



MarQMix- Branding Challenge



Vaishnavi Agrawal



Ria Biswas

TEAM PHOENIX, NMIMS Mumbai

OBJECTIVE → *To craft a hyper-local, omnichannel product journey for GoOAT that wins hearts with its tasty, healthy, and effortlessly convenient overnight oats.*

Problem Statement

Design a product journey align with the Indian ecosystem while clearly positioning GoOat's as the brand for health, taste, and convenience.

Competitor Analysis

We see that while bigger players are organic and have a wide variety of flavors, the protein content and the convenience that comes with GoOat would be the key differentiator in the category.

| Company | Unique Value Proposition | Number of Varieties | Channels Present |
|-------------------|---|----------------------|--|
| Yogabar | Gluten-free, various flavor options, some with high protein content | 6 | Online stores, select supermarkets, health food stores |
| The Whole Truth | Organic, stone-ground, various health benefits | 4 | Primarily online stores, select health food stores |
| Himalaya Organics | Certified organic | 2 | Health food stores, online stores |
| GoOat | <u>100% natural ingredients, protein-rich, spoon-free</u> | 5 (with 2 more soon) | Online stores, select cafes |
| MTR Foods | No artificial flavors, colors, or preservatives | 2 | Supermarkets, hypermarkets, online stores |
| Yogisattva | Natural ingredients, no artificial additives | 2 | Online stores, select health food stores |
| True Elements | Organic & natural ingredients, superfood additions | 1 | Primarily online stores |

Current Unique Value Propositions

Protein power: Packed with 17g-24g protein per serving, perfect for muscle health and satiety.

Grab-and-go convenience: Ready-to-eat, spoon-free, and portable, ideal for busy lifestyles.

All-natural: Made with 100% natural ingredients, free of artificial nasties.

Flavor fiesta: 5 delicious flavors + 2 coming soon, catering to diverse preferences.

BRAND TAGLINE & VALUE PROPOSITION

Oatventure Awaits!!!

We believe mornings shouldn't be a blur of routine. They should be an explosion of flavor, a chance to fuel your body and ignite your spirit. That's why GoOat exists, not just as another breakfast option, but as a portal to an Oatventure.

UPDATED PACKAGING



USP (Whey protein contents) highlighted on the seal

Kept the logo intact for brand recall and familiarity

Revamped look with bigger, more prominent image of the flavor

Busy Bani(28, Consultant)



"I need to get ready within 20mins. An easy & nutritious breakfast option which I can carry."

Demographics & Psychographics

- Lives alone in Bangalore
- Very busy schedule with little time to cook healthy meals
- Often ends up consuming cakes/other unhealthy packed items for breakfast.

NEED GAP: Minimal prep and portability - the perfect grab-and-go breakfast for busy mornings and active lifestyles

Fit Farhad(27, IT Employee)



"I need something protein heavy that can compliment my whey protein intake but I don't know how to cook!!"

Demographics & Psychographics

- Gym enthusiast. Consumes whey protein as a part of daily diet.
- Meal prep is beyond his capability and anything ready made is unhealthy to his lifestyle choices.
- Wants easy + flavour + health in his breakfast

NEED GAP: A healthy, tasty, and balanced breakfast with protein & fiber to compliment active lifestyle

Lazy Lalit (22, Student)



"I need something filling and quick for my breakfast but due to tight schedule, I barely get any time."

Demographics & Psychographics

- Student from Bhubaneswar.
- Often skips meals due to busy schedule. Needs something healthy, lean, yet filling.
- Very picky about taste and often ends up bingeing on sugary breakfasts.

NEED GAP: Versatile, healthy and budget-friendly option & keep fuller for longer with their flavorful goodness.

Pain-Points

Protein Rich & Healthy

Minimal meal prep

On-the-go Consumption

Taste + Health + No-Cook

Filling Breakfast

The GoOat Magic

Soak overnight to consume

17gms & 24gms protein rich food

1 Shaker Meal

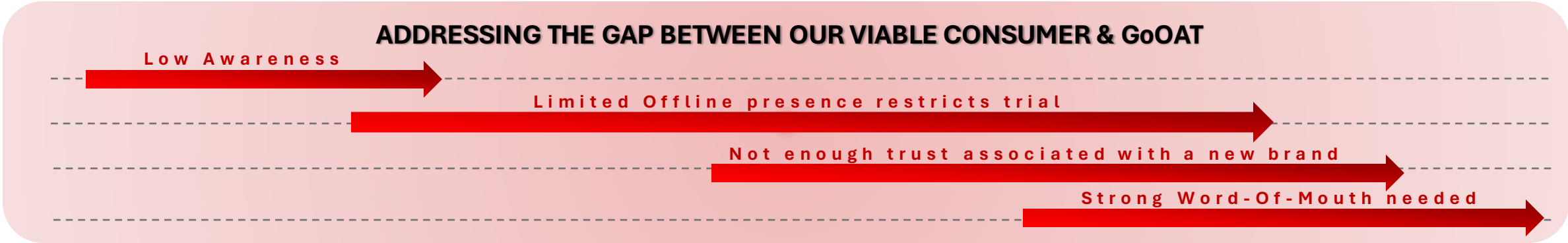
Exciting favours

The NEW PACK comes with a shaker



Analysing the Product Journey of GoOAT

| JOURNEY PHASES | TRIGGER & AWARENESS | DISCOVERY | CONSIDERATION | TRIAL & CONVERSION | LOYALTY |
|----------------|---|--|--|--|---|
| KEY FUNCTIONS | <ul style="list-style-type: none">- Social media ads, influencer partnerships- Online articles about healthy breakfast trends- Placement in health stores | <ul style="list-style-type: none">- Checks availability on e-comm & quick comm platforms- Compares offers with other brands | <ul style="list-style-type: none">- Engaging website with clear information & product details- Social Proof with testimonials & reviews | <ul style="list-style-type: none">- Tries the product- Compares with previous purchases in terms of taste + convenience | <ul style="list-style-type: none">- Fixates with a re-purchase plan |
| | | | | | <div>Touchpoint already exists Lacks and needs to improve</div> |



DEVELOPING INVENTIVE TOUCHPOINTS TO IMPROVE THE CURRENT PRODUCT JOURNEY

Website & Content: Adding the FAQ section and recipe ideas.
Increasing product placement on Quick Commerce

Social Proof: Vibrant social media presence with real people enjoying GoOAT and a flavor showdown

Organizing contests: Flavour Innovation

Trial Kits: Affordable starter packs with multiple flavor options to encourage testing different varieties

Single-serve packets or on-the-go options: Limited edition pouches with easy-grip features and leak-proof closures

Exclusive Offers & Rewards: Loyalty programs, birthday discounts, early access to new flavor

Flexible Subscription Options with personalized preferences and discounts for regular customers

GoMorning Challenge:
Partnering with fitness influencers or local gyms for a week where participants share their GoMorning breakfast routines and track their energy levels.
Offering discounts or exclusive merchandise to winners.

Here's a revamped retail promotional strategy to improve discoverability of the product through an omnichannel approach to get the right quantity of product at the right time to the user.

Discoverability



Promotions

Online Campaign Ideas based on pain points of the TG:

So good, they're practically swole-food:
Highlighting how the food is high protein

Breakfast of dreams - ready while you dream: Highlighting the low effort nature of cooking and how it's ready overnight.

Grab, go, and conquer your day: Highlighting convenience and strength of oats.

PHASE 1

Engage with youtubers like Beer Biceps, Mumbiker Nikkhil, MostlySane, Cookingshooking for promoting GoOats through their channels

PHASE 2

Targeted Digital Marketing with Digital campaigns on social media with hashtag #SuperHealthyWithSuperOats, Competitions on online platforms

PHASE 3

Run re-targeting campaigns on website visitors and post interactions across platforms on Youtube and Instagram with the taglines,

Retention

Introducing an Application

The GoOAT Hub

A digital platform that serves as a hub for health and wellness information. This platform can include blog posts, recipe ideas, and live sessions with nutritionists, creating a comprehensive ecosystem around GoOAT.

Indian Ecosystem Compatibility

The oats being positioned as an “On The Go breakfast”. As **world's largest tea-drinking nation**, Indians have an inclination for tea in the morning. Hence, “**Chai Shakti**” can be a new flavour variant to attract more customers.



Most Viable Customer Segment



- Age 18-45
- Indian Metros, Tier I, II++
- Medium - High disposable income

Behavioral

- Busy individuals. Often living alone.
- Health-conscious individuals trying to maintain an active & healthy lifestyle
- Parents & employees seeking convenient, healthy breakfasts
- Purchase behavior: Influenced by online & digital campaigns.
- Multichannel presence along with organic promotions is important to build trust

Customer Testimonials



Reviews to build trust

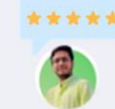
Mango Madness
Rs. 99.00



Healthiest breakfast! And it's so easy to make and filling.

Add to cart

Mocha Marvel
Rs. 99.00



I treat it like my morning coffee. Taste + protein in a sip!

Add to cart

**Thank
You**