



MARKETING MANAGEMENT

POINT OF PARITY AND POINT OF DIFFERENCE

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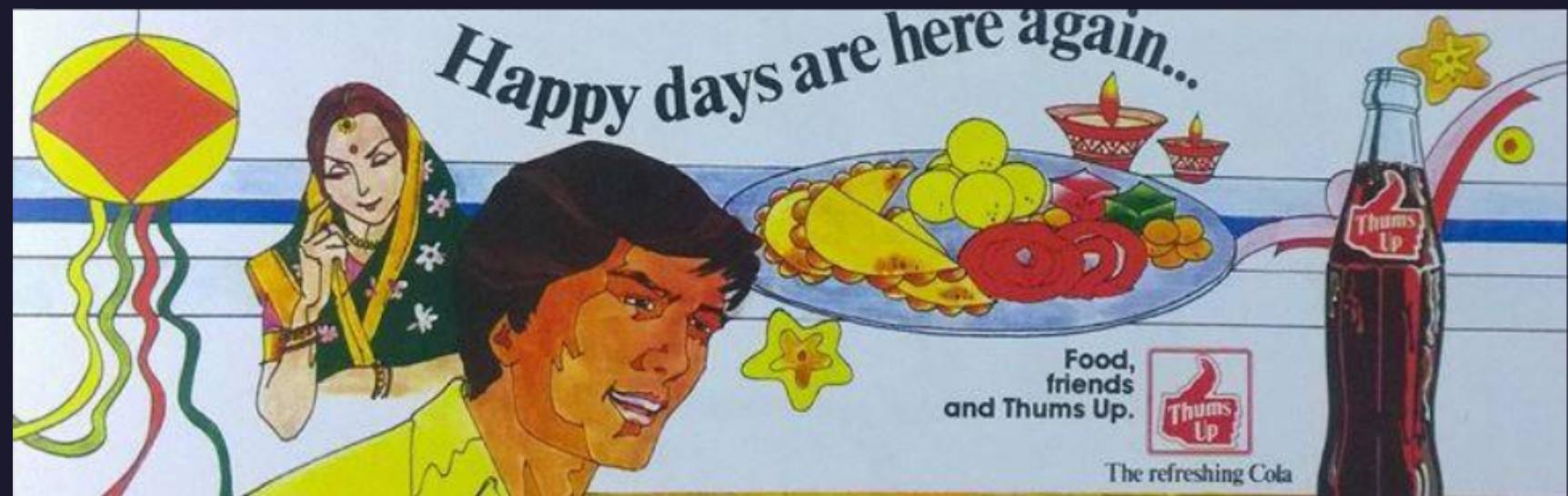
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BEVERAGE INDUSTRY

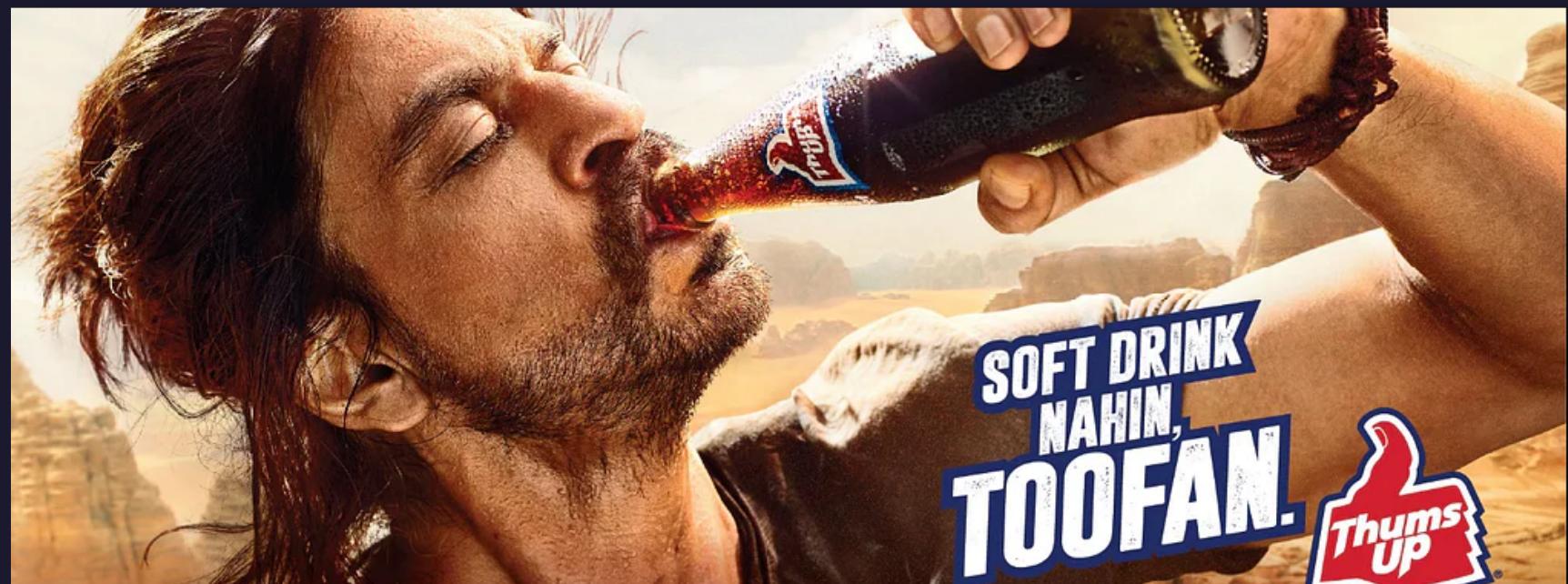
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VALUE PROPOSITION OF THUMS UP

While Pepsi was spending huge money on advertisements, Thums up took small and smart steps. The unique selling proposition (USP) of Thums was its strong and fizzy taste. In a very short period of time Thums up gained the trust of Indian customers.



The original Thums Up ad from 1977



New ad from 2022



Ad from the early 2000s

POINT OF PARITY



Similar Flavour

Comes in a cola flavour which is similar to Coca Cola & Pepsi.



Similar Pricing

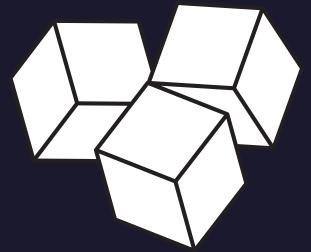
Priced similar to the competing products.



Similar Packaging

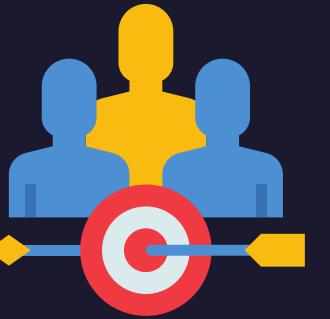
Comes in 250mL, 700mL, 1.25L and 2.2L options with similar packaging to competing products.

POINT OF DIFFERENCE



Sweetening Agent

Thums up uses Sugar as a sweetener. Coca Cola uses a high fructose corn syrup



Target Audience

Coca Cola decided to rebrand Thums Up as a cola drink for the young and daring to differentiate it from Coca Cola



Taste

Taste of Thums Up is more adapted to Indian taste buds, it is more fizzy and has a more intense taste

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ENTERTAINMENT INDUSTRY

A study of the positioning strategies through evaluation of DTH giant - Tata Play



Background

DTH Service Providers



For long the predominant source of entertainment and information;

Popular due to both free and paid media companies that cover all domains



Tata Play

Formerly Tata Sky;

Subscriber base – 22 million (2020 TRAI statistics)



Competition

Industry competitors – Airtel DTH and Xstream, Jio;

New challenger – OTT platforms – Netflix, Prime Video, Disney+ Hotstar

The Tata Play logo, featuring the word "TATA" in black and "PLAY" in pink, enclosed within a rounded rectangular frame with a yellow border.

POINTS OF PARITY

Offering a wide range of TV channels

Set-up : Satellite dish and set-top box

Free + Paid structure

Subscription-based model

POINTS OF DIFFERENCE

Among the first to introduce pause, rewind and record

Among the few to air new movies at low costs with multiple views

Having flagship offerings for education and lifestyle needs

COMPETITIVE ANALYSIS

Cinema Halls and Movie Theatres

Distinct service structure, similar target audience

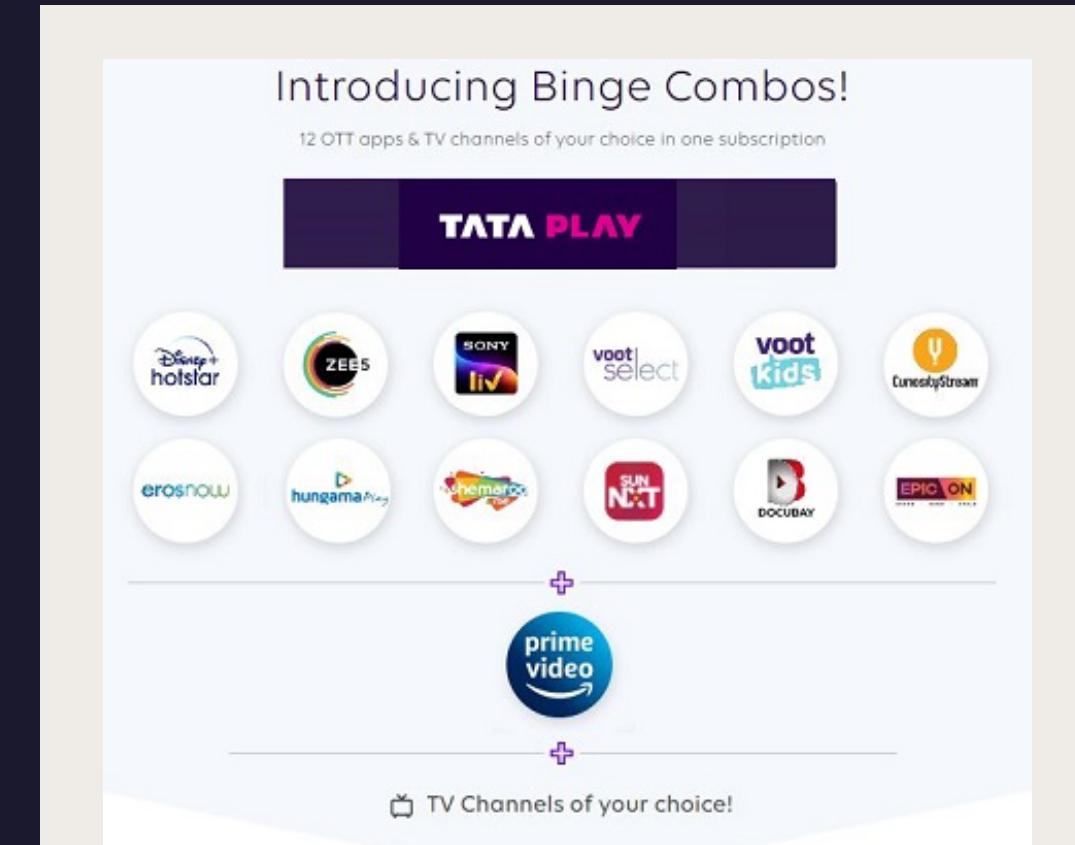
Points of Difference:
Stay at home entertainment, price points

Points of Parity: Service genre, variety

VALUE PROPOSITION



Functional Value

TATA PLAY ORDER SHOWCASE SERVICE
SUBSCRIBE 
PAY FOR 12 MONTHS + GET 1 MONTH FREE
Psychological Value

Monetary Value

TOTAL COST = One time set-top box charge plus monthly charge

POSITIONING STRATEGY

- Jingalala is the Tata Play way
- Focus on catchy tunes and short and precise ads since rebranding
- Tata Play exclusives and featured offerings continue to be the distinctive focus

Netflix goes
JINGALALA

NETFLIX
Now available with
TATA PLAY
Entertainment aur bhi Jingalala
www.tataplay.com

Jingalala
The Tata Play way

TATA PLAY

JEE PREPARATION
₹5 Per day
Tune in 517

VEDANTU JEE JINGLE OFFER

SUBSCRIBE

Tata Play
Exclusives

Short, Targeted Advertisements

kya kya dikhaaye yeh khidki

Iss khidki ko khol daala, toh life jingalala.

TATA | sky

JINGALALA AFTERNOON

TATA | sky English

Learn English from experts
Pronunciation, Grammar, Conversation, Vocabulary, Essay writing

50% off
₹1 per day

To subscribe, give us a missed call on
70481 70481
from your RMN

Offer applicable today 2pm to 6pm

TATA | sky

Key Success Factors



On Demand Feature

First to introduce the feature without playbacks



More Than Just TV

Available to subscriber on mobile devices also



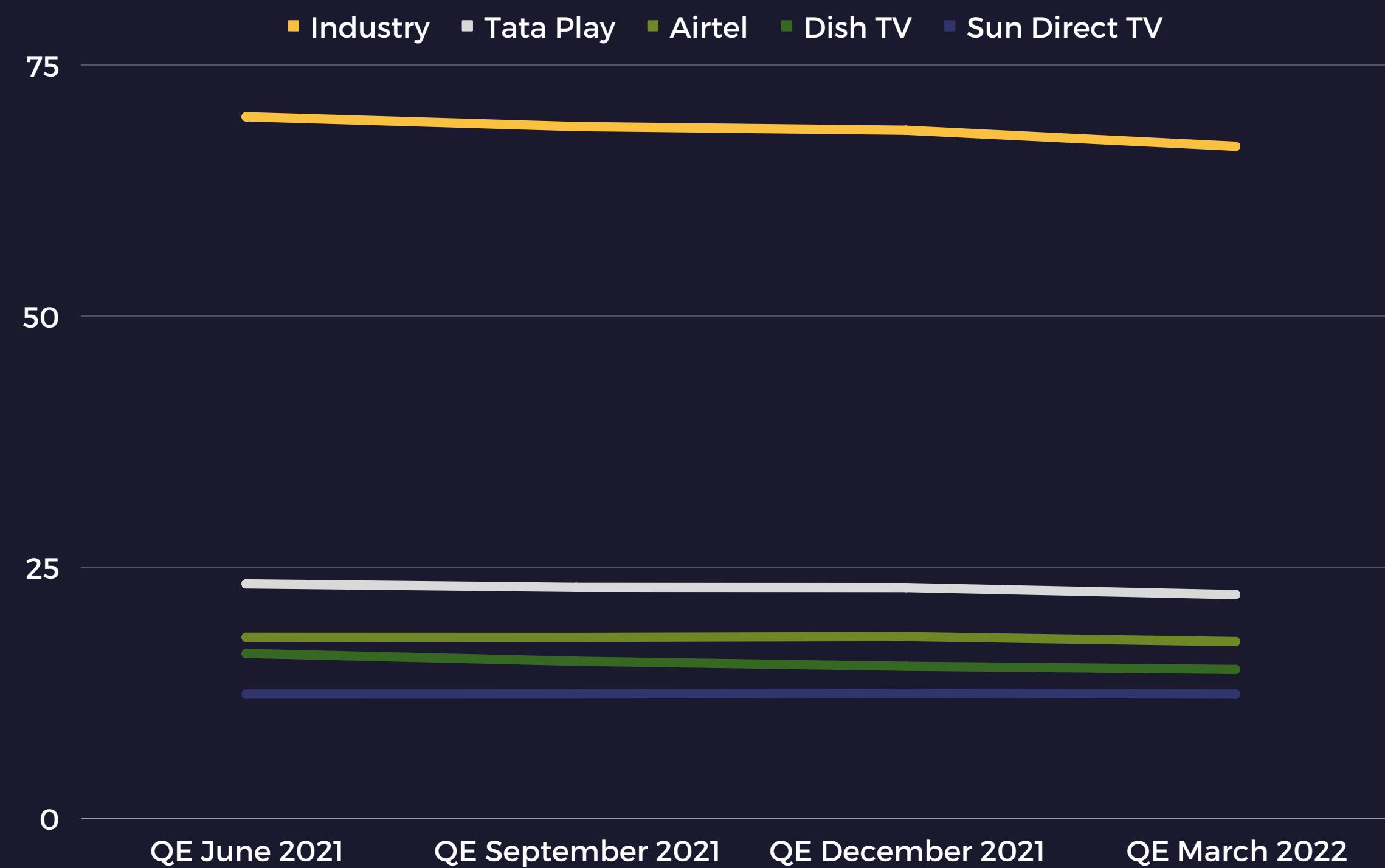
Beyond Entertainment

It is a lifestyle tool

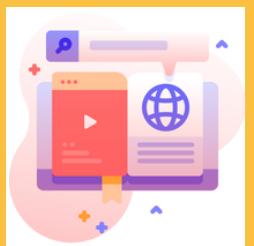


Quick Reactions

Ability to quickly incorporate their new challengers into their existing structure



Source: <https://www.trai.gov.in/release-publication/reports/performance-indicators-reports>



A POTENTIAL OPPORTUNITY

Genuine potential and resources to become India's largest domestic content house on OTT platform



THE CHALLENGE

30% of the company is owned by the Walt Disney Company India which has its own vested interested in Disney+ Hotstar



STRATEGIES FOR THE FUTURE POSITIONING

New developments that can be leveraged to grow the business and position it better to cater a greater audience





EYEWEAR INDUSTRY

A study of the positioning strategies through evaluation of the next generation optician - Lenskart



LENSKART



Founded with a purpose driven approach



Exponential Growth in the customer base since its inception



Mission to reduce the avoidable blindness



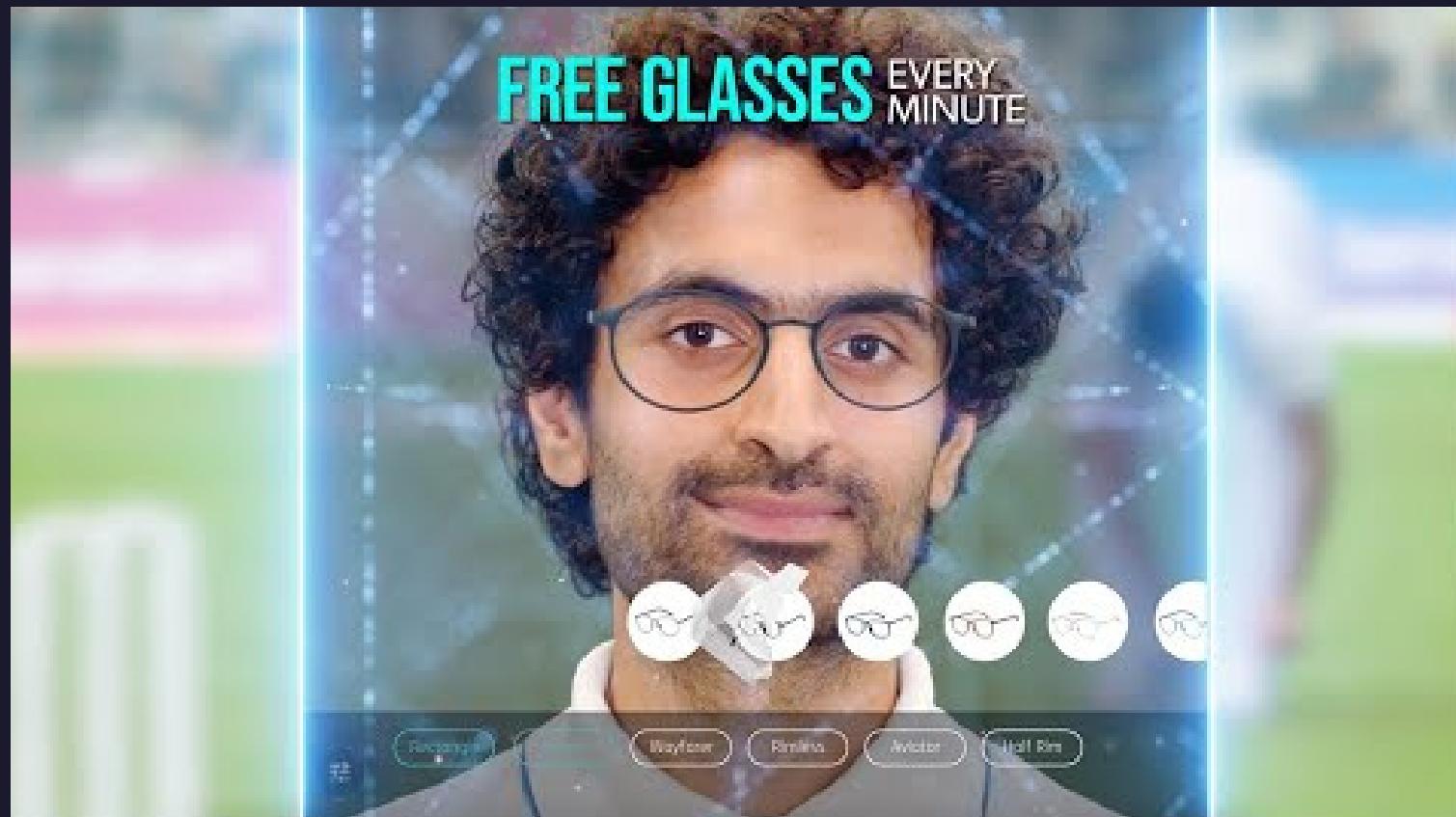
Points of Parity

- Retail and Website Operations
- In-store Product Promotion
- Accessibility and Endorsements
- Only frames concept

Points of Difference

- Robotic technology for production
- Promotion of try the frame online feature
- Frequent frame technology innovation
- Home eye checkup with low cost

Positioning Strategy



'Nazar Hati Durghatna Ghati' Campaign

lenskart AIR

Get the world's **Lightest, Most Flexible & Durable** eyeglasses!

11 Grams Weight | 360 Degree Bendable | 1 Year Breakage Warranty | 14 Days Money Back Guarantee

First Time Customers
2 Pairs for ₹1500*
(with Powered Lenses)

Get Extra 7% Off on App Download

*T&C Apply

Available on the App Store | Google Play

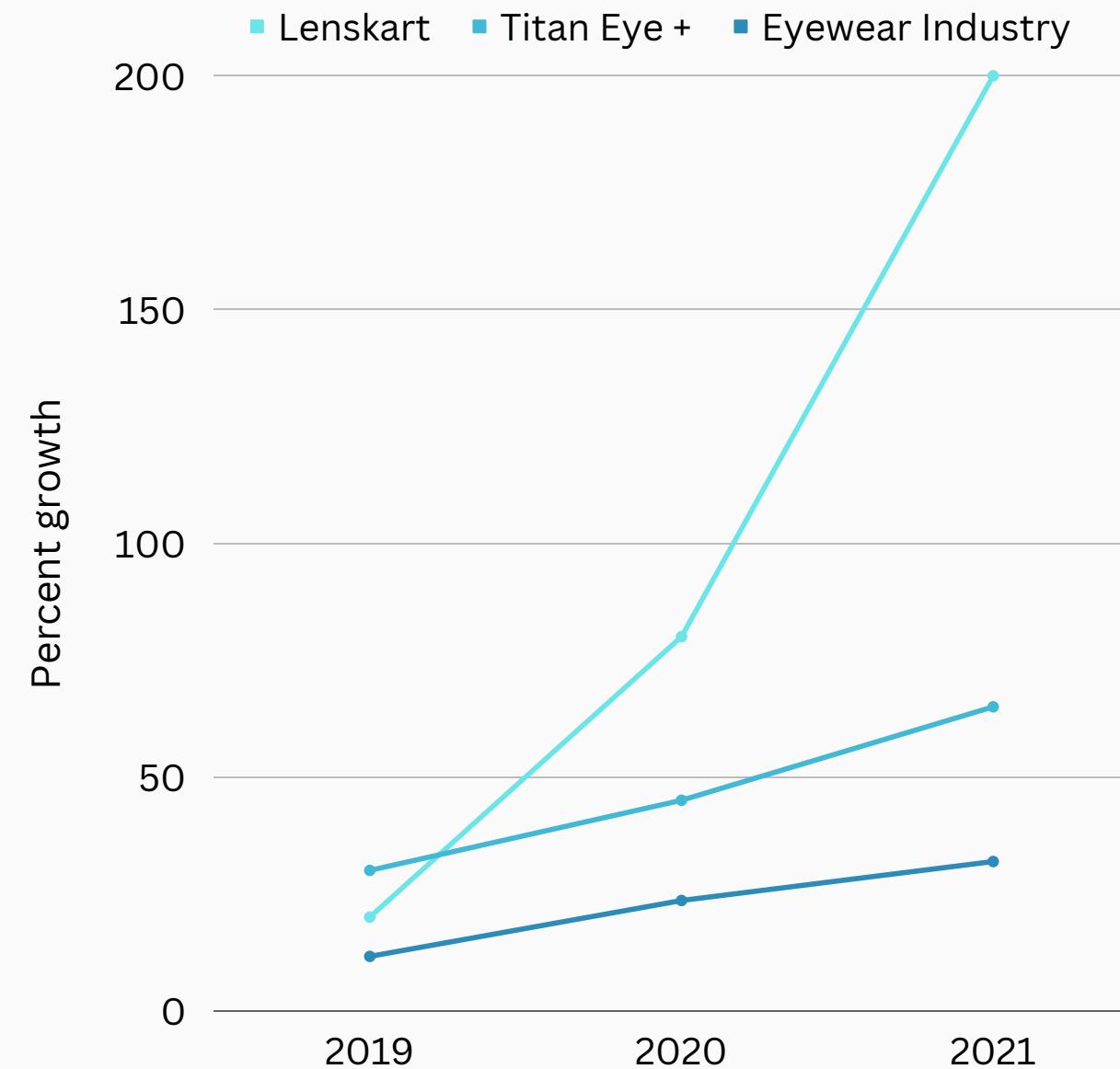
Shop online at [Lenskart.com](#) or find your nearest store at [store.lenskart.com](#)

Delhi: Connaught Place | Dwarka | Rohini | Malviya Nagar | Rajiv Chowk | Masoodpur | Kalkaji
Old Rajender Nagar | Green Park | Dwarka | Mayur Vihar | Hudson Lane | Janakpuri
Paschim Vihar | Model Town **Gurgaon:** Ambience Mall | Sec 31 | Sec 15 | Arcadia | Good Earth
MGF Mall | Huda City Center | Vyapar Kendra | New Railway Road | DLF Phase 1 | Candor Techspace
Noida: GIP Mall | MOI Mall Atta Market Sec 18 | Sec 50 | Omaxe CP | Mahagun Mart **Faridabad:**
Crown Interiorz Mall | Sec 15 **Ghaziabad:** Habitat Center | RDC | Vaishali

Customer Support No.: 99998 99998

Captivating visuals

Reasons for Success



Staggering growth in business

The success of Lenskart is due to the following reasons-

- Complete tech-based aggregator of eyewear
- Omni-channel strategy creation
- Use of emerging technologies
- SEO performance with development of high quality products

Strategies for the Future

- Working on the 'Maruti of Eyewear' Campaign to highlight the cost factor with comfort factor.
- Changing lifestyle can be highlighted to connect more with Gen Z



ORAL-CARE INDUSTRY

The Leading Brands



Colgate Palmolive and HUL dominate the toothpaste industry in India for years. Colgate, with a market share of 58%, enjoys being the leader in the category with Pepsodent, Close – Up, Patanjali, Dabur, Sensodyne, etc. follow the race.

Brand Chosen is Colgate Dental Cream and Gel

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, specially 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



WELLNESS AND COSMETICS INDUSTRY

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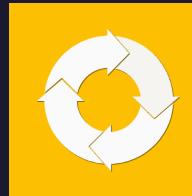
Background



Purity is their main policy



The main aim of Forest Essentials is to create a nature specific product ecosystem



'Natural process at every step' is Forest Essentials objective



Luxurious Ayurveda®

Points of Parity

Ayurvedic and natural ingredients
Organic, Chemical free
Nutritious
Purifying
Quality in Composition
Eco-friendly

Points of Difference

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



VALUE PROPOSITION

Products are made using traditional and artisanal expertise, infusing Ayurvedic herbs, aromatic flowers, and pure essential oils grown naturally & organically in our own farms and sourced from regions across India, where they are known to be of the most superior quality.

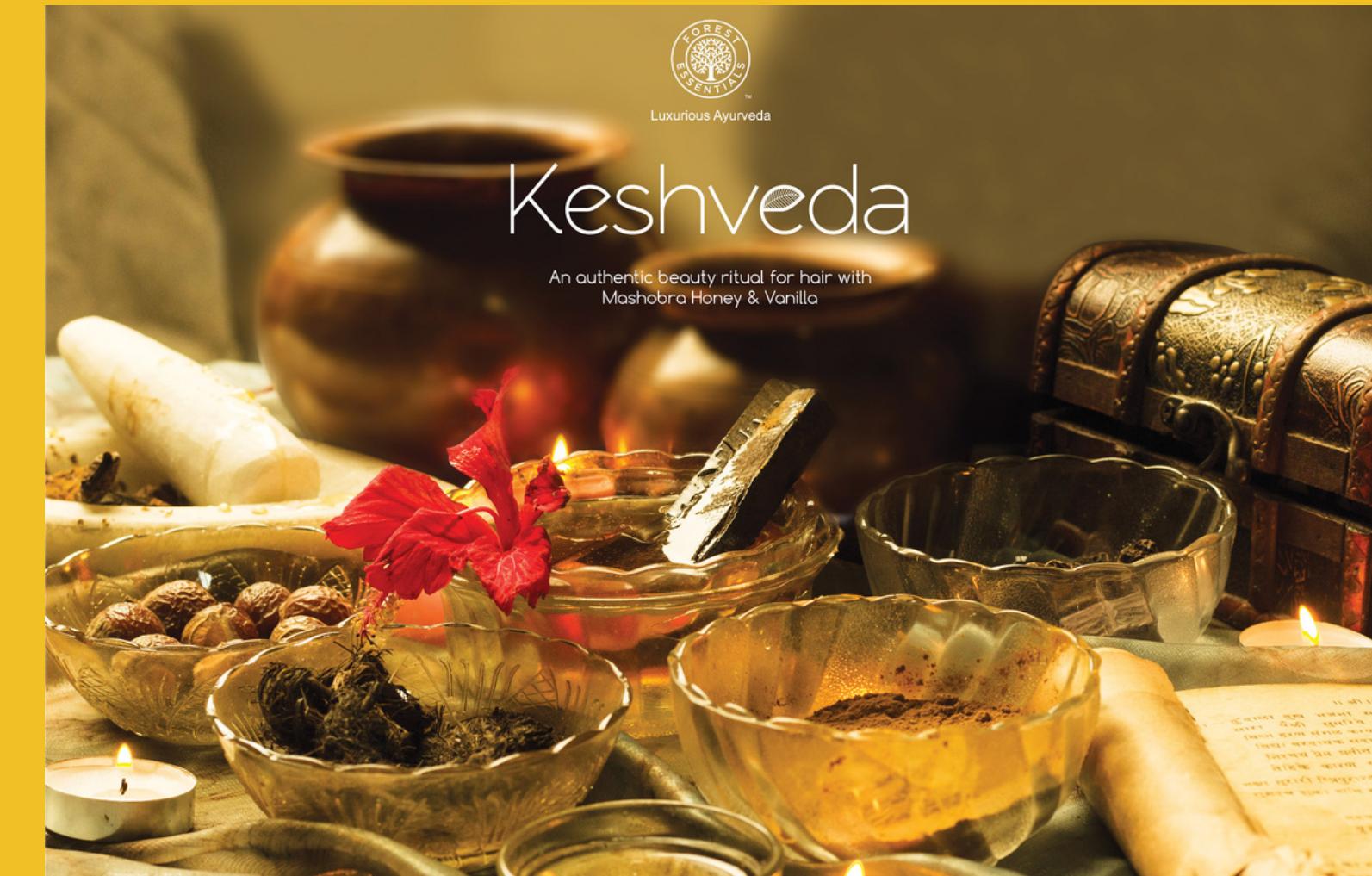
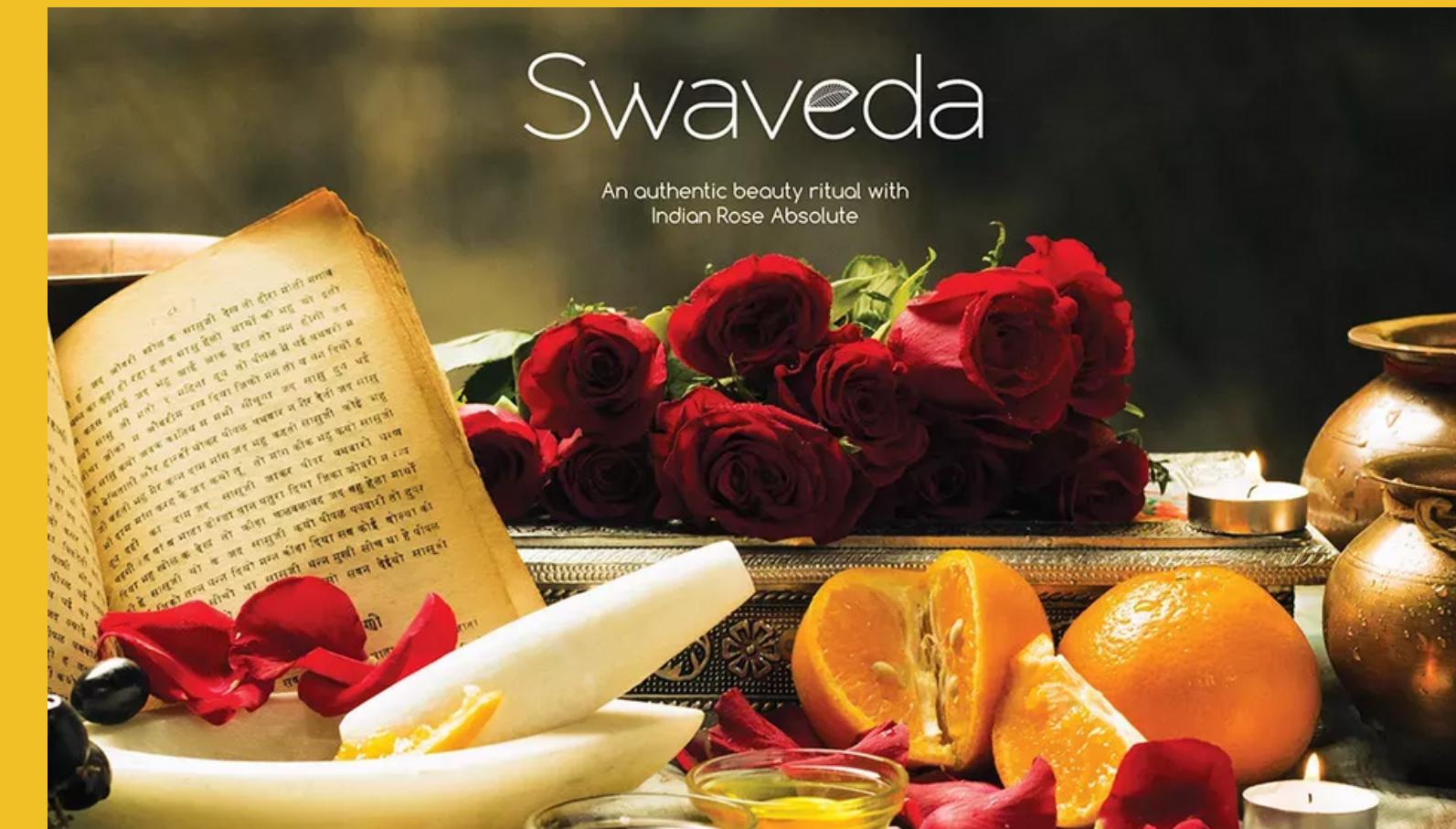
TARGET AUDIENCE

Middle to high income group men and women of age 18-40 years who are looking for traditional pure ayurvedic (hair, face and body) products who care about environment and ethical sourcing of ingredients.



ADVERTISEMENTS SHOWING THE AUTHENTICITY

Products are shown with their natural components highlighting their purity and closeness to the nature



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HEADPHONES INDUSTRY

A study of the positioning strategies through evaluation of Headphone - Boat Industry



Background of BOAT

Mission :

Making fashion meet
the world of
consumer electronics

Competitors :

MIVI, Ptron, Noise, JBL,
Zebtronics



Points of Parity

Offering a wide range of Headphones, earphones and earbuds

Warranty with IP rating

Online and instore presence

Noise cancellation

Points of Difference

Premium Quality at Economical Price

Boat Limited Edition Headphones like IPL, Marvel

10+ hours of battery life at 90% volume level

Most Durable



VALUE PROPOSITION

BoAt created its first, rather unique, product which was an indestructible Apple charger cable. They created the first ever product with anti-destruction properties. This was just the first step in making many items that would be shockproof and fall proof. It soon had a range of fall proof headphones and earphones under its bucket that could even be worn while jogging, or working out.

TARGET AUDIENCE

They have something for everyone from millennials, the misfits, Gen-Z, skaters to gamers

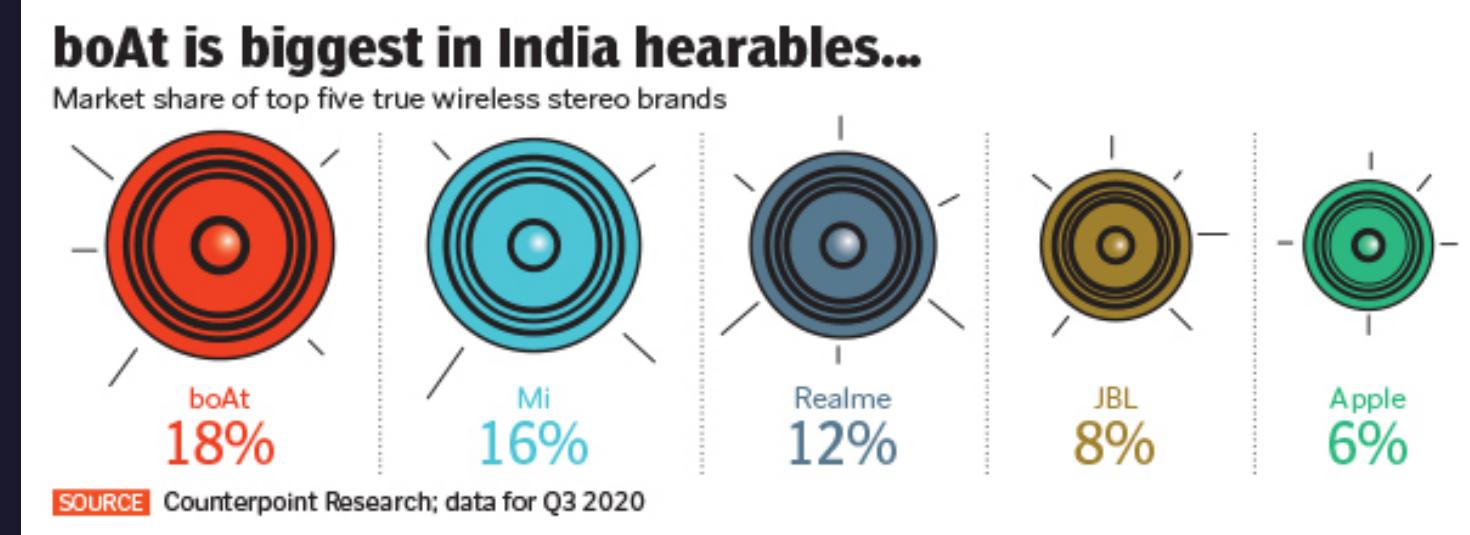


POSITIONING STRATEGY AND ITS IMPACT



Storytelling through
social media
campaigns:

GEN Z attraction



Impact in the herables industry

THANK YOU