Email Strategy

## 1. Build & Segment Your Email List

New Subscribers – First-time visitors interested in protein bars.

First-Time Buyers – Those who made one purchase but haven't returned.

Repeat Customers – Loyal buyers who love your product.

Abandoned Cart Users – People who added bars to their cart but didn't complete the purchase.

Inactive Users – Subscribers who haven't opened emails in months.

## 2. Email Sequences to Increase Engagement & Sales

### A. Welcome Series (New Subscribers)

Timing: Sent immediately after sign-up.

- Email 1: "Welcome! Here's 10% Off Your First Order." (Include a strong brand story + product benefits).
- Email 2: "Why Our Protein Bars Are Different" (Break down ingredients, benefits, and customer testimonials).
- Email 3: "How to Pick the Perfect Protein Bar for You" (Guide based on user goals: weight loss, muscle gain, etc.).

## B. Abandoned Cart Recovery

Timing: 1 hour after cart abandonment, 24 hours later, and 48 hours later.

- Email 1: "Oops, You Forgot Something! Here's 10% Off."
- Email 2: "Still Thinking? Here's Why Customers Love This Flavor."
- Email 3: "Last Chance! Your Discount Expires in 12 Hours."

## C. Post-Purchase Follow-Up

Timing: Immediately after purchase, 5 days later, and 10 days later.

- Email 1: "Thank You for Your Order! Here's What to Expect." (Include shipping details + serving suggestions).
- Email 2: "How Was Your First Bite? Leave a Review & Get a Discount."
- Email 3: "Try Our Other Flavors – Exclusive Bundle Offer for You!"

## D. Loyalty & Rewards Program

Timing: Sent every month.

- Email 1: "You've Earned Points! Redeem Your Rewards Here."
- Email 2: "VIP Exclusive – Early Access to Our New Flavor!"

## E. Re-Engagement Campaign (Inactive Users)

Timing: After 60+ days of no activity.

- Email 1: "We Miss You! Here's 15% Off to Get Back on Track."
- Email 2: "What's New? Check Out Our New Flavors & Deals."
- Email 3: "Final Call – Your Discount Expires in 24 Hours!"

## Comparative Analysis

FEATURE	DomNom	Huel	Myprotein	RiteBite	TWT	Yoga Bar
Price (₹)	115	200-250	180-220	110-130	90-120	80-100
Protein Content	15-20g	20-22g	20-25g	20g	12-15g	10-12g
Sugar Content	2-4g	0-1g	0-2g	1-3g	0-2g	4-6g
Target Audience	Tier-1 & Tier-2 urban consumers	Premium fitness enthusiasts	Premium fitness enthusiasts	Tier-1 & Tier-2 fitness enthusiasts	Health-conscious consumers	General health segment
Availability	DTC, Amazon, Flipkart	Official website	Official website, Amazon	Amazon, Flipkart, PharmEasy	DTC, Amazon, Flipkart	Supermarkets, DTC
Branding & Packaging	Premium, minimalistic	Sleek & professional	Minimalist & performance-driven	Fitness-centric	Transparent & clean	Playful, colorful
Differentiator	Clean label	Complete meal replacement	High-protein, low-carb	High protein + offline presence	100% clean label	Affordable & nutrient-dense

Your package will hit the road in 24-48 hours! • Don't wait—order now and start 2025 the right way! • UPTO ₹100 cashback on MobiKwik UPI/Wallet for orders above ₹499

## Chocolate Nuts No Junk

Just 13g of Clean Protein & Nothing Else

No Artificial Sugar   No Weird Aftertaste

Now at 10% OFF on One Pack | 15% OFF on Two Packs

[SHOP NOW](#)

### Our Range

<https://www.domnom.in/collections/find-your-favourites>

Meet Domster, the Power-Packed Mascot of Dom Nom Protein bar!

Fueled by energy, strength, and unstoppable determination, Domster is more than just a mascot—he is your **ultimate fitness companion!** Whether you're crushing workouts, tackling a busy day, or simply looking for a healthy snack, he is here to keep you fueled, focused, and feeling strong and guide you.

# MASCOT



Hey I am,  
**DOMSTER..**



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