

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.



The First 'P'

Building a Winning Product

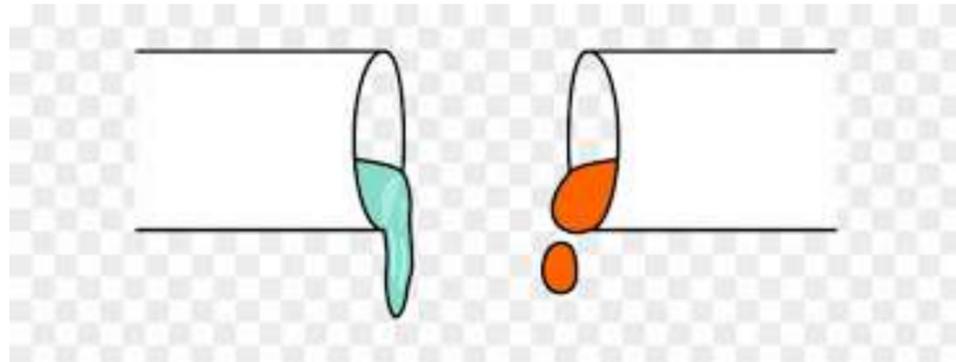


The Product Experience

Physical Attributes



Color



Viscosity



Density

Organoleptic Attributes



Taste



Aroma

Physiological Attributes



Satisfaction on Swallowing



Feeling of Softness of Hands post Use

Product Testing

Renovation



- Often initiated on the back of cost pressures to optimize the recipe
- Win versus the original product or 'Gold Standard'
- Remove expense that the customer does not value, add what the customer does.

Innovation



- Done for new products, often a competition offering or 'source of business' could be the benchmark.
- If one is launching a 100% Juice, one could test against Tropicana 100%
- But say if we are launching Greek Yogurt as a pioneer then we may look for 'Significant Superiority' vs existing Fruit Yogurts

Testing Protocols



Avoid Branding Bias



User Experience



Actual Point of Usage

Thank You !