

# 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.

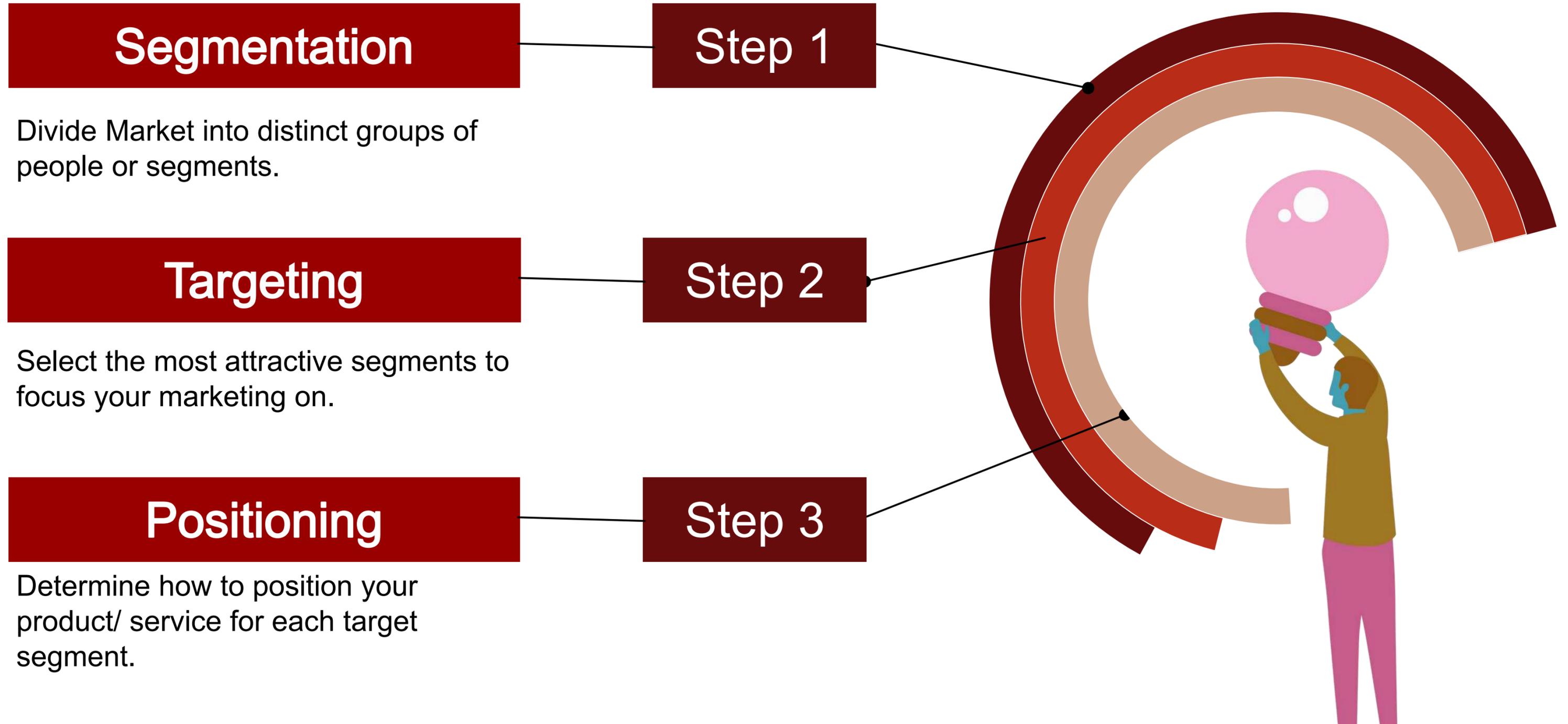


Constructing the Brand Concept

# Positioning



# STP MARKETING MODEL



# CONSUMER PORTRAIT



## Sample Sally

### Demographics:

- Age: 32 years old
- Gender: Female
- Location: Suburban area, USA
- Education: Bachelor's degree in Marketing
- Occupation: Digital Marketing Manager
- Income: \$75,000 per year
- Family Status: Married, no children
- Lifestyle: Active, tech-savvy, and health-conscious

Sally represents a modern, digital-savvy consumer who values efficiency, sustainability, and high-quality products. She is intentional in her purchasing decisions, often conducting thorough research before committing to a brand. Her lifestyle revolves around productivity, wellness, and ethical consumerism, making her a valuable target for brands that align with her values.

### Values:

- Efficiency and convenience in daily tasks
- Transparency and authenticity in brands she supports
- Work-life balance and mental well-being
- Sustainability and eco-conscious living
- High-quality products and services that justify their cost
- Personal development and continuous learning

### Research Habits:

- Reads online reviews and compares products before purchasing
- Follows trusted influencers and blogs for recommendations
- Uses social media platforms like Instagram and LinkedIn for brand insights
- Relies on YouTube for in-depth product demonstrations
- Prefers brands with well-documented testimonials and case studies
- Often checks Reddit and Quora for real consumer opinions

### Pain Points:

- Time management struggles due to a demanding job
- Difficulty maintaining work-life balance
- Overwhelmed by too many choices when shopping online
- Frustration with unreliable customer service experiences
- Concerned about personal health and wellness but lacks time for research
- Prefers sustainable and ethical brands but finds them expensive

### Priorities:

- Maximizing productivity in work and personal life
- Finding high-value, durable, and functional products
- Supporting ethical and sustainable brands
- Staying updated with marketing and business trends
- Investing in experiences over material possessions
- Ensuring purchases align with long-term financial goals

### Identifying Factors:

- Often seen with the latest productivity apps and tech gadgets
- Enjoys yoga, meditation, and mindfulness practices
- Prefers organic and locally sourced food
- Shops from brands with strong ethical values
- Travels frequently for both work and leisure
- Actively participates in online forums and marketing communities

### Psychographic Characteristics:

- Ambitious and career-driven but seeks balance
- Early adopter of new technology and digital trends
- Appreciates minimalism and mindful living
- Values strong customer relationships and brand loyalty
- Engaged in continuous learning and self-improvement
- Enjoys socializing in professional and personal networks

# Segmentation



|                 | <b>Smart Negotiator</b>                               | <b>Healthy Buddy</b>                                   | <b>Status Seeker</b>                                  |
|-----------------|---|--|---|
| <b>Beliefs</b>  | Parenting is tough & I need to negotiate with my kids | Social Media has helped me uncover global trends       | Retain Traditional values & conscious of my purchases |
| <b>Attitude</b> | Seek a win win with my kids                           | I make progressive choices                             | Seek to make choices that express my status           |
| <b>Behavior</b> | Offer Juice to Kids as a Health & Tasty Snack         | Drink Healthy Juices as a part of a holistic lifestyle | Offer juices to guests to reflect my status           |

# Insight Mining



# Ideal Positioning

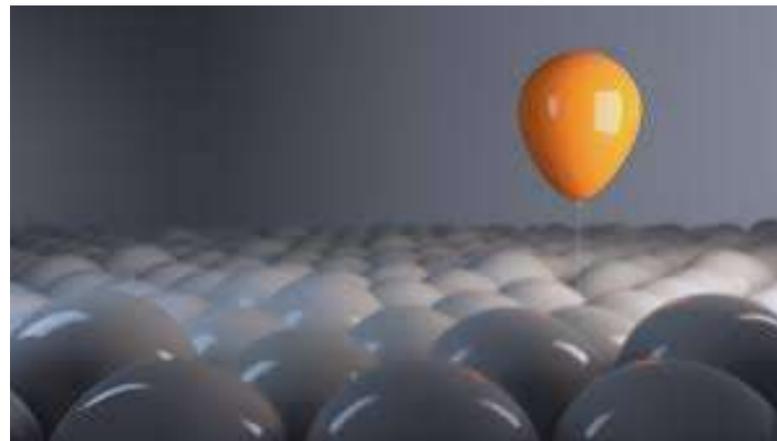
**Compelling to  
the Consumer**



**Different from  
Competition**



**Uniquely  
Deliverable**



# POSITIONING



Category Based



Consumer Based



Competitor Based



Benefit



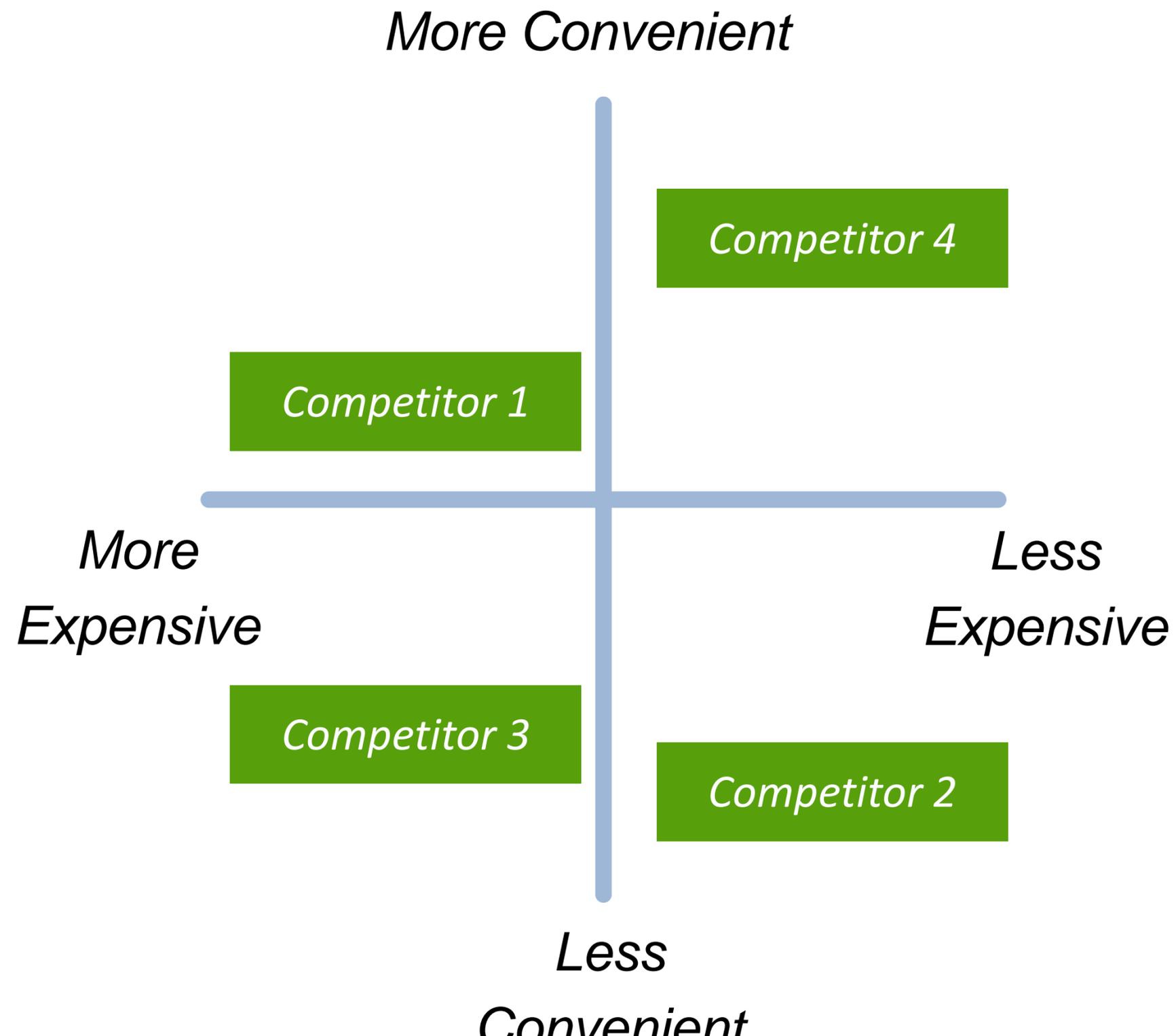
Price



Attribute



Prestige



# POSITIONING

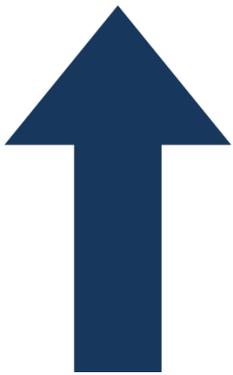
“All of the world is a 2 by 2 grid !!”



# BRAND LADDER

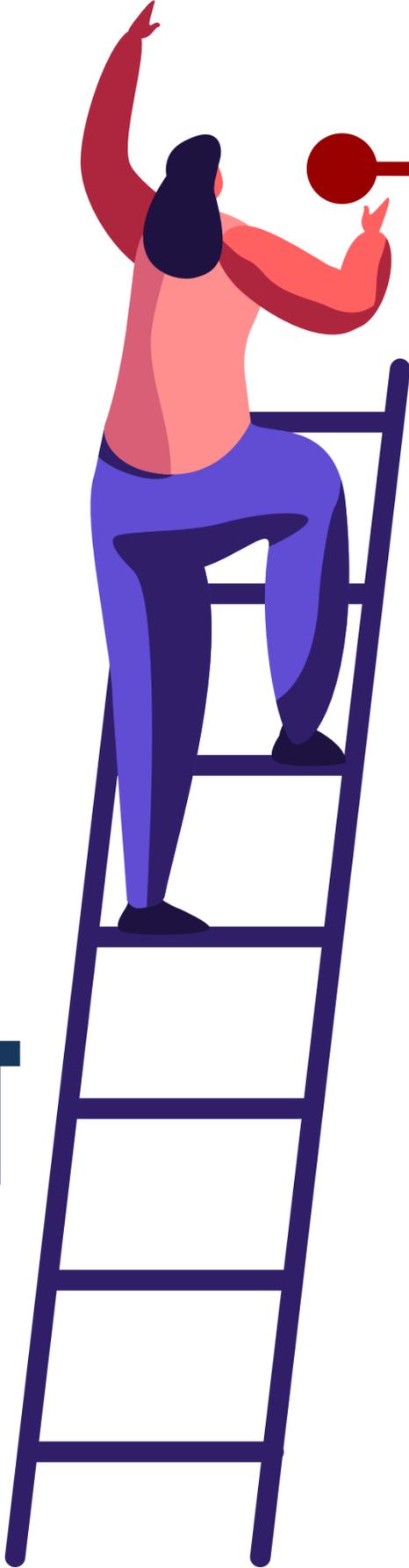
**WHY**

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

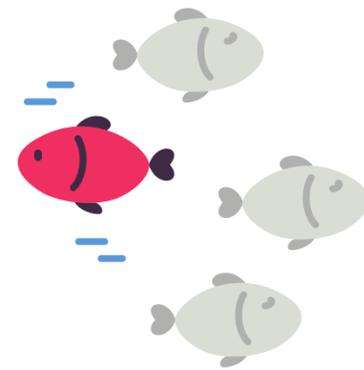


Experience

## Emotional Benefit



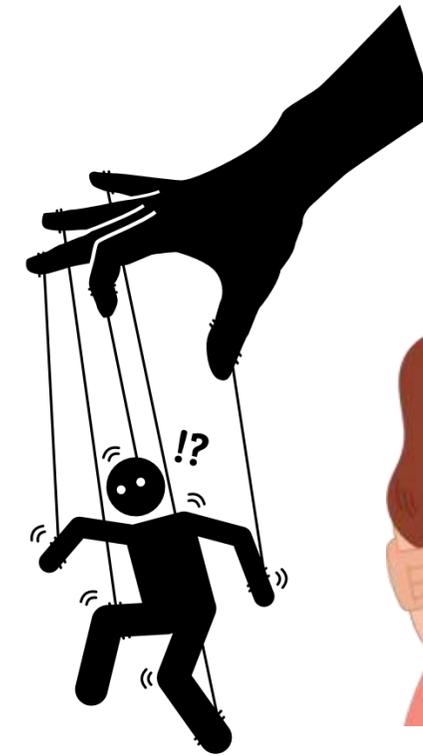
Feel Optimistic



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**

**GRAY'S  
Cookies**

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

# POSITIONING THAT WORKS

*“Find the only Positioning that your Competition can’t own!”*



**Thank You !**