

JOHNNY & JUGNU

MARKETING PLAN

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SESSION:

BBA2022-2026

(AFTERNOON)

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ABSTRACT

This report delves into the marketing strategy of Johnny & Jugnu, a fast-food chain renowned for its unique culinary offerings and vibrant brand personality. The study aims to provide a comprehensive analysis of the strategies employed by Johnny & Jugnu to establish and maintain its market presence, attract a diverse customer base, and foster brand loyalty. Key areas of focus include market segmentation, target audience identification, competitive positioning, and the utilization of digital marketing channels. The findings underscore Johnny & Jugnu's strategic approach in leveraging its unique brand identity and customer-centric philosophy to differentiate itself in a competitive market. Additionally, the report evaluates the effectiveness of various marketing tools and platforms.

INTRODUCTION

WE ARE NOT A COMPANY,

WE ARE A BRAND AND WE

DON'T SELL OUR PRODUCT,

WE SELL OUR BRAND.

Gohar Iqbal is Johnny & Jugnu's **managing partner and co-founder**. Gohar earned a **bachelor's degree in economics** from **LUMS in 2014**, specializing on marketing and law during his undergraduate studies. A rapidly growing firm called Johnny & Jugnu wants to provide Pakistani fast cuisine to the global market.

HOW JOHNNY AND JUGNU STARTED

Gohar Iqbal believed he didn't want to enter the corporate cycle a year before he graduated. He therefore launched several firms after graduating. Since he doesn't come from a family in business, these were little companies. The first was a **food delivery platform**, while the second was a **marketing agency**. **Dr. Adnan**, his LUMS instructor and somewhat of an elder brother, had a big influence on his life, thus he was involved in everything he accomplished after graduation. Gradually, a chance arose when Dr. Adnan inquired about Gohar Iqbal's interest in helping to start a restaurant for his cousins.

FORCED TO CLOSE THE BUSINESS

With a meagre budget of around **Rs50–60K**, they made the decision to launch a tiny fast-food restaurant in **2014**. They hired a space in **Krishan Nigar**, purchased used equipment from **OLX**, including

fryers, cylinders, and flatware, and got to work creating recipes. They used to begin around six o'clock in the evening, following the completion of their other obligations. For eight months, they sold **hamburgers**, but it wasn't a profitable endeavour for them because they were losing



money every month. And in early **2015**, they made the decision to close the business.

They accept their failure as they have told us that they first open J&J in **KRISHAN NAGAR**,

Where they failed badly but they still celebrate their brands birthday on the same date when they failed in Krishan Nagar and we also came to know that they have been working for the past 8 years.

MAKING THE COMEBACK

Initially, they were present in DHA where they were selling burgers on a small scale & their owner believed that their **saucers are the only thing that makes their burgers special**. But that experience was also essential in their return **a year later**. They were chatting about what to do next one day when it dawned on them to start Johnny & Jugnu again. They had **failed horribly** in their prior attempt, so they had no

data to support their decision to reopen Johnny & Jungu Burgers. However, they made the decision to proceed.

This time, they had a budget of between **Rs 300,000 and Rs 400,000**. They hired a tiny outlet in DHA Phase 4, which they currently use, and added another fryer to their prior supplies. This time, they made a greater effort to **concentrate on marketing**.



They began distributing their eye-catching burger boxes to people, especially those who were perceived as burger enthusiasts and were highly active on various culinary forums. This was real marketing because they went through all of the food forums at the time and created an index of these individuals who weren't necessarily influencers, but rather people who talked about and were enthusiastic about burgers.

HOW DID THE LAUNCH GO?

Even when they opened doors for everyone, they weren't sure they would be successful this time around despite the anticipation and sense of surprise our marketing had created. This was mostly due to the fact that they had failed just a year prior. They were astonished to find that sales were increasing every day despite their continued

operation past 6 p.m. they were severely short-staffed in the kitchen due to their failure to anticipate the surge in demand.

This indicated that the reason their burgers were selling was not marketing, but rather the positive reviews they were receiving from loyal customers.

STORE LAUNCHES

- They opened a **second location in Johar Town, Lahore**, eleven months after opening their DHA location. For Gohar Iqbal to open the new store, he had to sell his car.
- Their second store launched in 2020, and Johar Town branch opened in 2016.
- They currently operate five locations in Lahore (**EMPORIUM, BAHRIA TOWN, JOHAR TOWN, DHA PHASE 4 & 6**), and in the upcoming two years, they hope to open 14 locations throughout Pakistan. Initially, they aim to include all cities between Lahore and Islamabad. Karachi would most likely be in the latter half of the two years.

NATURE OF BUSINESS

Johnny & Jugnu is a **fast-food chain** that specializes in **serving quick, delicious** meals, primarily targeting urban youth and young professionals. The brand is known for its **unique and flavorful food offerings**, which often include variations of popular fast-food items such as **burgers, wraps, and fries**, with a **distinctive twist**.



MISSION AND VISION STATEMENT

MISSION

Small group of super passionate individuals, all trying to do things we love by breaking conventions and developing new and better forms of serving our consumers whether through building experiences, providing services or strengthening our community. around the world.

VISION

“Changing the fast food experience, one burger at a time!”

Anything we do, we do with an honest intent (& larger goal) of making a Pakistani Fast Food Brand that can change the experience of consuming food for all types of people

VALUES

Our customers; The JJ Community

*Individuality & originality of people
Breakthroughs & Innovations (in our scope of work)*

Making some delicious meals & having a good time

BRAND NAME



BRAND PROFILE

Website: <https://johnnyandjugnu.bamboohr.com/careers>

Industry: **Food and Beverage Services**

Company size: **201-500 employees**

167 associated members: LinkedIn members who've listed Johnny and Jugnu as their current workplace on their profile.

Headquarters: **Lahore, Punjab(DHA PHASE 6)**

Founded: **2014**

Key Persons: **Gohar Iqbal**(Co-Founder and Managing Partner)

Shahzaib Abbas(Chief Operating Officer)

Dr. Adnan

Products: **Burgers, fries, wraps, wings, nuggets,lemonades**

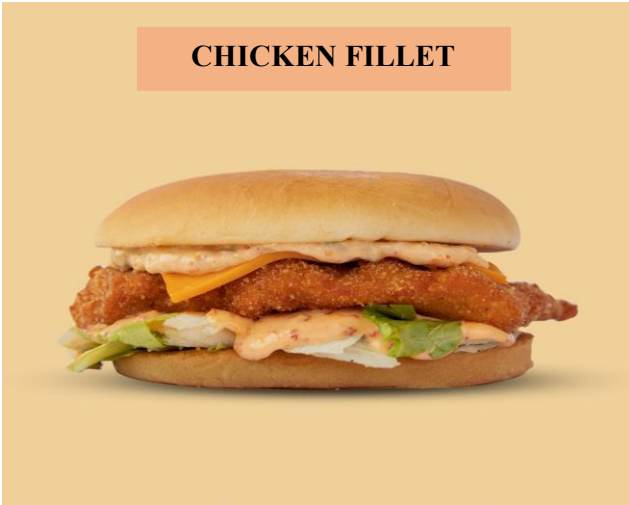
PRODUCT LINE

BURGERS

WEHSHI BURGER



CHICKEN FILLET

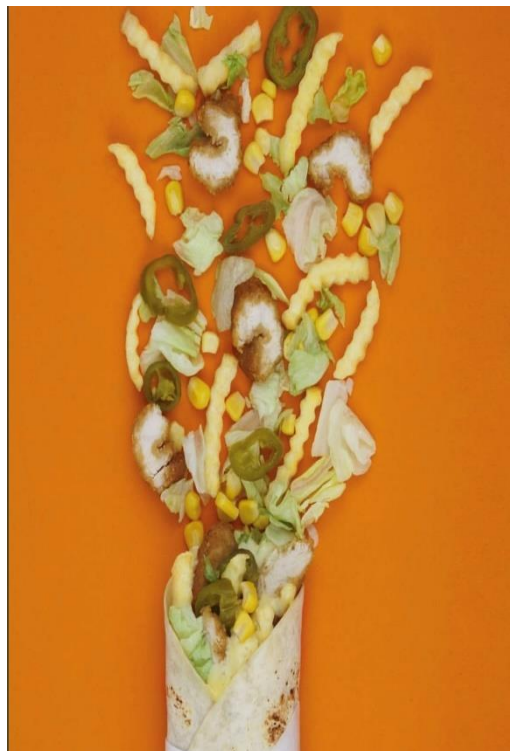


WRAPS

SMOL WRAP



TORTILLA WRAP



NUGG WRAP



SAUCES

ATOMIC	CHIPOTLE	GARLIC	JALAPENO	MUSHROOM	GREEK
					
HOT & SPICY	TANGY & SPICY	SALTY & GARLICKY	TANGY	SALTY	SWEET & TANGY

MAKE IT BETTER

						
'SHROOMS	JALAPENOS	CHEESE	SAUCE DIP	SWEET CORN	EXTRA PATTY	PICKLES
RS. 50	RS. 50	RS. 50	RS. 100	RS. 50	RS. 250	RS. 50

LEMONADES



WINGS



NUGGETS



MARKETING MANAGEMENT PHILOSOPHY

- PRODUCTION CONCEPT
- PRODUCT CONCEPT
- SELLING CONCEPT
- MARKETING CONCEPT
- SOCIETAL MARKETING CONCEPT

STRATEGY ADOPTED BY JOHNNY & JUGNU

Marketing management philosophy adopted by JOHNNY & JUGNU is:

MARKETING CONCEPT

According to Johnny & Jugnu, we use **“PULL Marketing strategy”**.

“We focuses on creating demand for a product or service so that consumers actively seek it out. Instead of pushing the product to the customers through aggressive sales tactics, We aim to attract customers to the brand by generating interest and desire. We rely on strong branding, content, and customer engagement to build a loyal customer base and encourage repeat purchases.”

THE CRINGE CAMPAIGN

During the initial days, **Mr. Axcuseme Talcum Powder** ad was very viral & JOHNNY & JUGNU took the advantage of this man to create their Viral Campaign. That cringe campaign instead sky-rocketed their sales and within a period of just six months, Johnny & Jugnu was the only name that I heard from the people living in DHA. From this example, We can see that the guys behind Johnny & Jugnu have very strong mind in Marketing.



DURING LOCKDOWN

An example of it can be seen during the start of Lockdown when Johnny & Jugnu started giving their **"Survival Kits"** to the loyal customer of them and that idea skyrocketed their sales when rest of the restaurants were closed. From here, we can see the number of love people have for the taste which matters to them.



SELLING MODEL

Their Selling-Model is **Very Unique** compared to the mainstream restaurants in Lahore as **JOHNNY & JUGNU Deal only in Takeaways and not in Dine-in Facility** which helps them cut their operational costs in terms of profits. Their model matches exactly their customer that usually stop by on a Car and sit in their car to eat & wait for their order. **JOHNNY & JUGNU was The first ever restaurant in Lahore to use buzzer delivery where they use BUZZERS to notify their consumers about their order.**

<https://www.brecorder.com/news/40205718> (htt2)

COMPETITIVE ENVIRONMENT

INTERNATIONAL COMPETITORS



LOCAL COMPETITIORS

“The only competition I’m worried about is the mentality that Pakistanis cannot produce quality food like international brands.”

(Mr. Gohar Iqbal)

All three partners have one dream – to alter this very mindset and make Johnny & Jugnu a global brand name which every Pakistani can be proud of.

COMPETITIVE DIFFERENTIATION FROM OTHER FAST FOOD CHAINS

At the Krishan Nagar location, we did not let people dine in even though we had space for a dining hall and it baffled them! The aim was to save on operational costs in order to offer consumers high

quality (and large quantity) items at competitive prices. **Why?**
Because high-quality fast-food in Pakistan is a luxury. We believed that competing with established local and global brands or replicating their model was guaranteed failure or second position at best

Replication is not a recipe for success. Hence, we decided to cut costs associated with dining in and passing on the financial benefit to our consumers.

COMPETITIVE ADVANTAGE

The main competitive edge that Johnny and Jugnu has over its competitors **is its commitment to continuously improving and organic way of interaction.** The crew members hired by Johnny and Jugnu are usually **younger people** as most of the customers at Johnny and Jugnu are young, this creates a certain level of comfort between the customers and employees. Since Johnny and Jugnu has established its self as a brand it has a fan base. This creates a market for other outlets near to Johnny and Jugnu too, therefore Johnny and Jugnu is involved in Co-opetition rather than competition. Moreover, the marketing head firmly believes that competitors cannot steal JJ's ideology as everything is based on a separate idea which the brand has established over 8 long years.

SWOT ANALYSIS

STRENGTHS

*According to the creative marketing head, JJ's strengths are its **customers**. Moreover, the **efficient crew members, baristas, chefs, and management team** at Johnny and Jugnu has played major role in developing the brand over the years.*

*JJ is consistently improving its **food experience and is highly competitive** when it comes to this as this is one of its major strengths.*

WEAKNESSES

JJ has seen tough times in the start as a newbie to the food industry, however it has been **transparent** about its failures with its customers. Over the years Johnny and Jugnu has experimented with its **menu, campaigns and strategies**, in doing this they have corrected any weakness that has been identified. However if there was to be a weakness, it would be the **stagnant or higher prices** as JJ **does not provide any discounts.**

OPPORTUNITIES

Johnny and jugnu has made most of its opportunities, it has been able to open its own **physical store wehshi lab** due to the support of its **loyal customer base**. The high quality yet comforting services at jj have created loyal returning customers. There has been a recent **trend in healthy and high protein eating**, the **tortilla wraps** at johnny and jugnu are exactly that. Moreover johnny and jugnu plans to broaden its horizons to **Islamabad** and then eventually to **Karachi**.

THREATS

Technically every other fast food place serves as a competitor threat to johnny and jugnu, according to the brand manager at the phase 6 branch, nearby places like **ETO, Nandos, Arcadian** would be the competitors however it is actually jj who has created market for them. Moreover these competitors may have a **larger menu** or offer **lower prices** than the ones at jj. This may effect **price conscious customers**.

<https://www.coursehero.com/file/72440382/Johnny-Jugnu-Marketing-Plan-by-Ahmed-Zaffarpdf/>
MARKET STP (htt1)

SEGMENTATION

An act of dividing the market into distinct and meaningful groups of buyers who might merit separate products or marketing mixes, *segmentation*, in the S-T-P framework, means classifying consumers into categories.

Johnny & jugnu segmentation

It takes a **REACTIONARY APPROACH** and takes care of what kind of customer is coming to us and what to do to satisfy his need.

ORGANIC SEGMENTATION

At johnny & jugnu, they have internal list of customers through **TRACKING MEASURES**. So they know which customer is visiting them, how many times he has visited before etc.

From the technical aspect we divide the segmentation into two parts:

1. Audience Segmentation:

By doing audience segmentation, we divide people **demographically, psychologically and behaviorally**. When a customer comes to us, we have a complete report of that customer, what he eats, that is, we have an internal report. That's how we do segmentation.

For example, community of people like **BOOK-LOVING,GARDENING,MUSIC/SPORTS,ART.**

2. Sub-Culture segmentation:

Apart from this, the most important thing is the **sub-culture** of the customer. Here, we include people who want to collaborate with us. we see either its important to collaborate or this collaboration will help in our Brands overall image. then we collaborate otherwise we donnot.

COLLABORATION

Facebook Post:

ISLAMABAD - we're coming to save you! Introducing our **Survival Kit for Islamabad** in collaboration with **Foodies R Us** - making deliveries only on Thursday, 23rd April 2020.



TARGETING

15% of our customers are **families and large groups of people**. Moreover, people from all **SECs and income levels** come to J&J

"I am always proud of how you will see both a Land Cruiser and a Honda CT70 parked here". (Mr. Adnan)

We target people according to their interests, what they like. In the work of food, we mainly **target the segment of people's culture** that this food is according to their culture or not. In addition, we have arranged activities on weekdays according to the interest of our target customers.

SONG DAY AT SOUL FEST

“At soul fest in islamabad, our crew members started beating our pots, and jumping and shouting soo loud that it attracted the attention of mass of people.thats how we created hype for our brand and attracted our targeted customers as its our Pakistani culture as well.”



POSITIONING

“Value is created based on what you believe is valuable”

Positioning is like how we have created the image of our brand in the mind of our customers.

Like, **3 to 4 years ago**, we offered cheap **SANDWICHES** like **Rs.280** for a sandwich and in comparison to that our **TORTILLA WRAP** was around for **Rs. 600-700** so it made a huge difference.

So, what happened was that it was our customers who told us that this is not your brand, the brand you are selling is not that cheap. That's how we have created the image of our brand in mind of our customers.



LOCATION

When selecting the place for our store, we look for **neighbour hood corners** not the wide highway places. We know that our market exist so our customer decides to eat from us at their home so there is no need for wide highway places to gain attraction from people.

As compared to our competitors like KFC and MCDONALDS etc, you'll never see them at conjested places.they will always be at highway, broad places, centre of attention.they make sure that the places are easy to find/natural spots etc.

DIFFERENTIATION IN SERVICE

We have a unique concept of **HOMIE** AT Johnny & Jugnu.

At J&J, we make sure that our Homies are available for friendly customer service and to check feedbacks from our customers.



<https://journals.sagepub.com/doi/10.1177/0972820120978709> (htt)

MARKETING MIX

The marketing mix refers to the set of **tactical, controllable marketing tools** that a company uses to influence its target market's perception and decision-making process.

- PRODUCT
- PRICE
- PLACE
- PROMOTION

1. PRODUCT

“Any entity that can be offered to a market by a company for attention, acquisition, consumption or use that might satisfy the needs of their customers.”

Jhonny and jugnu being the parent company also owns brands like

WEHSHI LAB, Barbie and Hellross.

Barbie offers coffee products while Wehshi lab is a physical store introducing new food variants such as **mac and cheese, chicken and chips and hero every week, all the fan favorites.**



CORE PRODUCT LEVEL AT J&J:

At the core of Johnny and Jugnus offerings is value that consumers seek. Johnny and Jugnus core products include wraps burgers and fries along with their in **house made drinks and sauces**. These core products fulfill basic needs such as hydration, nutrition, and enjoyment.

ACTUAL PRODUCTS:

Actual products are the tangible features and attributes of Johnny and Jugnus products. This includes aspects such as **packaging, branding, flavor variants, and product design**. Johnny and Jugnu offer different **saucers, large portion sizes, or new variants of fan favorites at Wehshi lab** to cater to diverse consumer preferences. The famous **Marshmellow drink at Barbie** comes with a **wafer** that is to be broken to get to the drink part (**way of consumption is the add-on/attribute**).

AUGMENTED PRODUCTS

Johnny and Jugnu provides additional value-added benefits to enhance the overall customer experience. Johnny and jugnu focuses mainly on maintaining **good customer relationships**. **Crew members** are encouraged to interact with customers in order to build a casual and comfortable environment. **One crew member was even awarded for talking to a customer who was having a bad day, more over there have been times when customers have invited crew members to their weddings.** Crew members have achieved customer trust through **authentic interaction and transparency**, therefore the brand is also built on them.

CORE CUSTOMER BENEFIT AT J&J

The core customer value at johnny and jugnu is good food and **CONSISTENT good food** along with the **best customer service**.

SOURCES OF RAW MATERIAL/MATERIAL REQUIRED DAILY

The sources of raw material supplying JJ have been asked to be kept confidential.

Materials required on a daily basis are **chicken, lettuce buns and sauces(made at the JT branch of johnny and jugnu).**



Johnny & Jugnu PRODUCT ATTRIBUTES

- **Designing, Packaging & Labeling**

When it comes to designing, solid and simple designs are used.

For johnny and jugnu(**green, yellows and red**), for Barbie(**red**) and for wehshi lab(**yellow and reds**).

The brand statement **“it all starts with sauce”** is printed in bold letters onto the delivery bags as well as **crew member shirts**.

Moreover, Johnny and Jugnu is one of the few brands who have a separate creative department.



- **Quality & Feedback**

Quality of food at Johnny and jugnu is always top notch.

According to the marketing manager, customers will prefer the same quality, taste and experience over and over again. This is something that Johnny and Jugnu consistently makes effort for. Johnny and jugnu also has objectives and standards for the raw materials being used to make their products to ensure the best value for money for the customer. Moreover Johnny and Jugnu provides a total refund or exchange on any order they get wrong or is disliked by the customer. Customer feedback services go beyond than just food at Johnny and Jugnu.

- **Branding**

Johnny and jugnu is a brand, not a company. Johnny and jugnu is treated like a person through the persona branding approach. It has established its self as a brand mainly through its customers. So a customer who has left their house to eat Johnny and jugnu will only be eating Johnny and Jugnu. Johnny and jugnu has made a name for its self through its quality, taste, customer relationships and overall experience. Since its offering bang for buck, it has a market and loyal fan base. Moreover Johnny and jugnu has used **multibranding** to further enhance its performance in the food business; **WEHSHI LAB** and **BARBIE**.



2. PRICING STRATEGY AT J&J

Price is defined as the value of a product that we get in return for all the effort that was taken for its production and also for marketing of the same product.

- **VALUE-BASED PRICING STRATEGY**

According to the Marketing Manager of J&J, Pricing strategy Observed is **Value-Based pricing strategy**.

Johnny & Jugnu, adopting a value-based pricing strategy means pricing their menu items according to the **value customers** place on the **unique experience, quality of food, and brand reputation**.

- **COMPETITOR-BASED PRICING STRATEGY**

According to the marketing manager of J&J, **we donot see the competitor prices at all**. Competitors donot have any impact on the prices that we set. Our objective is not sell the cheapest food but our main objective is to give

- VALUE
- CONSISTENCY
- QUALITY FOOD
- CREW MEMBER EXPERIENCE

- **VALUE PROPOSITION**

1. **UNIQUE-SELLING POINTS**

Signature sauces, locally-sourced ingredients, or Innovative recipes.

2. **ENHANCED CUSTOMER EXPERIENCE**

Fun and friendly customer service

HOW J&J IS ALIGNING ITS PRICING WITH OVERALL MARKETING OBJECTIVES(OTHER 3 P'S)

According to marketing manager:
“THIS INFORMATION IS CONFIDENTIAL”

INFLATION EFFECT

Due to the rising inflation in Pakistan now a days, at JOHNNY & JUGNU, their pricing model is like they incur all the costs and then set overall prices for their products.

“we usually donot change our prices, but sometimes we have to because there are some ingredients that we source internationally-**SUPPLY CHAIN MANAGEMENT.**”

For example, at **WABBI**, drinks prices fluctuate.Because a lot of ingredients for them are imported.



PRICE DETERMINATION AT J&J

Price determination collaboration at J&J occurs between:

CFO(CHIEF FINANACIAL HEAD)

CMO(CHIEF MARKETING OFFICER)

COO(CHIEF OPERATIONAL OFFICER)
CEO(CHIEF EXECUTIVE OFFICER)

3. PLACE/DISTRIBUTION STRATEGY

Place in the marketing mix refers to the channel, or the route, through which goods move from the source to the final user. Place could be the intermediaries, distributors, wholesalers and retailers.

LOGISTICS & SUPPLY CHAIN

Storing: Johnny and Jugnu has an extensive storage unit which supplies products to all branches. More over each branch has chillers and blast freezers for storing items with short shelf life.

Moving: Johnny and jugnu has **personal blast freezer trucks** which supply raw materials to every branch. For delivering products to customers, Johnny and jugnu has hired riders to make their deliveries. Other than this, johnny and jugnu has a **contract signed with Food panda** which not only delivers their products but provides information about it too.



A BLAST FREEZER



BEHAVIOUR AMONG CHANNEL MEMBERS

As mentioned before the top priority at Johnny and Jugnu is maintaining its customer relationships. This trust and compatibility goes beyond just customer relationships and can be seen between channel members too. Moreover at Johnny and Jugnu, crew members are treated more like a family, this ensures that the product reaches the customer at its best. Crew members make the brand.

COORDINATION AND CONTROL

Johnny and Jugnu is a brand with 4 operating branches across Lahore; **JT, Bahria, phase 6, Emporium**. Some branches may have a few items others don't for instance, the Emporium branch has chicken and chips while the others don't. There are **two regional heads** managing Johnny and Jugnu; one managing the DHA phase 6 branch and the other managing the Bahria, Emporium and JT branch. Therefore everything is managed accordingly and there is no room for conflict between branches. For example if the owner decides to close the JT branch, that's totally up to them.

SPONSORSHIPS

Johnny and Jugnu does not have any sponsors of its own. It has **investors** who are also co-owners of the brand. However Johnny and Jugnu does sponsor organizations like ISAAC. **Nothing is sponsored for the sake of it by Johnny and Jugnu according to the marketing head. Johnny and Jugnu will sponsor things that align with its goals and objectives** for example any employee working for 5 years plus, his/hers children's education fee is totally on Johnny and Jugnu upto O/A levels(scholarship based). This applies for upto two children.

SELECTION OF CHANNELS

Johnny and Jugnu has a set of objectives set for its supply chain partners. For example the quality, price and availability of the chicken being sourced to johnny and jugnu. Everything goes through a selection process to ensure that the business gets best cost for making its end products while also maintaining its standard to the public.

<https://profit.pakistantoday.com.pk/2016/11/01/busting-business-myths-one-bite-at-a-time/> (htt3)

4. PROMOTIONAL STRATEGY AT J&J

Promotion mix is a combination of different marketing communication tools or tactics that a company uses to promote its products or services to its target audience. It includes various elements, strategies, and tactics that effectively communicate a product or service's value and persuade customers to buy.

Promotion mix tools:

- Advertising
- Sales promotion
- Personal selling
- Public relations
- Direct and digital marketing

Advertising:

Johnny & Jugnu (JJ) is an interesting case when it comes to advertising. Unlike many other fast-food chains, they've found success with a different approach.

- **Focus on Authenticity:** Interviews with the founders reveal a focus on staying true to their brand and product. They avoid following trends or using gimmicks in marketing.
- **Early "Bad" Ad Success:** In their initial phase, they made a deliberately "horrible" video ad for local cable channels, which gained them traction through its novelty.
- **Word-of-Mouth and Social Media:** They seem to have prioritized creating a good product and experience, letting customer satisfaction and positive word-of-mouth drive their initial growth. Social media engagement also play a role.
- **Strategic Public Relations:** There are articles and interviews with the founders in Pakistani publications, suggesting they leverage PR to build brand awareness.

In short, JJ seems to prioritize product quality, customer experience, and strategic PR over traditional advertising.

Platforms:

- **Meta:** They use meta for there advertising
- **Food panda:** They use food panda for delivery



Sales promotion:

They use different methods

- **Social media marketing:** Engaging with customers on platforms like Facebook and Instagram..
- **Events:** Hosting special events or promotions to attract customers.
- **Discount:** They don't provide any discount.



Personal selling:

Limited Direct Selling: Johnny & jugnu doesn't likely have a traditional **door-to-door or in-person sales force**. Their focus is on retail stores and online sales.

Public relation:

- **Social Media Engagement:**
They actively engage with their audience on platforms like Instagram, keeping them updated on new offerings and using targeted hashtags to build brand awareness
- **Prospecting and Qualification:**
They focus on identifying and qualifying potential customers who are a good fit for their product or service. This might involve research, networking, or using a Customer Relationship Management (CRM) tool.
- **Building Relationships:** Jonny and Jugnu working on building rapport and trust with potential customers. This involve actively listening to their needs, being personable, and exceeding expectations.
- **Social media:** Social media is a great way for J&J to connect with their fans and promote their work. They can use platforms like Twitter, Instagram, and Facebook to share news, photos, and videos.
- **Email marketing:** This involves sending commercial messages to a list of people who have given their consent to receive them.



Johnny & Jugnu's Marketing Communication Channels

Johnny & Jugnu appears to focus on a couple of key social media channels for their marketing communications:

- **Instagram:** They have an active presence on Instagram under the handle "**@itsmecalu**". This platform allows them to



showcase their food through high-quality pictures and videos, potentially featuring mouthwatering close-ups of burgers and refreshing lemonades. They might also use Instagram stories to share behind-the-scenes glimpses, staff recommendations, or even customer testimonials.

- **Hashtags:**

They reportedly use the hashtag **#thejjlife** to build a community around their brand and encourage customer engagement. This allows them to see how people are enjoying Johnny & Jugnu's offerings and potentially use user-generated content for further promotion.

Johnny & Jugnu's Promotional Content Design:

Since Johnny & Jugnu appears to focus on social media promotion, let's explore how they design their content considering the following:

Structure/Format:

- Visually Appealing: Food is a very visual medium, so Johnny & Jugnu use **high-quality photos and videos** to showcase the mouthwatering aspects of their burgers, fries, drinks, etc.
- Simple and Clear Messaging: **Short and catchy captions** that highlight the ingredients, flavors, or experience of Johnny & Jugnu's offerings used.
- Stories and Highlights: Instagram stories used to show behind-the-scenes glimpses of preparation, staff recommendations, or even short recipe snippets.



CONCLUSION

Johnny & Jugnu's marketing strategy excels through its customer-centric approach, innovative menu, and strong digital presence. By understanding and catering to the preferences of urban youth and young professionals, the brand differentiates itself with unique, high-quality offerings and a vibrant, youthful identity. Engaging customers through social media, influencer collaborations, and community involvement enhances brand visibility and loyalty. Implementing a value-based pricing strategy ensures perceived value aligns with pricing, driving customer satisfaction and repeat business. Overall, Johnny & Jugnu's dynamic and adaptive marketing approach positions it for sustained growth and success in the competitive fast-food industry.

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