

THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.



What does a Brand Manager actually do?

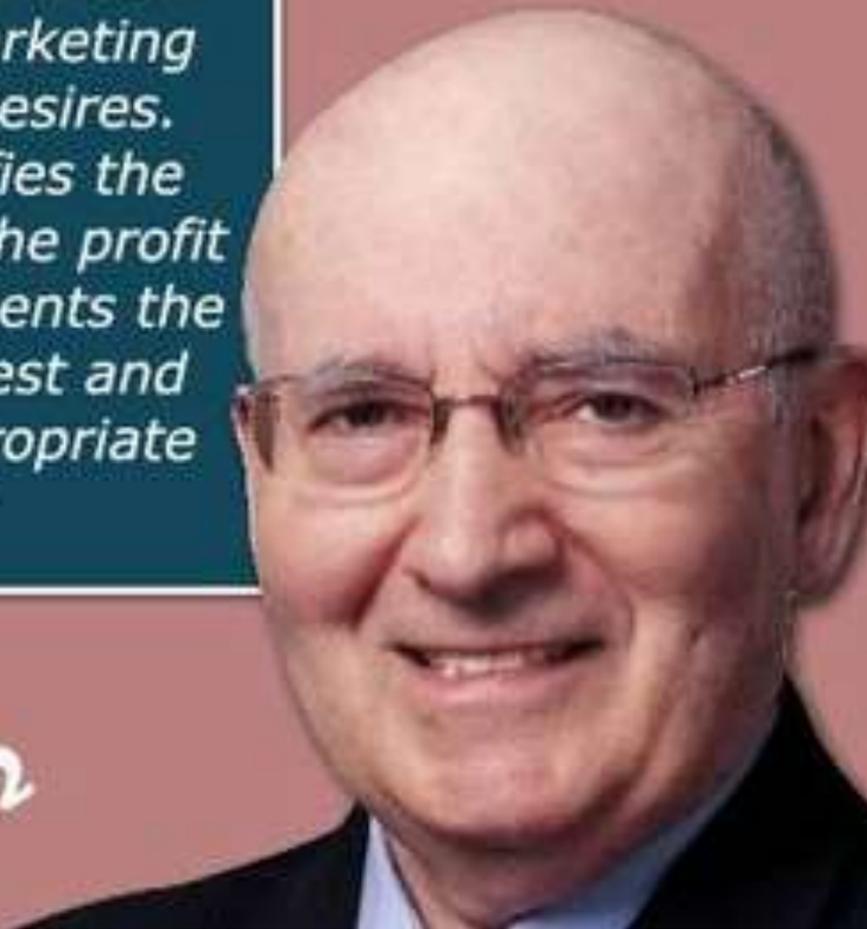
Basics of Brand Management

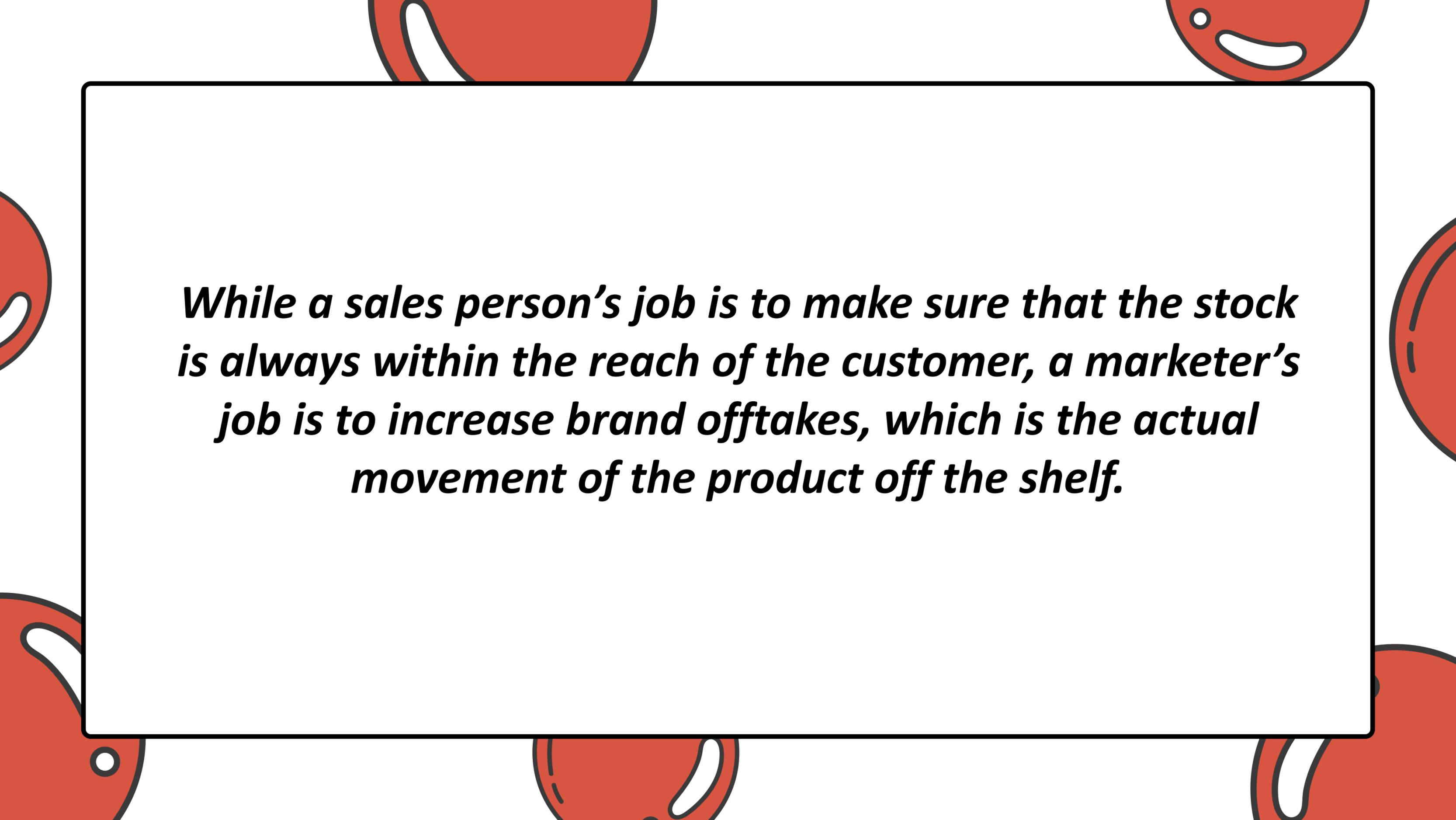


WHAT IS MARKETING?

"The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."

Philip Kotler





While a sales person's job is to make sure that the stock is always within the reach of the customer, a marketer's job is to increase brand offtakes, which is the actual movement of the product off the shelf.

Difference between Sales & Marketing?



Modern Trade



Traditional Trade



Ecommerce

Sales

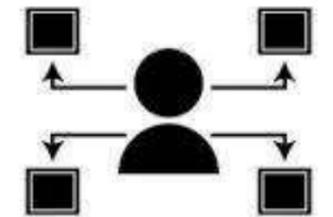


Sell in

Marketing



Sell out



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7 Ps of Marketing



- **Product**
- **Price**
- **Place**
- **Promotion**
- **People**
- **Process**
- **Physical Evidence**

Product



Price



Place



Modern
Trade



Traditional
Trade



Ecommerce

Promotions

ATL

Above the line



BTL

Below the line



TTL

Through the line



People



Process



Physical Evidence

Global first! 3-door exit from Indigo



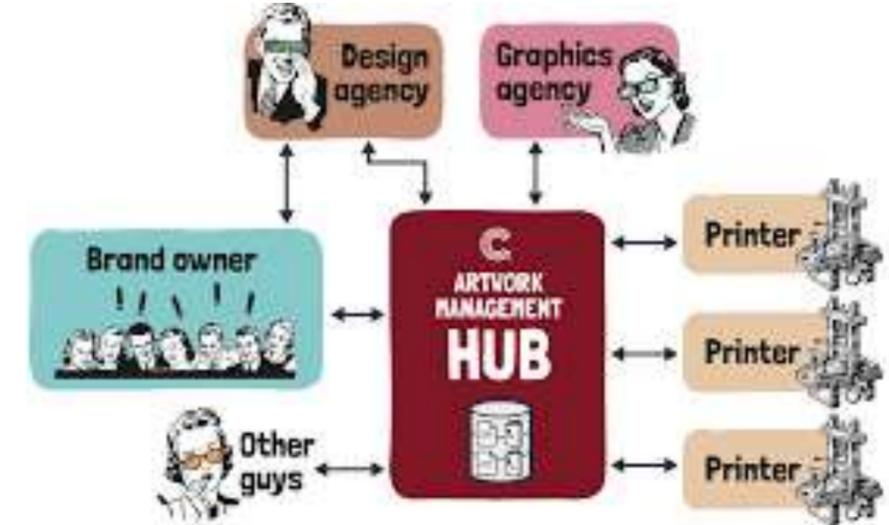
So what does a Brand Manager do?



Brand Strategy



Channel Strategy



Artwork Management



Innovation Management



Product Recipe & SKU Mgmt



Pricing & Inflation

How Brands are Managed?



**Consumer
Measures**



**Market
Share Data**



**Internal
Company
Data**

Consumer Measures

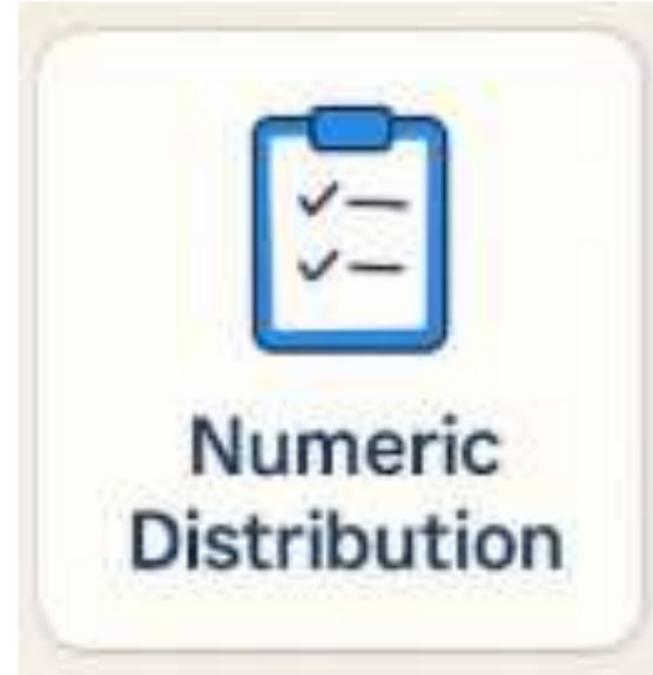
Saliency

Consideration

Behavior



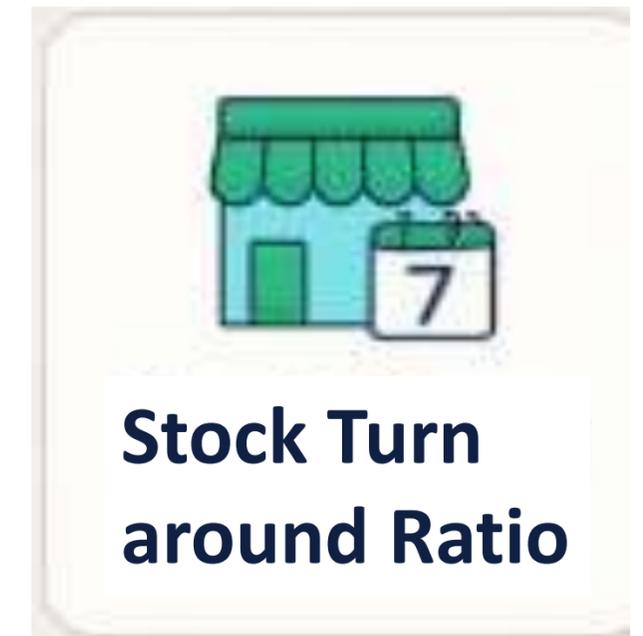
Market Share Data



Per Dealer Offtake



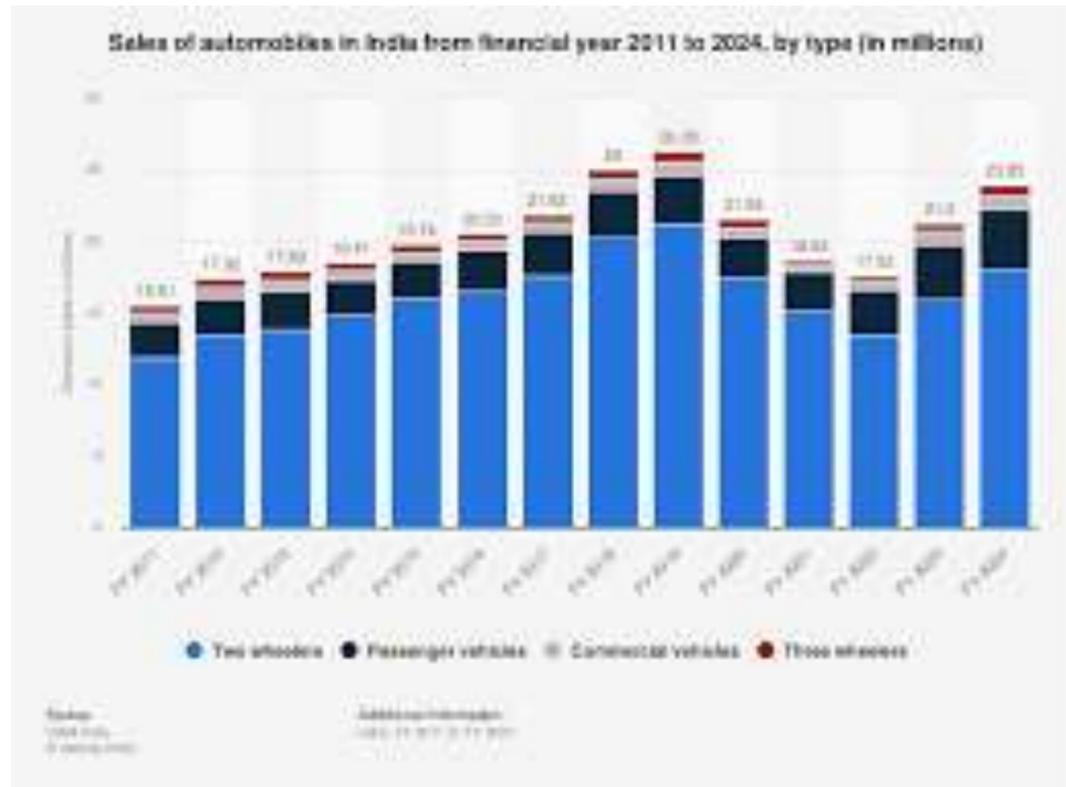
Share in Handlers



Consumer Measures

Internal Sales Numbers

Profit & Loss Statement



Profit and Loss (P&L) Statement

[prɪ-ˈfæt ən(d) ˈlɒs ˈstæt-mənt]

A financial statement that outlines a company's revenue, costs, and expenses over a specified period of time.

Investopedia

Track Performance of Initiatives



Setting a Brand Vision



To bring inspiration and innovation to every athlete in the world.



Be the destination for customers to save money, no matter how they want to shop.



To be the best way to pay and be paid, for everyone, everywhere.



To become the world's most loved, most flown, and most profitable airline.



To provide access to the world's information in one click.



To be the world's leading producer and provider of entertainment and information.



To create the most compelling electric car company of the 21st century.



To be the world's best quick service restaurant experience.



To establish Starbucks as the premier purveyor of the finest coffee in the world.



Thank You !