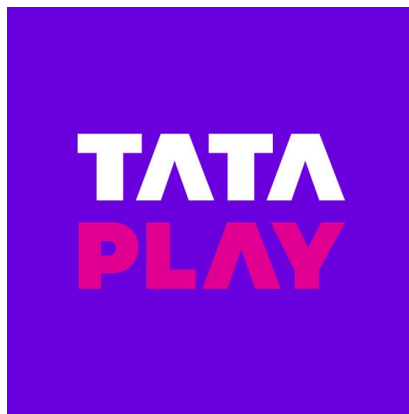


MARKETING MANAGEMENT



POINT OF PARITY, POINT OF DIFFERENCE AND VALUE PROPOSITION

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THUMS UP

TARGET AUDIENCE AND VALUE PROPOSITION

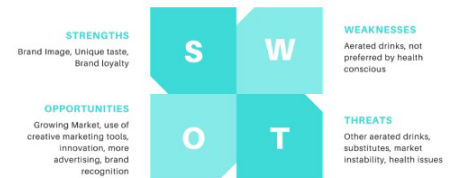
Initially, thumbs up started off as a refreshing drink that was to be consumed during joyful events, promoting indigenous flavours. After the acquisition by the Coca Cola Company, they changed their target audience to the macho, daring man, to differentiate it from their other other cola product, Coca Cola with the product being stated as "Thums Up is known for its strong, fizzy taste and its confident, mature and uniquely masculine attitude. This brand clearly seeks to separate the men from the boys".

The Value proposition offered by thumbs up through the years is stated below.

1970s-early 80s: Emotional benefits offered: Refreshment, Happiness.

1980-1993: Adventure, Confidence, Masculinity.

1995- onwards: Masculinity, Playful, Humorous, Confident.



POINTS OF PARITY AND DIFFERENCE

POPS	PODS
Similar Flavour profile to Coca Cola and Pepsi, or the 'Cola flavour'	Sweetening agents in the form of sugar is used while Coke uses high fructose corn syrup; nevertheless, the 'added flavours' in each drink may change. Example: Coke has 40 milligrammes of sodium compared to zero for Thums Up.
Following the acquisition by Coca-Cola, they maintained a price structure identical to that of the parent corporation to prevent sales losses due to competitive pricing.	Their Target Audience throughout comprise of adventurous men seeking a Macho Image. These individuals are not always adventure-seekers, but they desire to project that image.
Available in package variations comparable to those of coca cola. The 750ml packing is packed in the same bottle as Coca-cola bottles of comparable volume.	In terms of taste strong carbonation is present in both beverages, but while Coke's bubbles initially overpower the cola taste, Thums Up's carbonation feels more like a pleasant tickle that enhances the flavour. Areca nut - a key ingredients that gives Indian cola its distinctive kick. A Coca-Cola official describes the flavour of Thums Up as "masala, tingling and enhances spicy food rather than diminishing it.

TATA PLAY

BACKGROUND BEHIND THE COMPANY

Tata Play, the market leader among the DTH service providers, has a subscriber base of about one-third of the total market at 22 million subscribers. The company has enjoyed its fair share in the market, having a strong position in the market and the competitors being Airtel and recently Jio since it entered the market space. However, international OTT giants like Netflix and Amazon Prime Video have changed the competitive landscape on entering the Indian market.

POINTS OF PARITY, DIFFERENCE AND THE COMPETITIVE ANALYSIS

Being a DTH provider, it shares common points of parity with its competitors being:

- Offering of a wide range of television channels.
- Availing services on a subscription basis
- Services provided being of a free and paid nature
- Having a similar set-up involving a satellite dish and a set up box which is the main source of user interactions

The competitive position of Tata Play has been due to its ability to largely stay ahead of its competitors, with the company being the first one to introduce the pause, play, record features. The company is one of the few ones to offer their services at lower costs and multiple views. And lastly, it also provides its flagship offerings for education and lifestyle needs such as Tata Play Cooking, Health etc.

This analysis also helps to identify businesses like cinema halls and movie theatres who are vying for a similar target audience. In comparison to these Tata Play has a strong position by being a price effective at your fingertips service at a lower price.

VALUE PROPOSITION		
Functional value	Psychological value	Monetary value
Receiving quality entertainment and worldwide information at their fingertips	Able to watch popular movies soon after theatrical releases for lower costs and multiple views	Curated packages suitable to all budget needs and the recharge plans providing maximum money's worth

POSITIONING STRATEGY

- Associated with Jingalala – a way of life that makes life Jingalala
- Unique lifestyle offerings like Health, Cooking etc. being offered at ₹1 for the first month, hence are more accessible to the public
- Short, laser focused ad campaigns have more than an entertainment value.

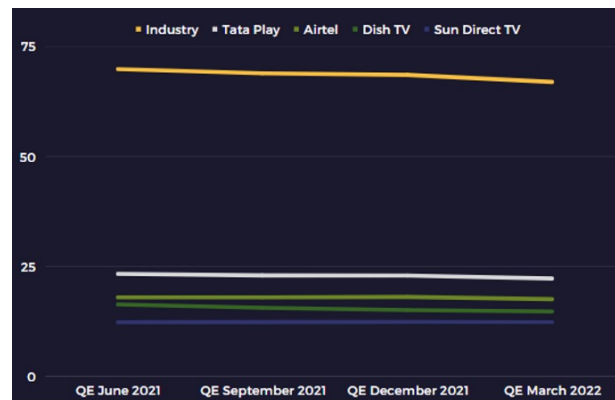
For example, the Khidki campaign put a perspective on the service as a window to a new world

KEY SUCCESS FACTORS

Their ability to maintain their large subscriber base is a result of using their positioning features well including:

- On demand feature
- More than just TVs and being available on mobile devices
- Being a lifestyle tool having more than entertainment value
- Ability to quickly react against new challengers and incorporate them against the existing structure

Airing movies on showcase even during the pandemic.



POSSIBLE STRATEGIES FOR POSITIONING IN THE FUTURE

Development of a large domestic content house on an OTT platform to compete against the likes of Netflix, Amazon Prime Video etc. is possible however it should be considered that 30% of the company is owned by Walt Disney Company India which has its own vested interest in Disney+ Hotstar

LENSKART

BACKGROUND BEHIND THE COMPANY

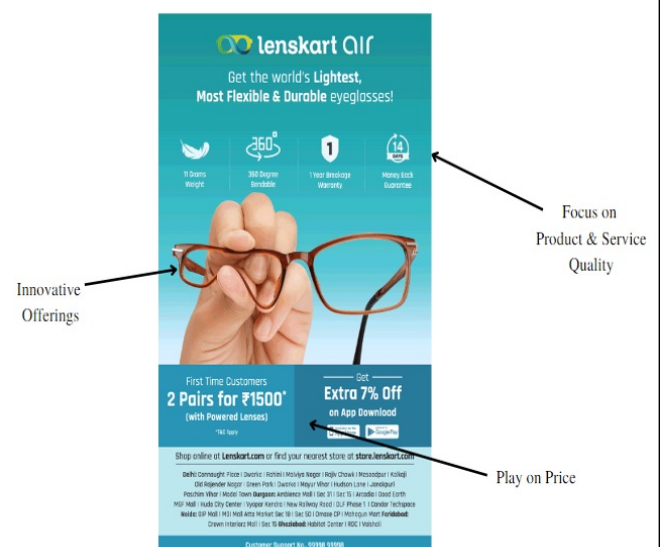
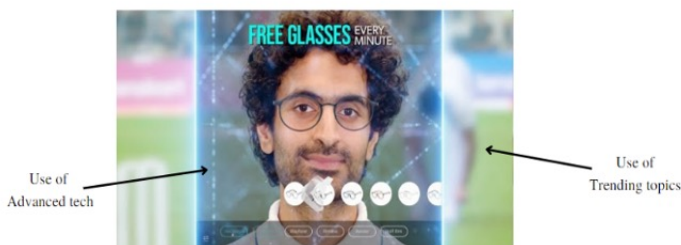
In a well-established market with players like Lenskart has been able to create a new wave with its disruptive offerings in the eyewear industry with the players in the eyewear market being Titan Eye Plus, Eye My eye etc. Its core business is from the online store through which it reaches to over 100000 customers per month. Lenskart markets itself with a message that 75% of the vision problems can be easily avoided which does highlight its Purpose Driven Approach.

PARITIES AND DIFFERENCES WITH COMPETITORS

POPS	PODS
Focusing on the retail and web offerings to attract customers.	Effectively uses robotic technology to provide high precision frames for better vision.
Performs In-store Promotion and public events to communicate offerings.	Utilises futuristic technologies such as AR to attract consumers by Trying with frame online.
Establishing accessibility of its offerings to compete with local opticians.	Home-eye check-up programmes to reach beyond the Target Market.
Provides only-frame service which helps to showcase their basic commonalities with its competition.	Frame technology innovations and Omni channel innovations to reduce the prices substantially in comparison to competitors.

VALUE PROPOSITION THROUGH MARKETING CAMPAIGNS

Lenskart has established its value as a company which drives upon 'Tech for Good' concept. This approach has made it possible to attract competitor's market in order to increase its share overall.



REASONS FOR THEIR SUCCESS

Lenskart has several PODs which has made it stand out in the eyewear market. Some which have been critical in the success of this venture are:

- Play on Technology: Lenskart has been constantly utilizing technology to develop eyewear products which have captured the attention of consumers.
- Omni-channel creation: Creating an experience where physical & online store work in harmony has been a success factor for Lenskart where the consumer can interact seamlessly through the different mediums for the service.
- Emerging Technologies: Integrating ML and Augmented Reality has eased the entire process of buying at Lenskart where personalization has been a critical success factor.
- SEO performance with providing high quality products: Making its website at the top of the searches by using custom algorithms along with eye-grabbing offerings has worked the Lenskart's way to create a huge customer base.

STRATEGIES FOR THE FUTURE

- Powerful Development Strategies: Being 'Maruti of Eyewear' Concept which is their message can be stressed upon by providing maximum features in Eyewear at minimal costs.
- Unique Marketing and Associations: Different marketing campaigns for attracting certain target segments such as Millennials and Gen Z can be introduced. Associations with trending brands such as Marvel can generate attraction among users.

COLGATE

ORAL CARE INDUSTRY

Colgate separates its dental, personal, and home care product categories according to the demographic, psychographic, and behavioural variables to produce their products such oral care products like as oral care products designed for different age and economic groups to meet varying demand

POINTS OF PARITY

- Used by Families for Generations
- Perfect Segmentation
- Most Variety and Products as compared to competition
- Sustainable Packaging and Production
- Innovator of the Industry due to global presence

POINTS OF DIFFERENCE

- Colgate Diabetes, especially for Diabetics
- Using Indian spices to convince elderly demographic
- Provides Gum Protection
- Use of Ayurveda with traditional ingredients
- First Teeth Whitening Toothpaste
- Introduction of Salt in toothpaste
- Introduction of Charcoal in toothpaste

POSITIONING STRATEGY

Colgate has led several viral advertisement campaigns among which are:

- Kya aapke toothpaste me namak hai?
- Whiter teeth campaign
- Kya aapke toothpaste me namak aur neem hai?
- Colgate Maxfresh Campaign

These help in providing a total customer satisfaction, gaining their trust and hence with their dynamic pricing strategies it is the most preferred and associated toothpaste brand amongst users.

In addition, Colgate-usage- Palmolive's and benefit-based positioning assisted in making Colgate and its sub brands household names across all product categories.

FOREST ESSENTIALS

BACKGROUND

With the aim of creating a nature specific product ecosystem, it is an authentic, traditional skincare brand with its foundations in the ancient science of Ayurveda. It embeds natural process at every step by combining Ayurveda with modern aesthetics to emphasise the sensorial experience and pleasure of usage with purity at its core.

POINTS OF PARITY

- Ayurvedic and natural ingredients
- Organic and chemical free
- Nutritious
- Purifying
- Quality in composition
- Eco-friendly

POINTS OF DIFFERENCE

- Authentic traditional methods of formulation & manufacturing through state of the art green factories
- Products made “Panchmahabhutas” specific
- Hand made, use of spring water, plants are grown in their their farms providing their authenticity
- Experiential stores for obtaining the purity experience

VALUE PROPOSITION OF THE COMPANY

Ayurvedic herbs, aromatic flowers, and pure essential oils cultivated naturally & organically in their farms and acquired from regions around India, where they are recognised to be of the highest quality, are blended into products utilising traditional and artisanal expertise. Uses the philosophy of “Panchmahabhutas” i.e., according to Hinduism, is the basis of all cosmic creation. Since its inception Forest Essentials has created an image of creating ‘Next-to-Miracle’ Cures with profound ‘Ayurvedic Ways’.

TARGET AUDIENCE

Men and women in the middle-to-high-income bracket between the ages of 18-40 who want authentic Ayurvedic products. The positioning strategies have been developed taking into account the age bracket to which they want to cater their products and services such as more to the newer generations who are more concerned about the environment and understand the actual effect of artificial products.

BOAT

ABOUT THE COMPANY

Started with the discovery that the dopest people of India were in search of affordable, durable, and ultra-fashionable audio products to groove to and as such has been successful in entering the Indian consumer market where major players like JBL, B&O have already set a strong foothold. It has a philosophy for building products for all the age groups and for every generation.

POINTS OF PARITY AND DIFFERENCE

POPS	PODS
Offering a wide range of headphones, earphones, and earbuds. They have all styles of headphones, from different colours to distinct features of headphones.	Providing Premium quality products at a very affordable price ranging from Rs 400 to 4000 thus making it noticeable among its competitors.
Having an Online and Offline Presence like its competitors.	Major discounts on products on days other than festive season to penetrate market.
Boat Products provides a 1-year warranty and has a good IP rating.	No service charge for minor headphone issues makes it a selling point.
Boat is a fast-follower by bring in new innovations quickly in its products. Example- Noise Cancellation	The headphones have 10+ days of battery life at a 90% volume level, which no other competitor can offer currently.

POSITIONING STRATEGY

- Influencer marketing by having agreements with cricket players, content producers, influencers, celebrity endorsers etc. who endorse their products.
- Enhancing their products like earbuds, made available in a variety of colours and for the IPL cricket team's to attract cricket fans' attention and urge them to purchase the product appropriate for their preferred teams.
- Aggressive way of positioning has generated a Value Proposition that the company is 'For the Consumers' where the focus is to make the consumer happy with the performance and to provide them with 'So much' in 'So less'. Hence, it also focusses on reaching out towards its potential and existing customers.

EFFECT OF THEIR MARKETING

The strategies adopted above have helped Boat to double its revenue and making an exponential growth in capture of Audio market share.

