

THE PRACTICAL MARKETER

BY SAURABH BAJAJ



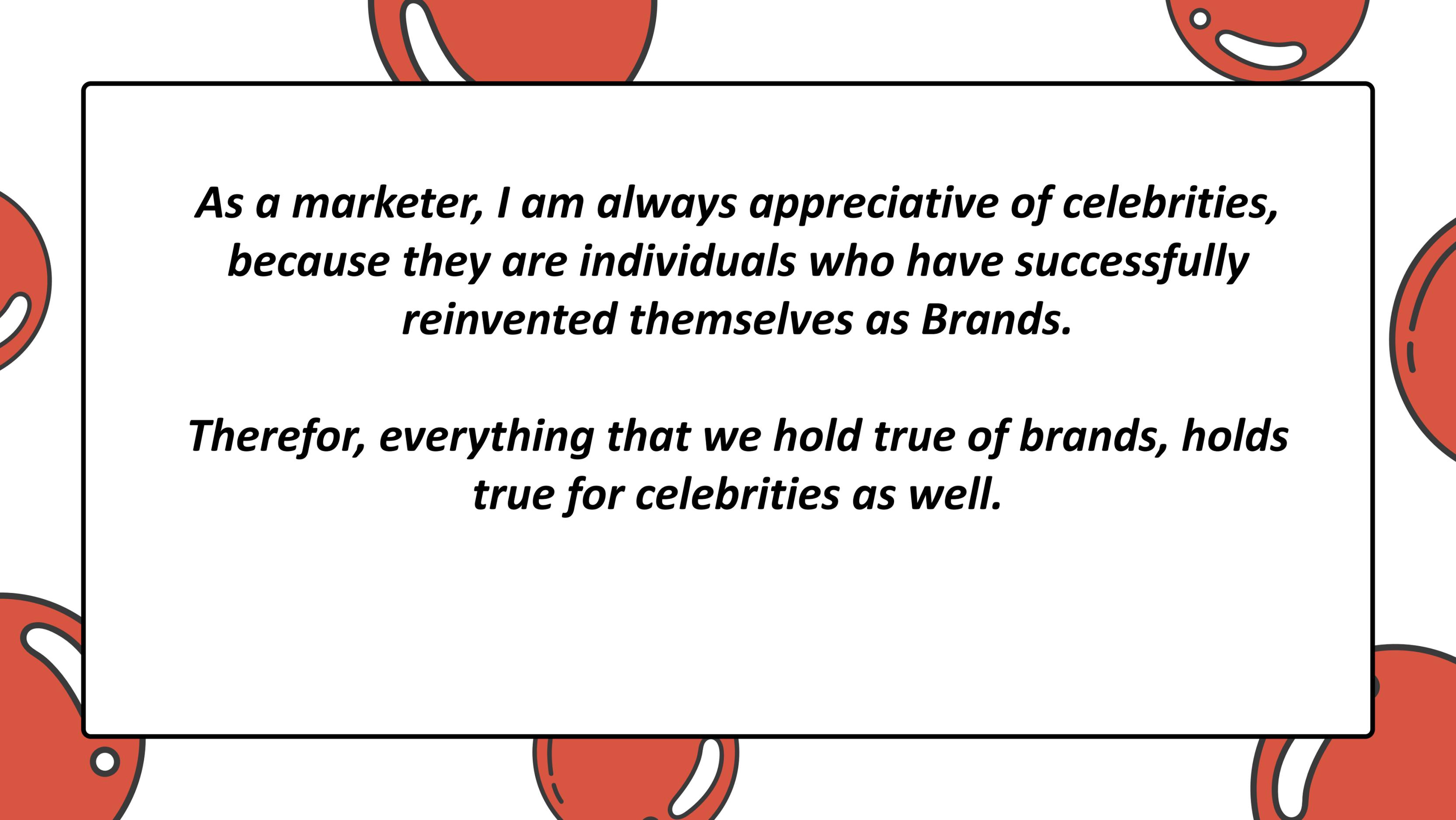
Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations,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



Celebs are individuals reinvented as Brands

Role of Celebrities in Marketing





As a marketer, I am always appreciative of celebrities, because they are individuals who have successfully reinvented themselves as Brands.

Therefor, everything that we hold true of brands, holds true for celebrities as well.

BRAND LADDER



Social Benefit

How does it change society?

Transformational Benefit

How does it change my life?

Emotional Benefit

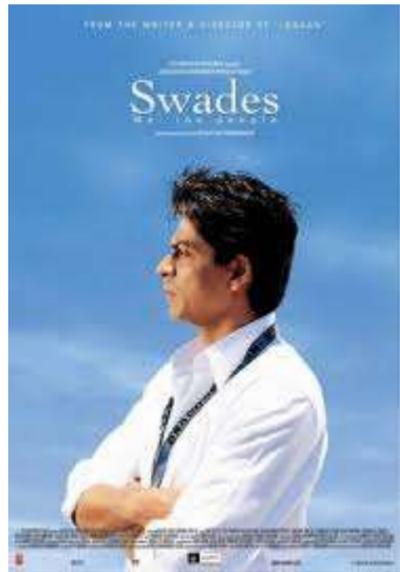
How does it make me feel?

Functional Benefit

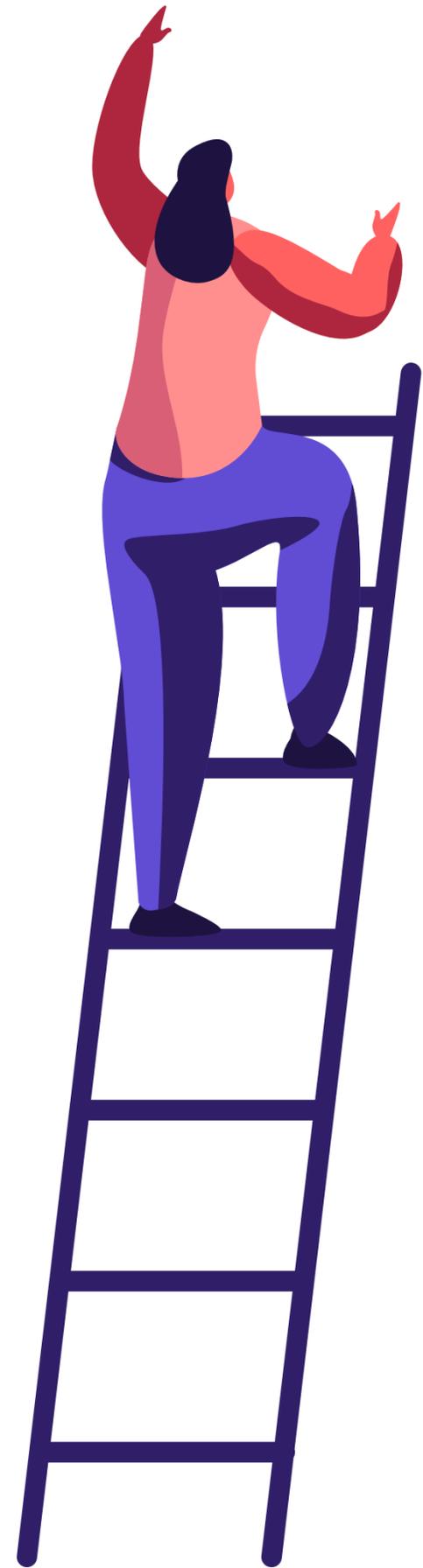
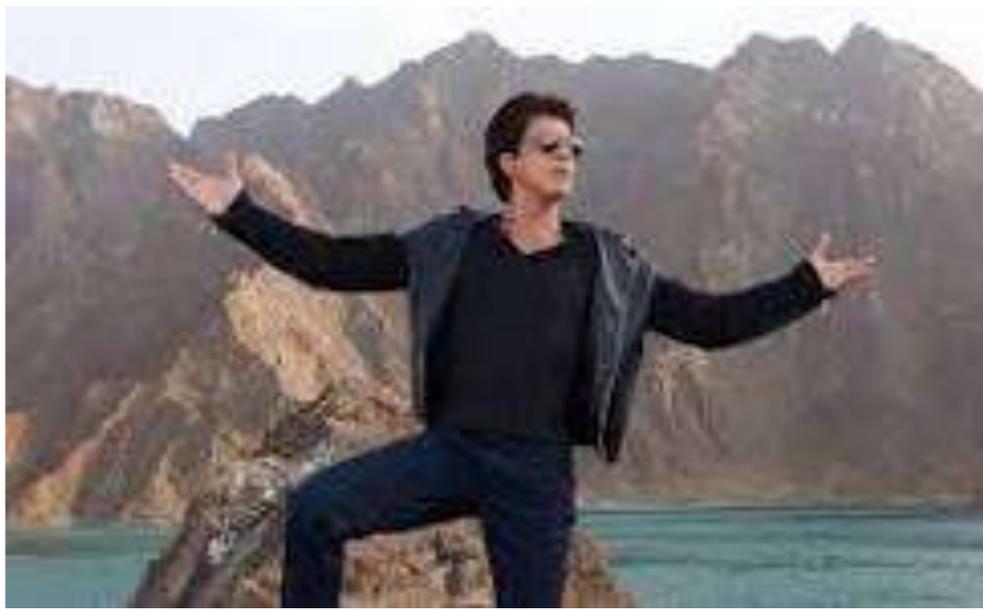
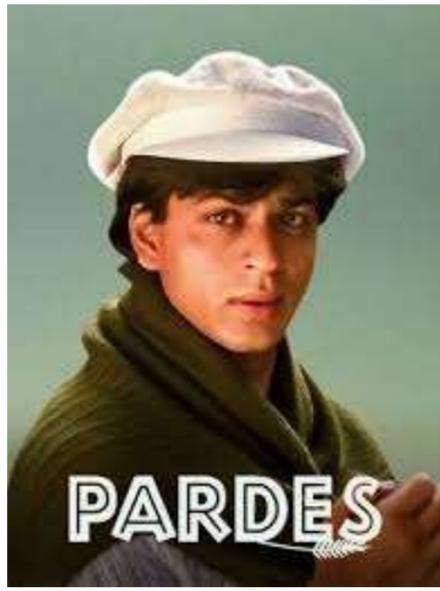
What will I get?

Attributes

What are your unique product/ service features?

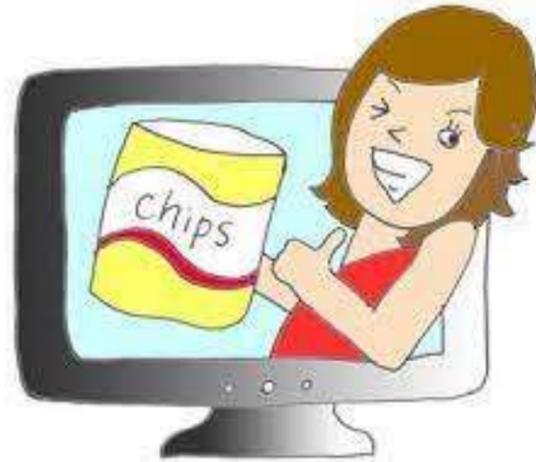


Ideal embodiment of Indian Middle Class Values



Role of Celebrity Endorsements

Be Noticed



Improve Communication Efficiency



Strengthen the Brand



Solve a Problem!



Role of Celebrities : Be Noticed



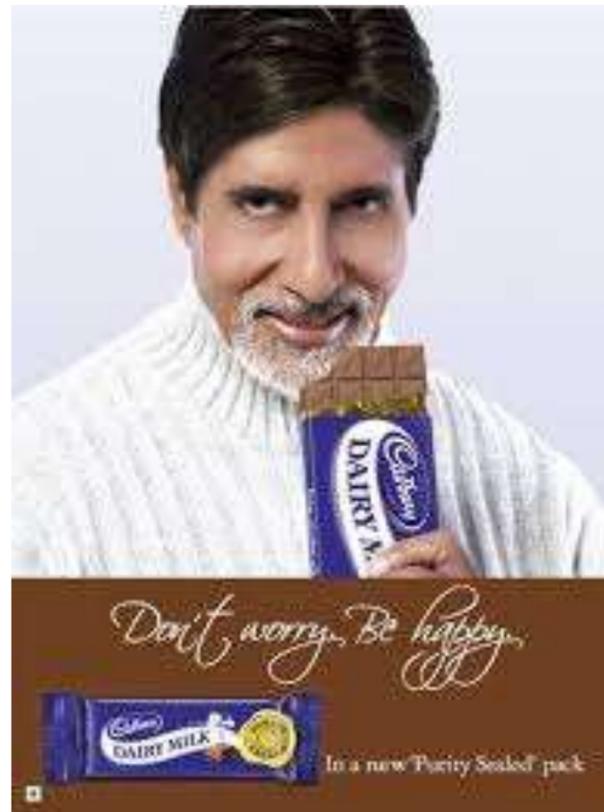
Role of Celebrities : Improve Communication Efficiency



Role of Celebrities : Strengthen Brand Values



Role of Celebrities : Solve a Problem



The Ground Rules



#1. Consistency



#2. Differentiation



#3. Exclusivity

Thank You !