

Does advertising
increase sales!??

Marketing strategy of MAGGI



GO!



Contents of This Template

Here's what you'll find in this ppt::

1. Is TV still the most Effective ad medium? Maggi marketing strategy before controversy.
2. The Maggi Noodles crisis in 2015 and the loss they faced.
3. How advertising helps them during crisis?
4. **Few sample posters they used to attract and connect public.**
5. Hypothesis Test to prove advertising increases sales.:
 - By comparing **2min maggi** pocket(advertising more) and **Atta noodles**(advertising less).
 - Conclusion.

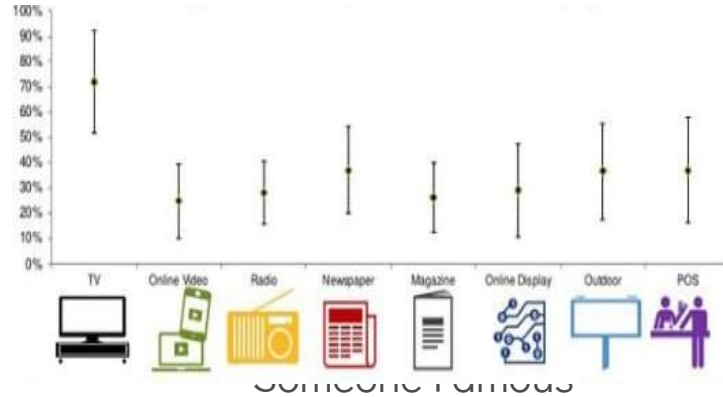




Wow!



"Tv Ad has unbeatable scale and reach"



01

02



Nestlé

Good Food, Good Life

MAGGI

Maggi is an international brand of noodles.

The brand was acquired by Nestle in 1947.

TARGETING

KIDS:

- MAGGI targeted kids.
- They were the ones who were ready to accept tasty foods.
- There was not much competition around.
- It clicked.

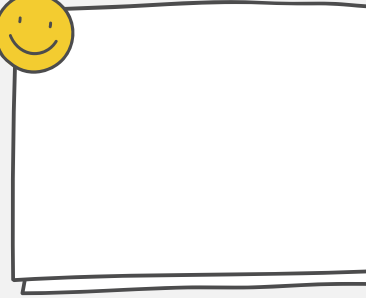
Working women

- As housewives moved to offices,they earned more money but had lesser time.
- So,the idea of instant food was spreading.

Mothers

- Emotionalconnect:Child ren,their hunger and happiness. And also as reward for kids.
- Housewives could be creative and add her own recipe.

TARGETING



Kids &
teenagers

Working
women

People
on the
move

Old people
who find it
difficult to
cook



Slogans they used to reach their targets



2 -
minute
noodles

Fast to
cook. Good
to eat

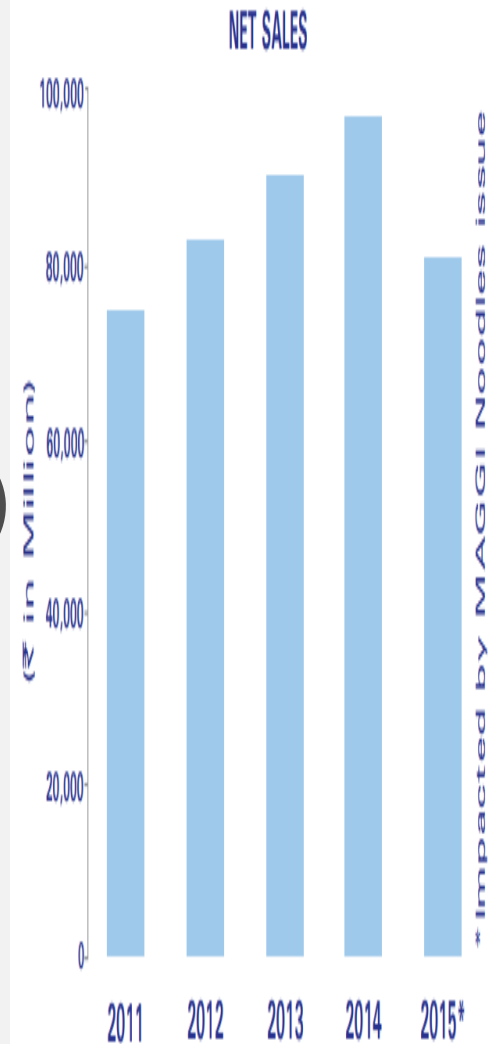
Taste bhi
health bhi

Your food.
Your style



Maggi Banned

- Maggi, which has been dominating the instant noodles market in India, was banned in 2015.
- Net Sales* for the year has decreased by 17.2% largely due to the impact of MAGGI Noodles issue



Strategy: Maggi after controversy

- *Still maggi is the leading company in noodles.*
- *How did they comeback???*
- They invested more(96%) on advertisement.
- Keeping in touch through increased ad space.



"Your Maggi is safe, has always been."

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02

03

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#WeMissYouToo



"I miss you yaar. Come back, man."



ADS;

01

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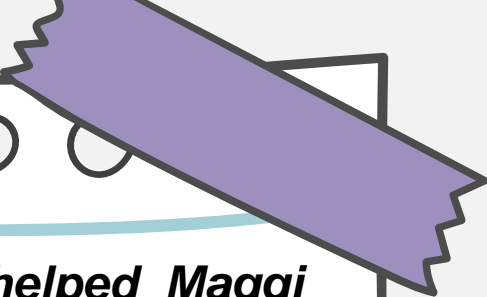

#MAGGI MOTHER

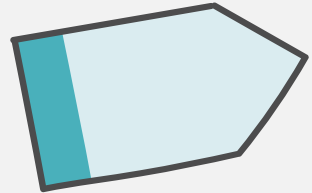


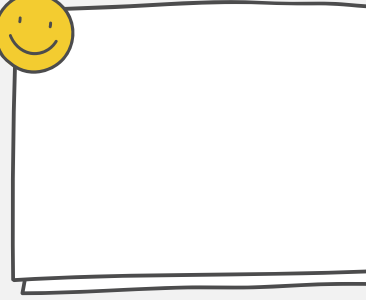
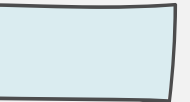
- The first ad after re-launching was of a mother speaking about her child's tryst with his maggi, thus further adding emotional value of customer's right there.
- This way it impressed mothers.



#LET YOUR MOM
KNOW;

- 
- 
- ***These steps have helped Maggi become a market leader AGAIN!***
 - ***They regain the lost trust by strengthening the connection with public by investing more on ads.***
 - ***They conveyed the message. Bold moves put up by maggi did help to regain people's confidence to extent.***





Hypothesis test

To find wheather ad increases sales statistically ,we here perform hypothesis test.

Step 1: Y – sales

X- advertising

Step 2: confidence level ; 95%, $\alpha = 0.05$

Step 3: According to the data, we select the test needed to be performed.

Step 4: H_0 = null hypothesis

H1 : alternate hypothesis

Step 5 : The test is performed

Step 6 :the value of p is found to be 0.02

YEAR	VEG ATTA	MAGGI		
2017	68,520	81233		
2018	74369	94096		
2019	75123	1,01,351		
2020	75632	1,12,162		
2021	76253	1,22,953		
			0.021175	

IF P VALUE IS HIGHER THAN ALPHA ,NULL IS ACCEPTED.IF PVALUE IS LESS THAN ALPHA WE REJECT THE NULL.

Step 7: P is less than alpha, then there is a difference.

Conclusion: Thus, advertising increases sales.