



## MarQMIX- Branding Challenge



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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.

## 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.

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

## Busy Bani(28, Consultant)



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

## Demographics &amp; 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 &amp; 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 &amp; 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 binging on sugary breakfasts.

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

## BRAND TAGLINE &amp; 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

## Pain-Points

## The GoOat Magic

Protein Rich & Healthy

Minimal meal prep

On-the-go Consumption

Taste + Health + No-Cook

Filling Breakfast

Soak overnight to consume

17gms & 24gms protein rich food

1 Shaker Meal

Exciting flavours

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"> <li>- Social media ads, influencer partnerships</li> <li>- Online articles about healthy breakfast trends</li> <li>- Placement in health stores</li> </ul> | <ul style="list-style-type: none"> <li>- Checks availability on e-comm &amp; quick comm platforms</li> <li>- Compares offers with other brands</li> </ul> | <ul style="list-style-type: none"> <li>- Engaging website with clear information &amp; product details</li> <li>- Social Proof with testimonials &amp; reviews</li> </ul> | <ul style="list-style-type: none"> <li>- Tries the product</li> <li>- Compares with previous purchases in terms of taste + convenience</li> </ul> | <ul style="list-style-type: none"> <li>- Fixates with a re-purchase plan</li> </ul> <div style="background-color: #ffffcc; padding: 5px; margin-top: 5px;"> <span style="color: green;">Touchpoint already exists</span><br/> <span style="color: red;">Lacks and needs to improve</span> </div> |

### ADDRESSING THE GAP BETWEEN OUR VIABLE CONSUMER & GoOAT

Low Awareness

Limited Offline presence restricts trial

Not enough trust associated with a new brand

Strong Word-Of-Mouth needed

### DEVELOPING INVENTIVE TOUCHPOINTS TO IMPROVE THE CURRENT PRODUCT JOURNEY

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

**Organizing contests:** Flavour Innovation

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

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

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

**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.

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

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

| Gym Chains   | Health Apps  | Corporate Offices  |
|--|--|--|
|  cult.fit                                    |   |  |
| <ul style="list-style-type: none"> <li>Free Samples in sachet form</li> <li>Discount to best performing customers</li> </ul> | <ul style="list-style-type: none"> <li>Running Fitness Contest on Apps</li> <li>Provide discount coupons based on contest performance</li> </ul> | <ul style="list-style-type: none"> <li>Samples of cooked Oats/ sachets at office canteen</li> <li>Place hoardings in gym area</li> </ul> |

## B2B Collaboration



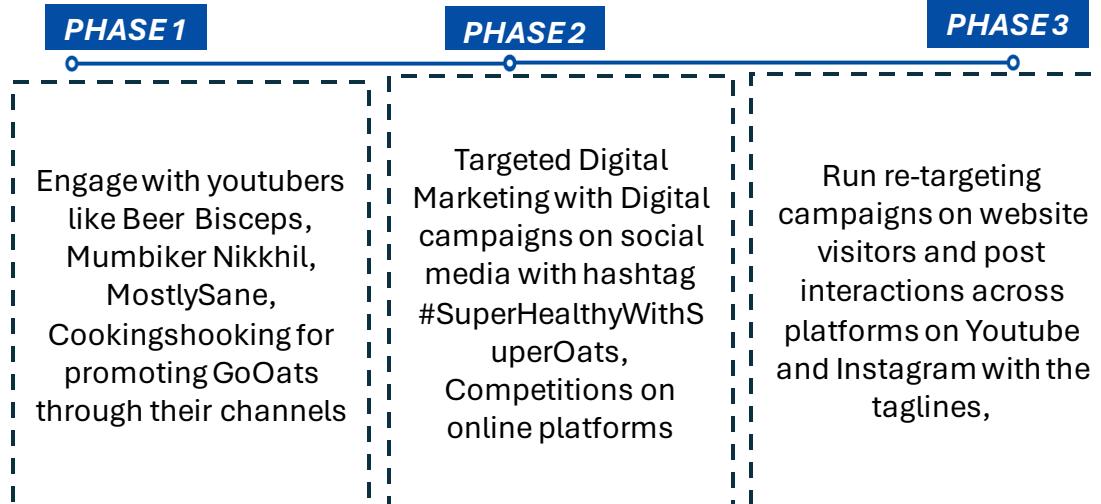
## Promotions

## 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.*



## 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**