

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.



Winning Innovations

Types of Innovations



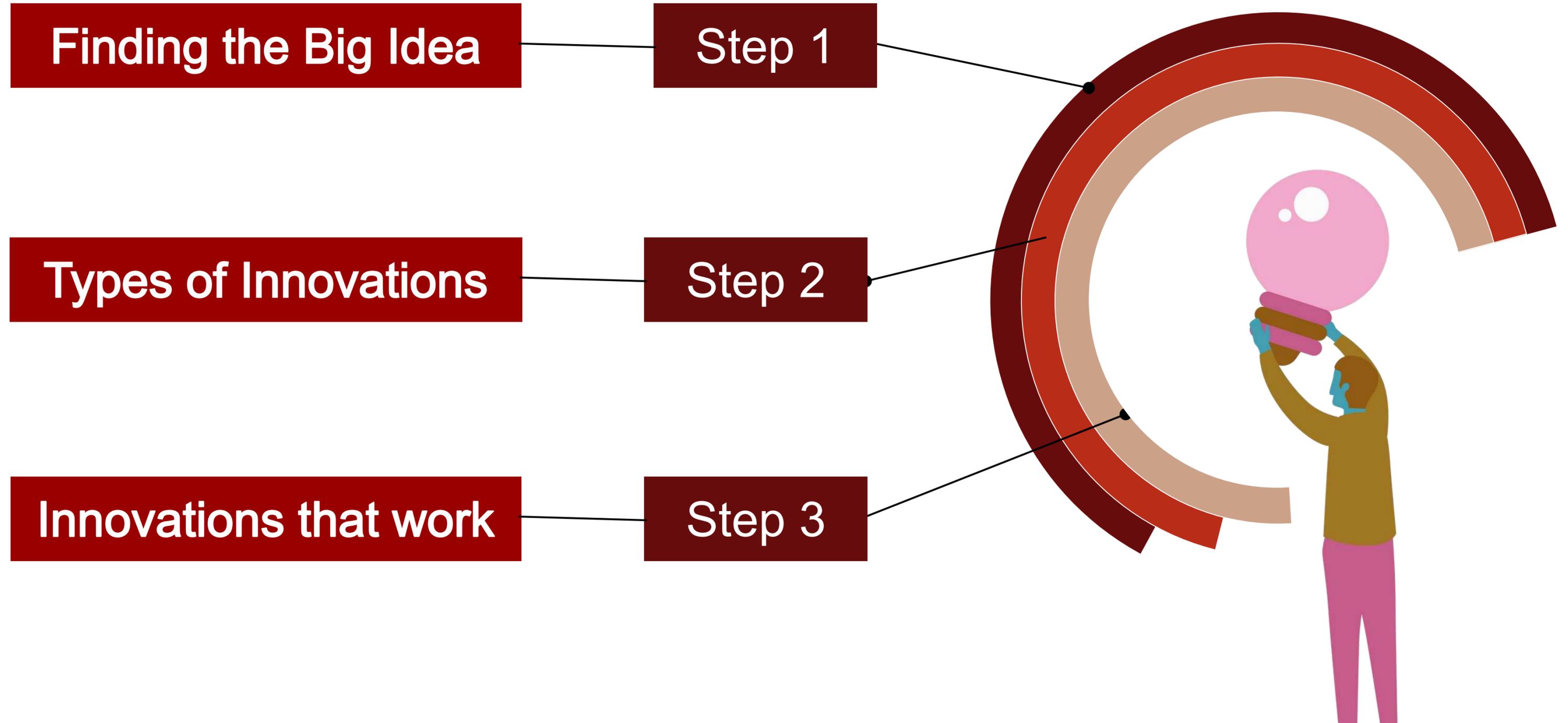
Innovation is truly the holy grail of marketing. It often feels like business growth at no cost or investment.

Innovation, however, is also perhaps the most precarious marketing tool. Too many brands and companies have lost their way on the back of an innovation strategy that ran wild!

Where you shell out too much of your money to support the new kids on the block instead of investing in your core.

However, there can really never be anything more gratifying for a business when an innovation strategy succeeds.

STP MARKETING MODEL



Finding the Big Ideas

The cardinal truth of innovation is to search for that unmet consumer need.

Remember what Henry Ford said, “If I had asked people what they wanted, they would have said faster horses.”

Immerse yourself in the 'Occasion'



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Finding the Big Ideas



What will you replace?

Types of Innovations

New News



New Occasion



New Behavior

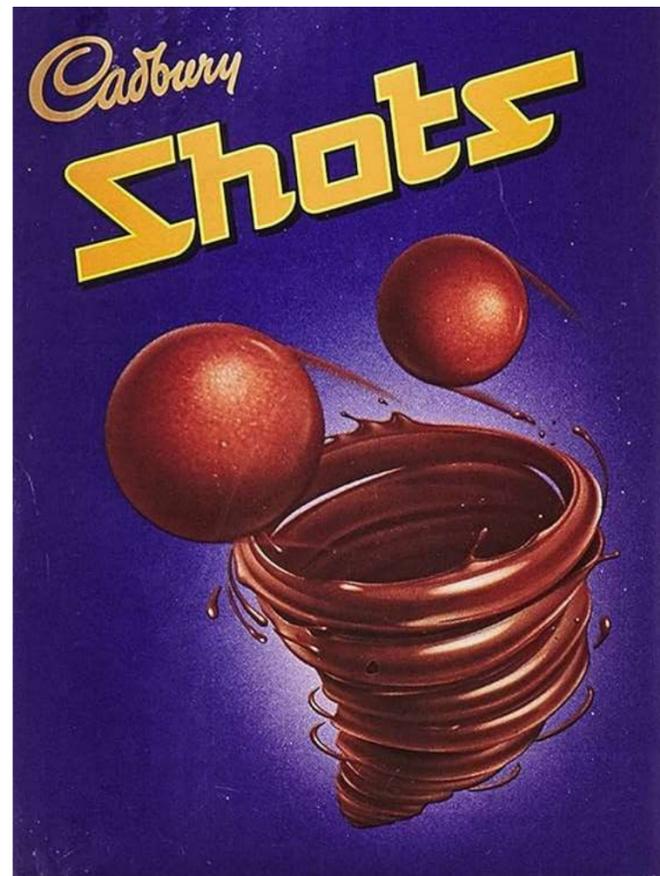


CATEGORIES OF
NEW PRODUCTS

New News Innovations : Recruit



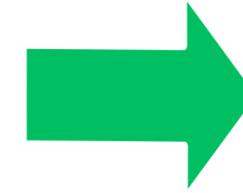
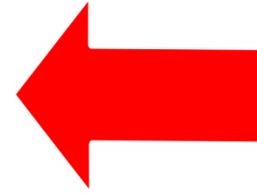
New Occasion Innovations : New Reasons to Consume (Re Recruit)



New Behavior Innovations : Disrupt the status quo



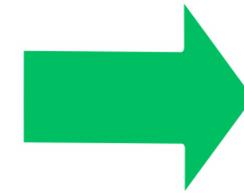
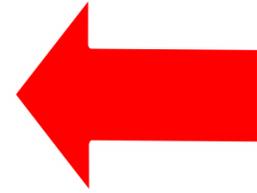
Innovations that work & that don't!



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Thank You !