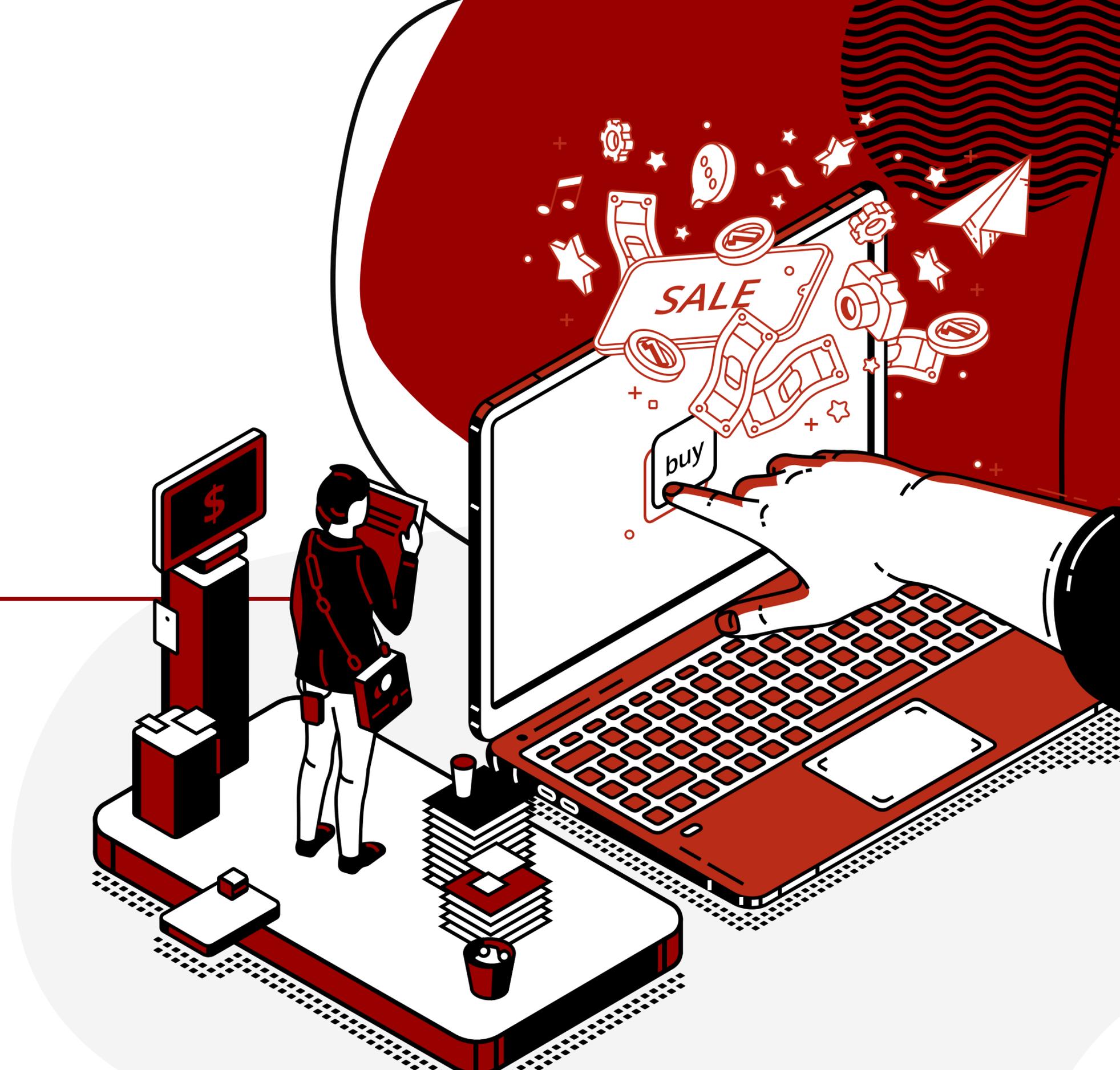


THE PRACTICAL MARKETER

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.



Start with the 'Why?'

Crafting a Brand Purpose



How are Categories built differently

The Golden Circle

WHAT

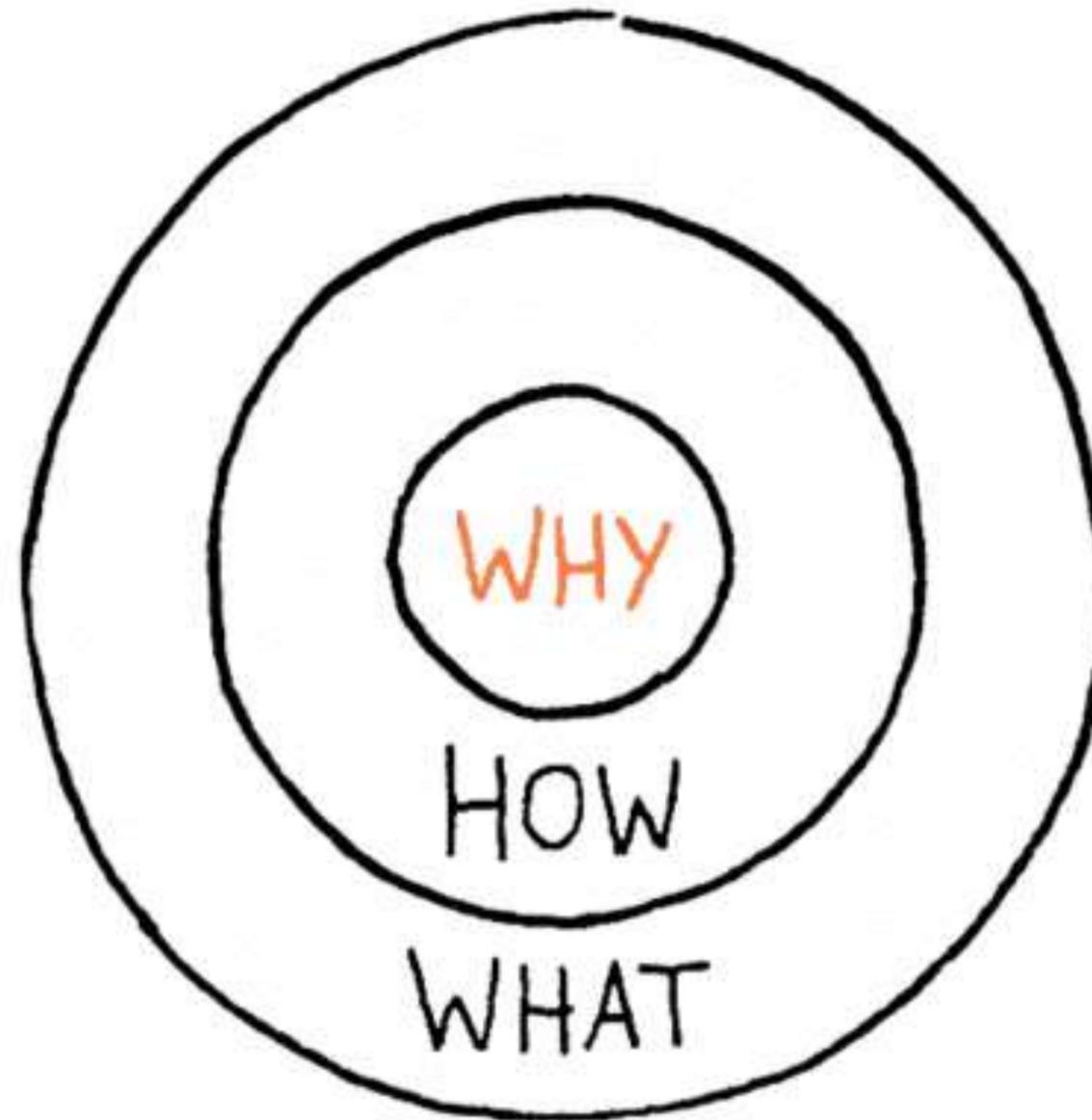
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

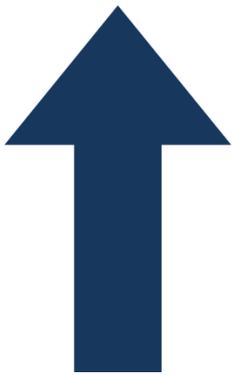
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



BRAND LADDER

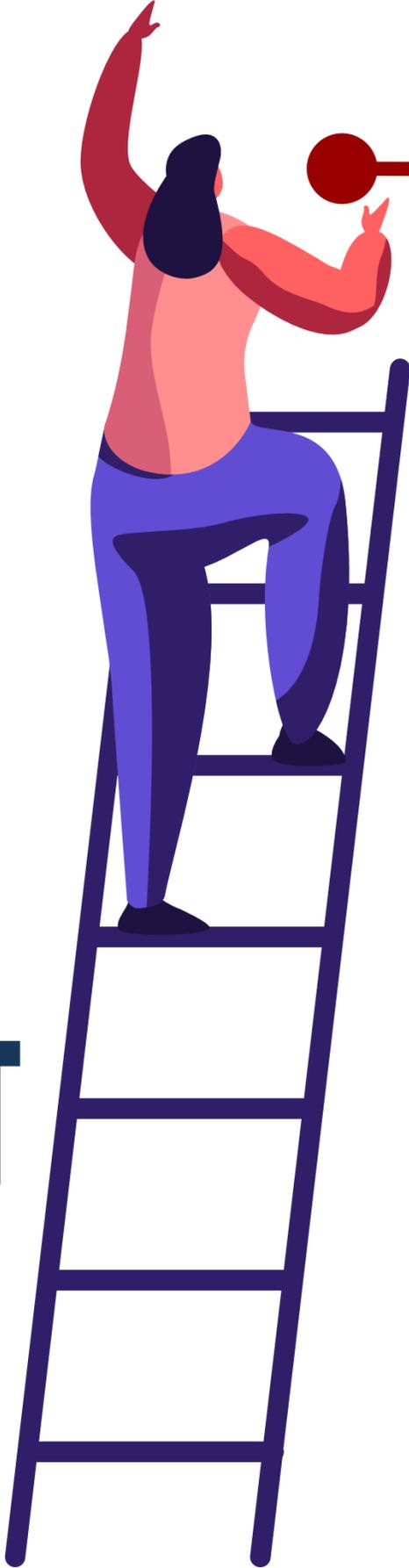
WHY

BUY ME



WHAT

I AM



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?

Open Happiness (Present)

The sign of good taste (1957)

America's Favorite Moment (1937)

Delicious & Refreshing (1904)



BRAND LADDER

Functional Benefit



Works Better



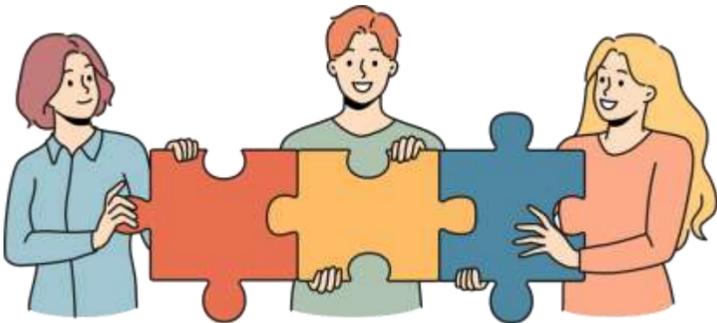
Keeps you healthier



Sensory Appeal



Saves you money



Stay Connected



Helps your family



Makes you smarter



Simplifies your life

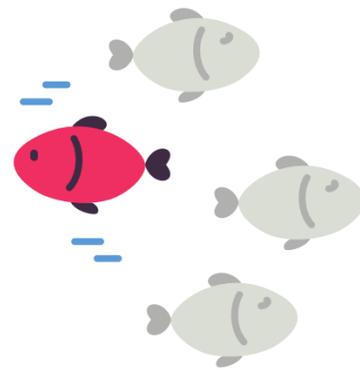


Experience

Emotional Benefit



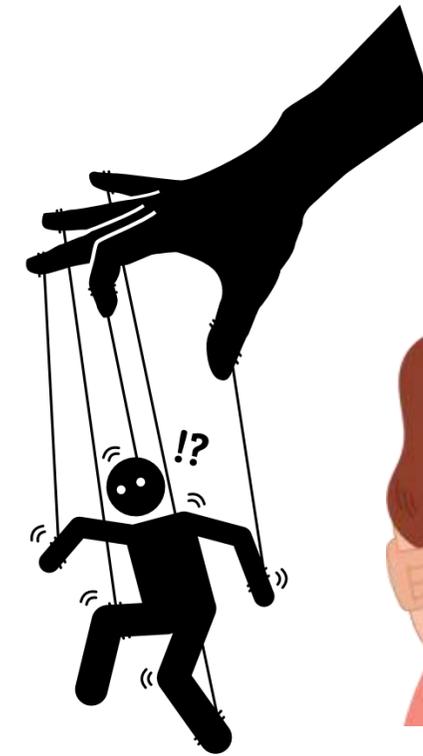
Feel Optimistic



Get Noticed



Curious for knowledge



Stay in-control



Feel Liked



Feel Free



Be Myself



Feel Comfortable

Main headline should capture the brand Idea

Guilt free pleasure with Gray's Cookies



- Do you feel guilty when you stick your hand in the cookie jar? Wouldn't it be great if you could just sneak a cookie without worry that you have gone off your diet?
- **Gray's Cookies are the best tasting yet guilt free pleasure so you can stay in control of your health.**
- That's because Gray's is low in fat and calories, yet still tastes great. In blind taste tests, Gray's cookies matched the market leaders on taste, but has only 100 calories, with 2g of fat and 3g of sugar. In a 12-week study, consumers using Gray's once a night as a dessert lost 10 pounds.

Try Gray's Cookies and find your way to stay healthy



Use consumer insights or enemy to captivate consumers

The promise statement brings main consumer benefit to life

Support points with two reasons to believe

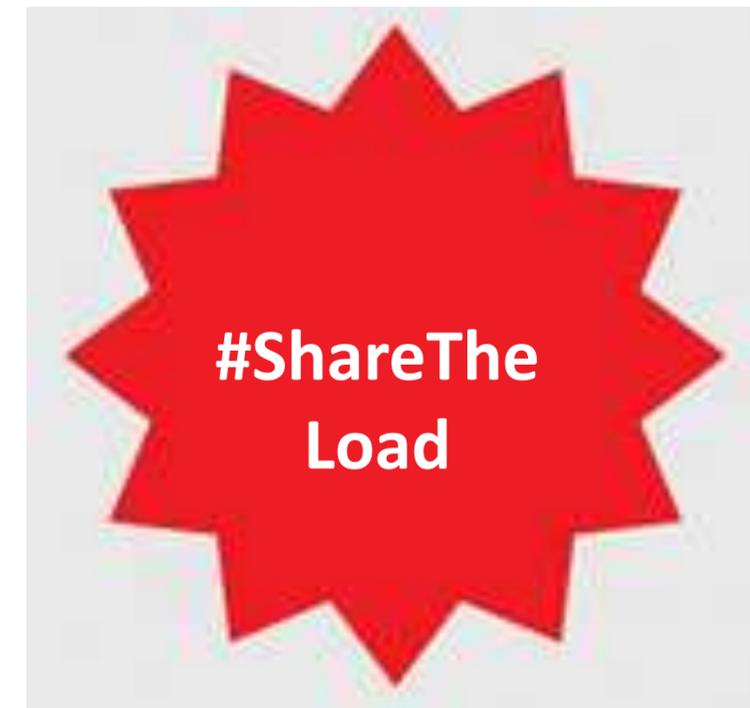
Use support visual to summarize concept

Motivating call-to-action, to help prompt purchase intent

Purpose

The #ShareTheLoad Journey

The aim: a happier household where men and women Share The Load equally.



Purpose



TATA TEA

HOW TO HELP

KNOW IMPACT OF YOUR GREEN ACT

CLIMATE CHANGE IS TAKING AWAY OUR KIDS' FUTURE

OUR CHILDHOOD VS OUR CHILDREN'S



TATA TEA
Jaago Re!
TO FIGHT CLIMATE CHANGE

THIS EARTH DAY, LET'S PLEDGE TO WORK TOGETHER TO BRING BACK THE JOY IN OUR CHILDREN'S LIVES.



Jaago Re to fight climate change. Scan to know more or log on to JaagoRe.com

JaagoRe

Purpose



The graphic features a central blue circle with a white silhouette of a person holding a trophy, surrounded by the text "MY STARTUP CONTEST 2". Below this is a Marie Gold biscuit pack and the word "Winners" in yellow. Ten circular portraits of women are arranged around the center, each with a name and business description. The background is yellow with faint icons of a lightbulb, a gear, and a person. Logos for Britannia Marie Gold and N.S.D.C. are in the top corners.

BRITANNIA
marie
GOLD

N.S.D.C.
National
Skill Development
Corporation
Transforming the skill landscape

Sumathi R
Eye care clinic

Zarina MV
Linen wear for kids

Sareena
Cage fish farming

Shahnaz Tabussum
Reflexology treatment

Deepali Bansal
Veggie and fruits sanitizer

Narmatha Vasanthan
Computer training

Elakshi Phukan
Sugar-free Assamese confectionery

Ragini Kumari
Flower plantation

Archana P
Science museum for kids

Shikha Dey
Bio-flock fish farming

Winners

My Startup

Rules of a Good Purpose



- 1. Your Brand must have the credibility of owning the purpose**
- 2. The purpose your brand has decided to own must have a link to why your consumers prefer your brand.**
- 3. Ideally, your purpose should be something that consumers cant do on their own, and would like to feel that they are part of a larger movement.**

Thank You !