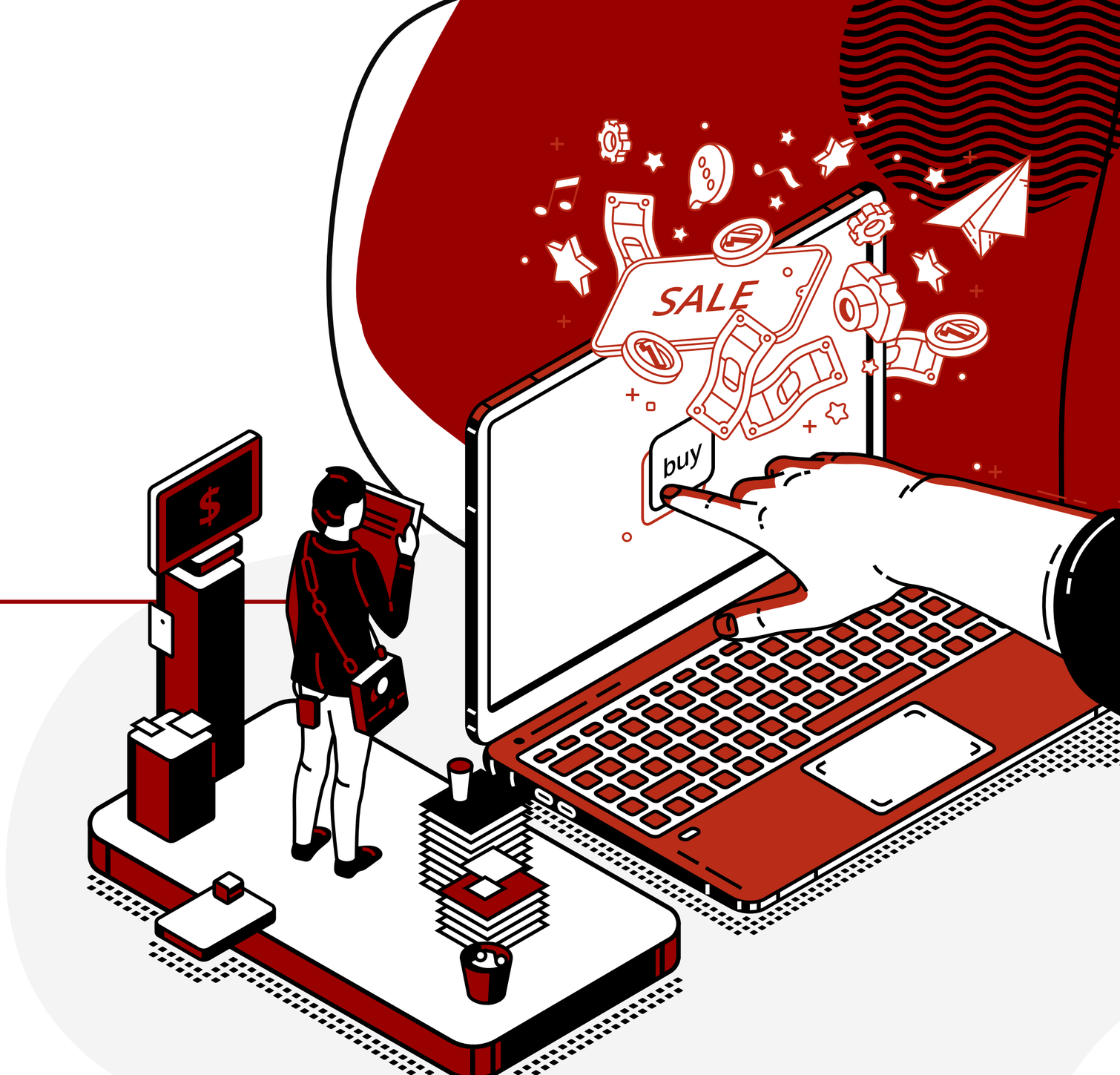
THE PRACTICAL MARKETER

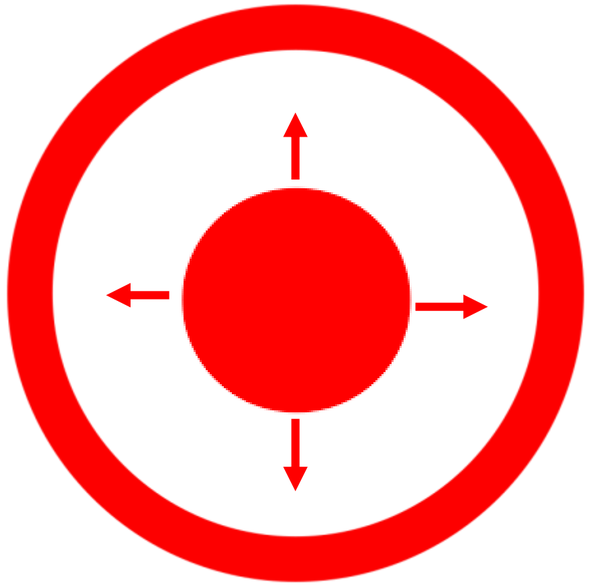
BY SAURABH BAJAJ



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 is a Brand Task?

How is a Brand Strategy Built?



Grow Category

Steal Share

Thanda
matlab
Coca-Cola

Kuch Meetha Hojaye!

20% EXTRA"
CHIK
PROTEIN SOLUTIONS
Thick & Glossy
Black
Shampoo
Badam protein
Black tea
Bhringraj oil
For gorgeous
shiny hair

STUMPED
@99 with McDonald's
Value Meal
Coca-Cola
*T&C Applied

Build Relevance for the Category.

Find Consumers from outside the Category.

High Investment. Usually the Market Leaders Strategy

BUT THEN WHAT DO CHALLENGERS DO?

Let your taste decide.
Take the Pepsi Challenge!
Nationwide, more people prefer Pepsi over Coca-Cola!
PEPSI
Pepsi Challenge Scoreboard
12,884
58.2%
39.7%

Ronald McDonald House Charities

NEWS:

On McHappy Day, all Big Mac sales are donated to Ronald McDonald's house charities that help children with cancer.

NEWSJACKING:

We embraced the cause by not selling the Whopper nationwide and encouraged our customers to go and buy a Big Mac instead.

We even went there ourselves!

THE DRUM

"BURGER KING EMBRACES McDONALD'S"

A DAY WITHOUT WHOPPER®

THE DAY WE DONATED OUR GUESTS TO McDONALD'S CHARITY

AdAge TAXI Webretail ADWEEK YAHOO! news Media Marketing 24CN
LaVoz EL MISIONERO LA CAPITAL EL CRONISTA PERFIL ciudad magazine

206M IMPRESSIONS

90% ORGANIC

WE SOLD

0

WHOPPER IN 107 RESTAURANTS NATIONWIDE

McDONALD'S SOLD

73.437

MORE BIG MAC'S THAN LAST YEAR

IT WAS A

RECORD YEAR

FOR McHAPPY DAY IN ARGENTINA

Clarín

"A TRUCE IN THE ETERNAL WAR OF BURGERS"

212
MEN
BODY

FOGG
FRESH AROMATIC
FOGG
FRESH AROMATIC

BINGO!
MAD ANGLES
Achaari Masti

Lay's
Dill Pickle

XXL PACK
Lay's
Lay's
Lay's
PAKA

Talk to Existing Category Users

Offer a Differentiated Benefit

Challenger Brand’s Strategy

Grow Category

Steal Share

Thank You !