

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.



Marketing's Gift to Sales

Logic of Consumer Promotions

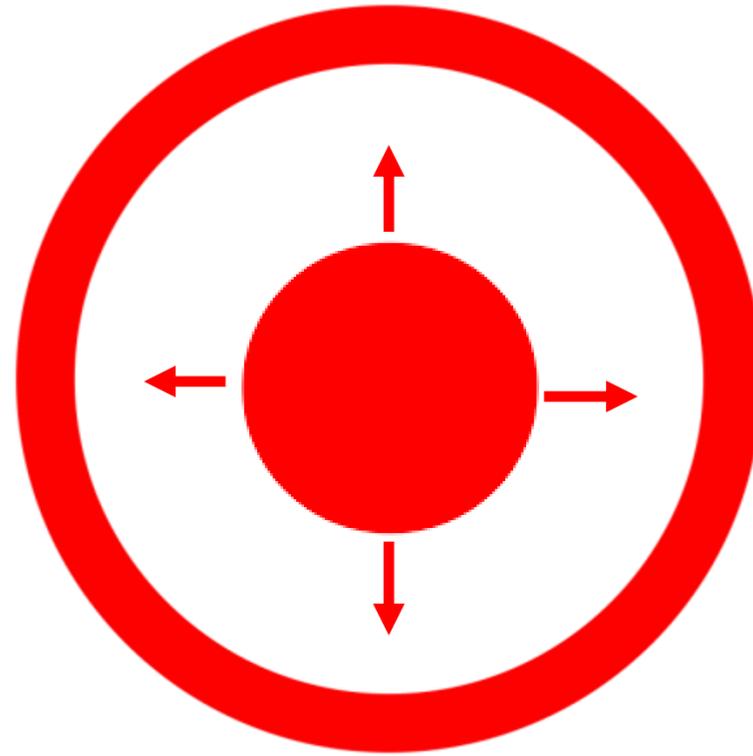


Consumer Promotions, which basically means giving something free, are rarely useful as mediums of growing a category.

Since, you would agree to buy something extra only if the category was already relevant to you.

Hence, consumer promotions usually find a role for a brand seeking to 'steal share' from a dominant market leader.

Consumer Promotions are a Route to deliver Steal Share



**Grow
Category**



**Steal
Share**

Consumer Promotions – Broad Routes

Enhance Imagery



Bridge Imagery Gap



Offer Value



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Consumer Promotions : Enhancing Imagery



Consumer Promotions : Enhancing Imagery



Consumer Promos : Bridge an Imagery Gap

Horlicks +
Storage Box

Chips +
Toy Promo



Consumer Promos : Offering Value



Consumer Promos : Offering Value



Thank You !