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Summer Internship Report

End to End Marketing Strategy for Consumer Awareness
regarding Ice cream and Frozen dessert

RISHI

**Project Title: End to End Marketing Strategy to increase
Consumer Awareness regarding Ice cream and Frozen
dessert**

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Executive Summary

Demand for indulgence items like ice cream and frozen desserts has held steady as the world population rises, urbanisation rates rise, and global economies improve, and the projections are positive. The ice cream industry is developing swiftly and aggressively due to macroeconomic reasons such as rising disposable incomes and a growing desire for indulgence delights throughout the world. Amul and HUL's Kwality walls are among the leading brands and top competitors. But Amul Ice cream are labelled as Ice cream whereas Kwality walls are labelled as frozen dessert. The survey shows that more than 50% consumers are not aware of difference between frozen desert and Ice cream. The project revolves around the marketing strategies to make consumer aware of these difference so that they can make informed decisions and better choices.

Ice cream Industry in India

The market for ice cream and frozen treats has changed dramatically in recent years. Up until a decade ago, the category was mostly limited to vanilla, chocolate, and strawberry ice creams, as well as some additional types like kesar pista, mango elaichi, traditional kulfi, and so on. The category has evolved over the last decade, with new subcategories emerging such as frozen yoghurt, gelato, sorbets, and shrikhand, as well as a slew of new ice cream novelties. One of the fastest expanding segments of the dairy and food processing industries in India is ice cream. India has a relatively low per capita ice cream consumption of 400 ml, compared to 22000 ml in the United States and 3000 ml in China. The sector has a lot of room for expansion, thanks to the country's strengthening cold chain infrastructure, as well as rising disposable income and changing lifestyles.

In 2016, the Indian ice-cream sector generated more than USD 1.5 billion in revenue, with revenue expected to reach USD 3.4 billion by 2021. Recently, frozen treats manufactured from vegetable oils have started cutting into ice cream's market share. Kwality Walls, Vadilal, and Cream Bell are three major frozen dessert companies in India. The ice cream market has evolved in shape and form over time, from customer perception to the products and services available. Ice cream, once regarded as a decadent treat, has now matured to the point where it is widely and enthusiastically regarded as a snacking option by consumers. Increased disposable incomes and discretionary expenditure have contributed to this shift in perspective. In addition, as the media's reach has grown, operators in this category have been able to broaden their range and recall value. Consumer perceptions have shifted, allowing the category to expand in size.

The growing popularity of the category has prompted multinational and regional businesses to enter the market. Amul, Vadilal, Havmor, Kwality Walls, and Mother Dairy, as well as international players like Unilever, CreamBell, Movenpick, and others, occupy the centre stage, which is surrounded by many regional operators. Amul is the market leader in the ice-cream category, accounting for nearly one-third of the market, followed by Hindustan Unilever and Mother Dairy. Operators have been forced to seek competitive advantages through improvements in product offers and service delivery by an increasing consumer base, product acceptability, and stiffening competition.

Vadilal has the country's largest ice-cream selection, with over 150 flavours available in over 300 different packs and formats. Cups, huge cups, family packs, and economy packs are all available. In addition to its paan and matka ice-creams, bubblegum-flavoured, lollypop ice-cream, Nutty Belgian Dark Chocolate, Kesar Malti, Classic Caramel, and Berry Blast, the Gujarat-based brand Havmore offers flavours like caramel biscotti, fresh mango, pink currant, pistoria, Tiranga ice candy, and a truffle bar in turbo cones, as well as white chocolate flavours.

\$43 billion

Estimated size of the global artisanal ice cream market in 2016

Source: Report Buyer, February 2018

₹4,000 cr

Estimated size of the ice cream market in India in 2017

Source: Research and Markets, June 2017

₹1,200 cr

Estimated size of the premium and luxury ice cream market in India

Source: Industry



Gourmet flavours are becoming increasingly popular, and they are acting as triggers for brands looking to establish a premium position. For example, Kolkata-based Fresh & Naturelle has

introduced Sandalwood, Japanese green tea, and Kolkata meetha paan flavours. Similarly, Natural Ice-Cream, which is mostly sold in Maharashtra and Karnataka, features custard apple and the festival-themed Makar Sankranti Special, which has sesame seeds and peanuts, and Movenpick is working on a masala chai ice-cream. Diet-friendly ice creams, such as low-fat and sugar-free ice cream, as well as ice cream cakes, have been introduced as part of the brand's premium range.

Retail service is a rapidly growing industry, with brands such as Cocoberry, Red Mango, Kiwi Kiss, and Yoghuberry selling flavored/frozen yogurt in trademark flavours through exclusive/standalone locations. Colleges, schools, office canteens, airports, five-star hotels, and independent kiosks all have such establishments. The frozen yoghurt category, which is predicted to account for 10-12 percent of the Frozen Desserts/ Ice-cream industry, is growing at a higher rate than the entire market, with a CAGR of 15-16 percent, and will more than double in size over the next five years. The introduction of multinational businesses such as Red Mango, Pinkberry, Yoguberry, and others is expected to broaden and accelerate the market's growth.


When HUL's Kwality Walls introduced Cornetto Oreo, it introduced Oreo fans to cornetto while also introducing the Oreo experience to millions of cornetto consumers across the country for the first time. Alpenliebe just jelly strawberry paradise ice-cream was created in collaboration with Perfetti's alpenliebe and Baskin-Robbins. International companies like Red Mango and Yoguberry, which have ticket values roughly double those of domestic brands in the same segment, have benefited from consumers shifting their preferences and being more oriented towards healthy and premium options. Similarly, in the ice-cream business, players like Swensons, which sell premium tickets, are optimistic about further expansion in India. Increasing dairy costs are driving up transaction costs for traditional ice-cream companies, which is driving up consumer prices.

Traditional tastes, such as milk-based and candy ice creams, as well as the large distribution network of milk-based ice-cream operators, keep them stable enough to maintain market share despite new and rising trends such as gelatos and frozen yoghurts. Furthermore, because the ice-cream industry is volume-driven, the location shift is widely dispersed and does not have a significant financial impact on consumers. On the other hand, this presents an opportunity for frozen yoghurt and gelato companies to not only educate customers about the benefits of their

products, but also to extend their manufacturing and distribution capacities, thereby tapping into a hitherto unexplored market.

Today's consumers are willing to pay a premium for such one-of-a-kind experiences. Consumers are willing to pay a premium for high-quality goods and brands that they like. India is a big market with plenty of possibilities for expansion at every level. When it comes to significant national brands, such upgraded product experiences ensure revenue. The category will grow faster than ever before as businesses spend in raising awareness, innovative products, more customer touch points, improved and increased distribution, and higher benefit items.

THE DIFFERENCE BETWEEN FROZEN DESSERTS



The infographic features a central collection of seven frozen dessert images: a chocolate ice cream sundae with a cherry, a cup of chocolate ice cream, a purple gelato cone, a bowl of fruit sorbet, a bowl of red sorbet, a chocolate soft-serve cone, and a cup of frozen yogurt with fruit. Arrows connect each dessert to its corresponding text box.

Dessert	Description
Ice cream	A frozen treat has to have at least 10% milkfat to be labeled ice cream, according to the US Food and Drug Administration. Ice cream is churned as it is frozen to give it a lighter texture.
Gelato	Thanks to using less cream and more milk , gelato has a lower fat content than ice cream. It's churned more slowly to give it a dense, creamy texture.
Soft serve	Soft serve typically has less milkfat than ice cream and more air incorporated into it to achieve its fluffy texture.
Frozen custard	Frozen custard contains at least 1.4% egg-yolk solids and at least 10% milkfat, both of which give it a thicker consistency.
Sherbet	Typically flavored with fruit, sherbet contains a lower milkfat content, between 1% and 2% . It tends to be slightly sweeter than ice cream.
Sorbet	This nondairy dessert is typically made using frozen juices, purees, and other flavorings like wine.
Frozen yogurt	The process of making frozen yogurt is similar to ice cream, except ingredients include yogurt cultures .

SOURCES: Bon Appétit; US Food and Drug Administration; Saveur; Serious Eats; Thrillist

BUSINESS INSIDER

Amul - The Taste of India

Anand Milk Union Limited, often known as Amul India, is a cooperative dairy firm based in India that was founded in 1948. It is handled by the Gujarat Cooperative Milk Marketing Federation Ltd, which is based in Anand, Gujarat (GCMMF). Amul was the driving force behind India's White Revolution, which saw the country become the largest producer of milk and dairy products in the world.

Tribhuvandas Patel, with the help of Sardar Patel, spearheaded the white revolution. In 1946, Kaira District Milk Union Limited was established. Three years after the white revolution, he employed Dr. Verghese Kurien (founder-chairman of the GCMMF). Kurien is credited with Amul's marketing success. Amul has expanded into international markets.



Because AMUL is the country's largest milk producing cooperative, it has partnered with global supermarket chain WALMART to sell its dairy products, and it has also partnered with Glaxo to produce baby food in India. Amul added sweet buttermilk powder, a second baby food brand, and a high-protein weaning food to the mix. It also exports its goods to Nepal. India is now attempting to grab markets in its immediate vicinity, such as Pakistan and Bangladesh. Each of these nations imports over 50,000 tonnes of milk each year, and Sri Lanka is inundated with an Indonesian brand that is reported to be of worse quality and costs less. Every year, these countries import a large amount of milk. In countries such as Singapore and Malaysia, AMUL'S Indian desserts are very popular. Amul sells a variety of products in

different countries. Amul milk chocolate, and Amul Eclairs are just a few of the company's products. Amul has begun preparing and selling pizza slices topped with Amul cheese. Amul's pizza slices are offered at snack counters in supermarkets and major department stores.

Across all categories, AMUL is India's most well-known native brand. Dairy ice cream is preferred by Indians over frozen sweets, and Amul has a large dairy ice cream line with a 35 percent market share in the national ice cream industry. Amul is India's largest sourcing base for milk products; customers choose to buy items in the Value for Money sector, which Amul dominates. When it comes to pricing strategy, Amul has a frightening image as a brand in which generations of customers have put their faith. Amul is the price warrior and presently has a very wide selection of items to offer for all price points. Amul is known for having a well-established dairy distribution and delivery network. AMUL's success prompted the formation of similar milk producer organisations in other Gujarat districts. They leaned on AMUL's project planning and completion skills. This pattern was followed not just in the KAIRA area, but also in the districts of Baroda and Surat.

The construction and alignment of four distribution highways—fresh products, chilled products, frozen products, and ambient products—was a big development on the distribution front. This is a big accomplishment because it enables them to create synergies across all product lines and to utilise these roads to produce and distribute new goods in response to market demand. So far, no other Indian institution has been able to achieve this level of channel synergy.

SWOT Analysis on Amul

Strength

1. **Strong Brand Image:** Amul has a strong brand image and brand memory, which has allowed the company keep a steady pressure on its competitors. Amul also spends a lot of money on promoting and marketing its dairy goods, such as butter and milk, which helps to keep the brand image and create brand recognition.
2. **Loyal Customer:** Customers trust Amul to provide high-quality products at reasonable prices, and the brand has a large loyal following.
3. **Strong Distribution:** Amul has managed to create a strong supply chain and distribution network over the course of its existence. Amul began in a remote location of Gujarat and has since built a solid supply chain and distribution network for

procuring raw ingredients for its products and then transporting finished items to consumers.

4. **Wide range of SKU:** Customers can choose from a variety of Amul goods. Amul offers a variety of items in a variety of categories. Amul's large range of products is one of its greatest assets.

Weakness:

1. Low awareness of available SKU's : Amul is well-known for its butter, cheese products, and milk, but public knowledge of its other products, like as chocolates, Amul milk powder, and Amul mithai, remains low.

Threats:

1. Increase in competition locally and Globally: Amul is facing strong competition from not only huge companies like HUL, Nestle, and P&G, but also small and local players like Mother Dairy, Govardhan, Nandini, and others.

Opportunities:

1. Can reach to every corner of the country.
2. Invest more in marketing and Ads.

4P's of Marketing Mix in Amul

Product : Amul, one of the most well-known dairy product brands, has a diverse product portfolio and a wide range of dairy products. The following is a list of some of Amul's most popular products. Amul spends a significant amount of money on research & development in order to produce new goods for various client segments.

Price : Amul's marketing mix consists of a mix of competitive and low-cost pricing. Amul was founded with the goal of providing high-quality dairy products at affordable rates.

Place: Amul collects milk directly from villagers and rural co-operative groups, which is subsequently transferred to industrial companies for use in various products. Amul has a large network of distributors who assist it distribute its products throughout the country. The products are delivered to business depots, from where they are distributed to wholesalers, then to individual retailers.

Promotion: Amul is one of the few corporations that has ran one of the most successful and long-running promotional efforts with a promotional character – "Amul Girl." It makes advantage of current events and takes a lighthearted approach to them. Company advertising spend does not exceed 1% of their revenue in order to maintain economies and avoid affecting product costs.

Project Work

Project 1

Objective : To create end-to-end marketing strategy to raise consumer awareness and improve sales for Amul Ice-cream

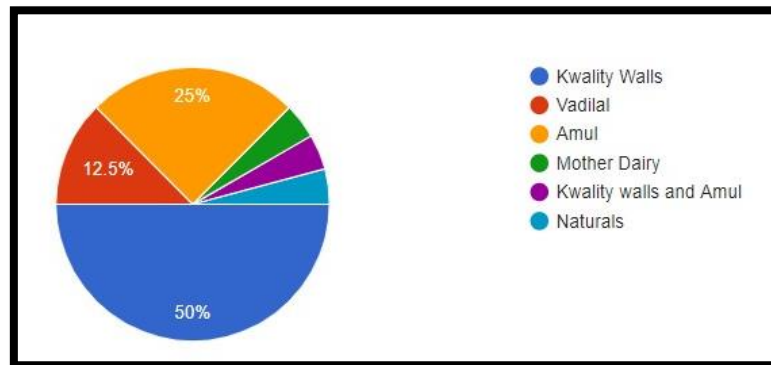
To do consumer Analysis for Ice-cream and competitors Analysis

To create marketing strategy so as to improve sales for Amul Ice-cream, the first step was to understand the consumers. Consumers in terms of what they like, why they like and there choices based on different options. So to understand the consumer the analysis was to understand few points.

1. Given the few major branded Ice-cream, whom they will choose. This will help us to understand what's there first choice for Ice-cream.
2. Next important point to know was why they choose the above brand and given some other better choice will they change their preferences.
3. Other important thing to understand was what can be the different sources using which we can connect to them and communicate our messages.

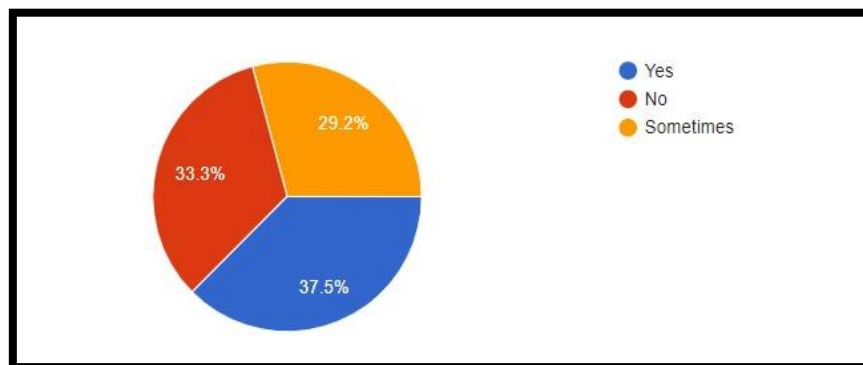
Many of the question were answered in below Analysis which was conducted on 100+ people.

Q1. Which brand of Ice-cream you prefer?



Above report shows that 50% of the respondent prefer Kwality Walls among the given choices while only 25% of respondent prefer Amul. This shows that Kwality Walls is preferred brand among the respondent.

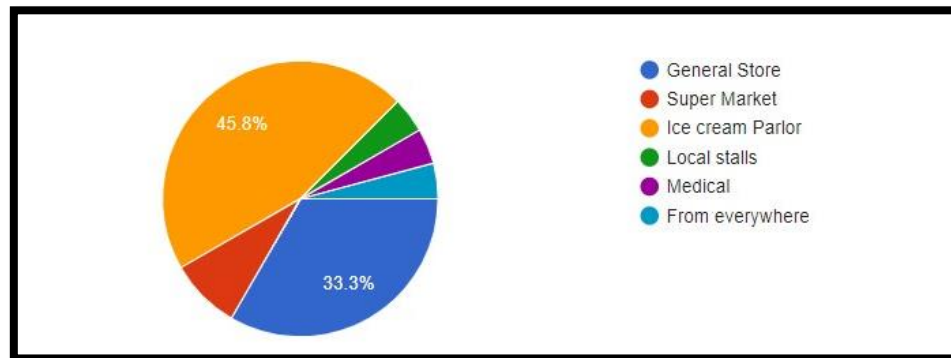
Q2. Before buying Ice-cream do you check the pack for its ingredient or content?



Report shows that only 37.5% of respondent look for content. So there is lot to space where buyers can miss whether it is made of Milk or Vegetable Oil.

So we have to create the marketing plan so as to encourage buyers to check for content before they buy.

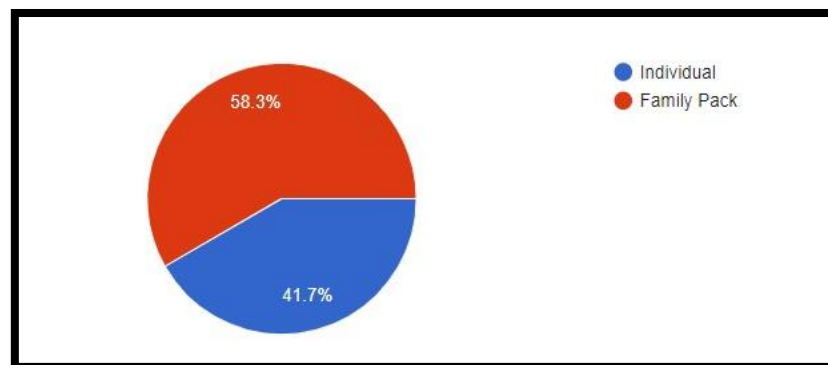
Q3. Usually from where do you buy Ice-cream?



Report says the most preferred option is Ice-cream parlor and the second most preferred option is general stores.

So we can say that these are some of the communication channels through which we can communicate them to raise awareness.

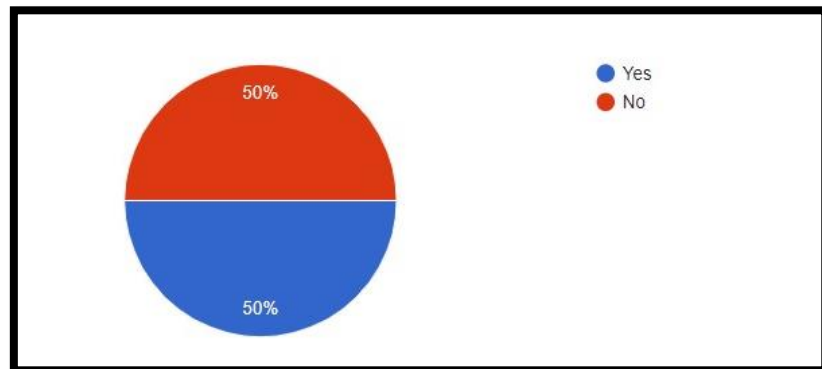
Q4. For whom do you usually buy Ice-cream?



Report shows almost 60% of respondents buy ice-cream for family rather than individual.

So we can say they prefer family pack over the individual one or wish to enjoy their ice-cream with family rather than enjoying all alone.

Q5. Do you know many branded Ice-cream are made from Vegetable Oil instead of Milk?

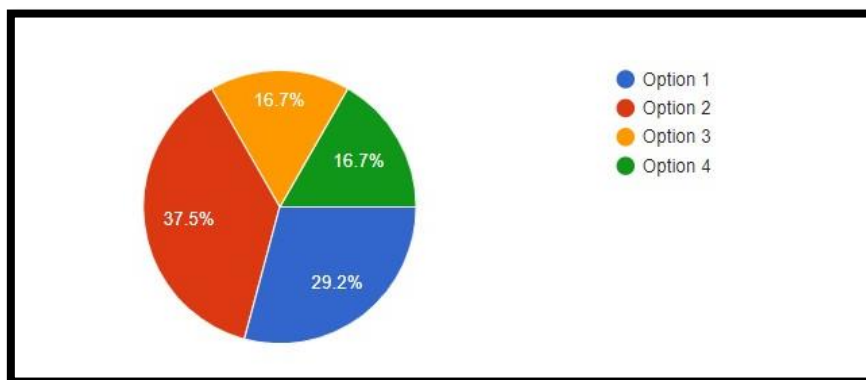


Report says almost 50% of respondent are not aware.

So while designing the marketing strategy we have to target them to raise the awareness. We have to look for different ways so as to target these buyers.

Q6. Which Option will you prefer?

	Option 1	Option 2	Option 3	Option 4
Brand	Kwality Walls	Amul	Kwality Walls	Amul
Type	Frozen Dessert	Ice-cream	Frozen Dessert	Ice-cream
Size	700 ml	1L	1L	700ml
Price	200	200	200	200



The reason for asking this question

- a. That given the frozen dessert and Ice-cream 29.5% of respondent have chosen frozen desert. May be the reason being Kwaliti Walls as the name and also they might be unaware of difference between Frozen dessert and Ice-cream
- b. They prefer low cost over brand name. So inspite of Kwaliti walls as option 37.5% of respondent has chosen Amul because it is cheaper compared to kwaliti walls.

Analysis.

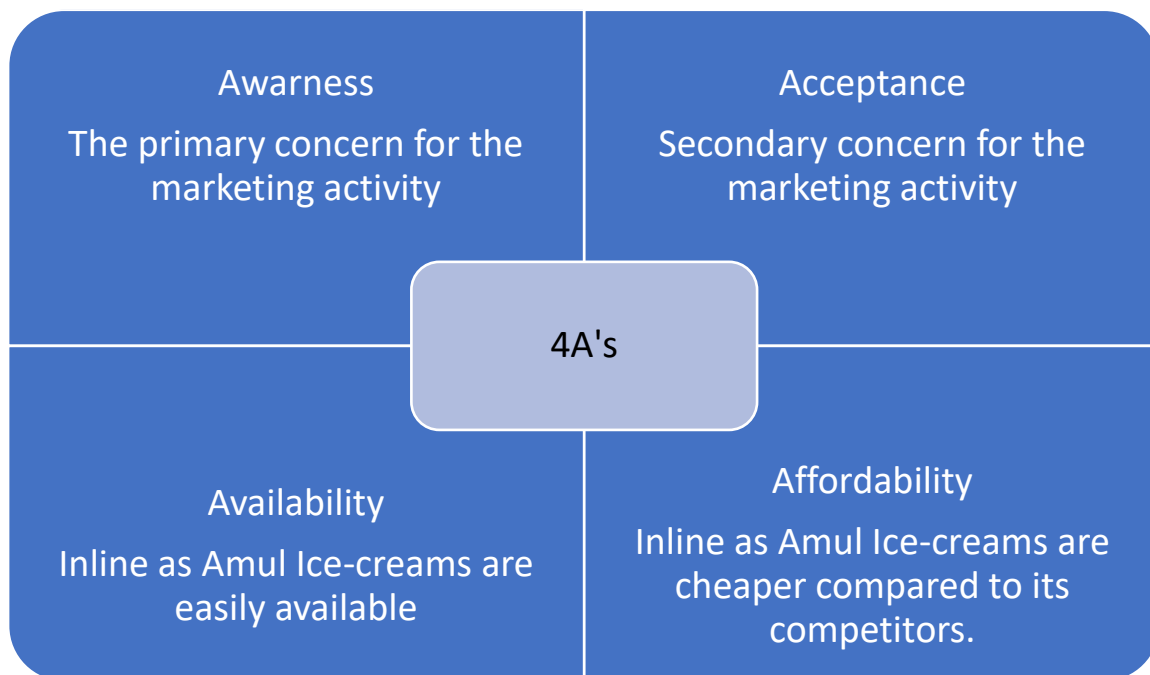
- People prefer Kwaliti walls over Amul
- Most of the buyers don't look for ingredient and also almost 50% are not aware of difference between frozen dessert and Ice-cream
- Buyers prefer buying family pack rather than for individual.
- Buyers prefer cost over the brand.

From the analysis of previous week report points taken were

- People prefer Kwaliti walls over Amul
- Most of the buyers don't look for ingredient and also almost 50% are not aware of difference between frozen dessert and Ice-cream
- Buyers prefer buying family pack rather than for individual.
- Buyers prefer cost over the brand.

So the primary concern will be to raise awareness and educate the buyers regarding the difference between frozen dessert and Ice-cream.

According to 4A's of Marketing,



So to approach the primary concern of this marketing activity i.e, to raise the consumer awareness the steps will be

1. Educating the Buyers.
2. Recommendations from influential Individuals.

Educating the Buyers.

To do this we will start with the campaign. The major attribute of campaign will be

1. To educate the consumer on difference between the Ice-cream and Frozen Desert
2. To encourage the consumer to look for word 'Ice-cream' before they buy any Ice-cream

The Campaign will be

Amul Ice-cream
"Likha Nhi Tho, Ice-cream Nhi"
Look for Ice-cream, Look for Amul.

Recommendations from influential Individuals.

Influential Marketing is among the trend in Market. For example, After acquiring the White Hat Junior the BYJU focused more on its marketing where every ads revolves around the professional's or family recommending the product. Many notable figures were seen in the ads.

On the similar line the ads can be created were recommendation are done by Influential people to look for "Ice-cream" word before buying the Ice-cream

Understanding Consumer Preferences Using Conjoint Analysis

Product Understanding Using Conjoint Analysis:

Initially we started with understanding of Ice cream in general to understand what consumers prefers given the choice among the multiple brands. According to that many preferred Kwality Walls over Amul reason being choosing brand name over Ingredient or Content of the product.

In this, the report completely revolves around Amul Ice cream to understand the different attributes of Ice cream and the utility attached to it.

The basic premise of the conjoint analysis technique is that when a customer evaluates a product, they do it as a set of attributes in which one feature is traded off against another. As an attribute we have taken 4 factors Flavour, Shape, Health Benefit and Appearances.

Attribute 1:

Flavour: Chocolate, Vanilla, Butterscotch, Mango, Strawberry.

Attribute 2:

Shape: Family Pack, Cup Cone

Attribute 3:

Health Benefit: No preservatives, Sugar Free, Low Fat

Attribute 4:

Appearances: Choco chips, Nuts, Multi layered

	Choice 1	Choice 2	Choice 3
Flavour	Chocolate	Vanilla	Butter Scotch
Shape	Cup	Cone	Family Pack
Health Benefit	No Preservatives	Sugar Free	Low Fat
Apperances	Choco Chips	Nuts	Multi Layered

	Choice 1	Choice 2	Choice 3
Flavour	Chocolate	Vanilla	Butter Scotch
Shape	Cup	Cup	Family Pack
Health Benefit	No Preservatives	Sugar Free	Low Fat
Apperances	Nuts	Choco Chips	Multi Layered

Fig 1 : Set of different attribute

A set of 3 different choices very made similar to above example and consumer were allowed to choose 1 from them.

Analysis Result:

Based on Individual attribute Preferences:

Flavour	%	Shape	%	Health Benefits	%	Apperances	%
Choclate	90+	Cup	75+	No preservatives	75+	Choco Chips	60+
Vanilla	80+	Cone	69+	Sugar Free	70+	Nuts	45+
Butterscotch	40+	Family Pack	55+	Low Fat	70+	Multi Layered	50+
Mango	25+						
Strawberry	76+						

*% refers to percentage of people choosing the particular attribute.

Based on overall attribute:

Attribute	Attribute Imp (Approx.)
Flavour	56%
Shape	13%
Health Benefits	12%
Apperances	19%

Above Analysis shows that, Flavour is a most preferred attribute. The consumers can shift to different brand over this attribute. It provides the most utility to consumers. The second most preferred attribute is appearances like is there any topping or any other ice cream is layered.

To improve the demand for Amul Ice cream we have to increase the consumer awareness regarding the difference between Ice-cream and Frozen Dessert. We have to increase their knowledge on what is frozen dessert and where and why it is written instead of Ice cream.

Now to do that I came with a campaign whose sole purpose to increase consumer awareness on frozen dessert and Ice cream

The Campaign will be

Amul Ice-cream

“Likha Nhi Tho, Ice-cream Nhi”

“Look for Ice-cream, Look for Amul”

Now let's discuss different strategy for the same.

Strategy :

- 1. We will create a video Ad because it will help us to create an emotional link**

The Story

Brief Idea: A family goes to a park. Kid (consumer) ask's for Ice cream. Whole family goes near a shop to buy an Ice cream. Father ask for Ice cream and shopkeepers takes out a frozen dessert packet and gives it. Mother sees the frozen dessert and says “ Isme to Ice cream likha hi nhi hai. Isme frozen dessert likha hai”. Father says so what. Now mother explains frozen dessert are made of vegetable oil and so Ice-cream's are not written on them. Mother says “Ask of Real Ice cream Ask for Amul Ice cream”.

The main idea for this Ad is to impact the decision makers and buyers, that they care of there loved ones and will buy the right product for them.

This video's can be displayed through various social media channel i.e. paid and owned.

2. To create a display Ad

This ad will be linked with above campaign for “ Look for Real Ice cream Look for Amul Ice cream”

This poster’s will be displayed

- 1. Hoardings**
- 2. Transit Media: Ads on delivery vehicles of Amul product.**



Hoarding Ads



Transit Media

Brief Description on **“Likha nhi tho Ice cream nhi. Look for Ice cream, Look for Amul”** Campaign

1. Purpose and Goal of Campaign

From our previous reports and analysis we came to a conclusion that to consumers prefers brand that's the reason kwality walls are more preferred over Amul . But we can work to change this preferences as more than 50% consumers are not aware that vegetable oils are used for these Ice creams. So the purpose of this Campaign is to increase the consumer awareness regarding the difference between Frozen desert and Ice-creams.

The purpose or Goal of Campaign is:

- a. To make people aware of difference between frozen desert and Ice creams
- b. To encourage people to look for ingredient mentioned in the pack or to look for word Ice creams
- c. To encourage people to buy Amul Ice creams

2. How will we measure the campaign.

As usually the most of the Ads will run through the social media, Hoardings and Transit Media the way to measure the effectiveness of campaign will be through

- a. Sentiments, Social Mentions, Engagements
- b. Through Sales

3. Our Targets.

We are trying to get new customers or preferably the consumers consuming the frozen desserts and also to retain the existing Amul Ice creams lovers. One more thing I would like to mention here is that Task 1 reports says that people prefers buying family pack or for family rather than alone. So many times decision makers are different than consumers. And so I have created an Ad accordingly where decision makers are effected.

4. Concept of Campaign.

The concept of this campaign is to make people think that not every Ice creams are made of Milk. To make consumers aware of what they are actually consuming or are brands honest to them while selling so as to drive consumers towards Amul Ice creams.

5. How to reach Targeted Audience.

According to Amul's previous ad strategy and continuing with it we will prefer Hoardings, Social Media and Transit Media.

6. Budget(Approximately)

Hoardings: According to my research where I have seen Amul ads they prefers Billboards which costs around 6k to 7k per day of size 40W*40H ft. Going with 2 to 3 boards in a city for a week will cost around (7000*3*7) which is 1.47L rupees.

Transit Media: Now as company has its own supply chain were it uses its own trucks or tempos. We only need the flex prints which cost around 20 to 35 rupees per sq. ft.

Social Media: Company has its team outsourced which handles the Digital Marketing for the company.

Project 2: To get consumers aware of new Amul's app and get them on board. To call the every possible retailer of the allotted region, informing them about the new app and its feature. Helping them to get use to app.

Project 3: To attend the consumer enquiries on Amul Preferred Outlet. Give them information regarding the same and convince them for same.

Learning:

Learned how consumer awareness can be the part of important marketing strategy. In the above case consumers getting informed can assure company to improve sales. Learning also involves understanding how marketing effort changes based on decision makers and consumers. Learned about understanding the consumers difficulty during the APO and App installation process and how to use it.

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