

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.

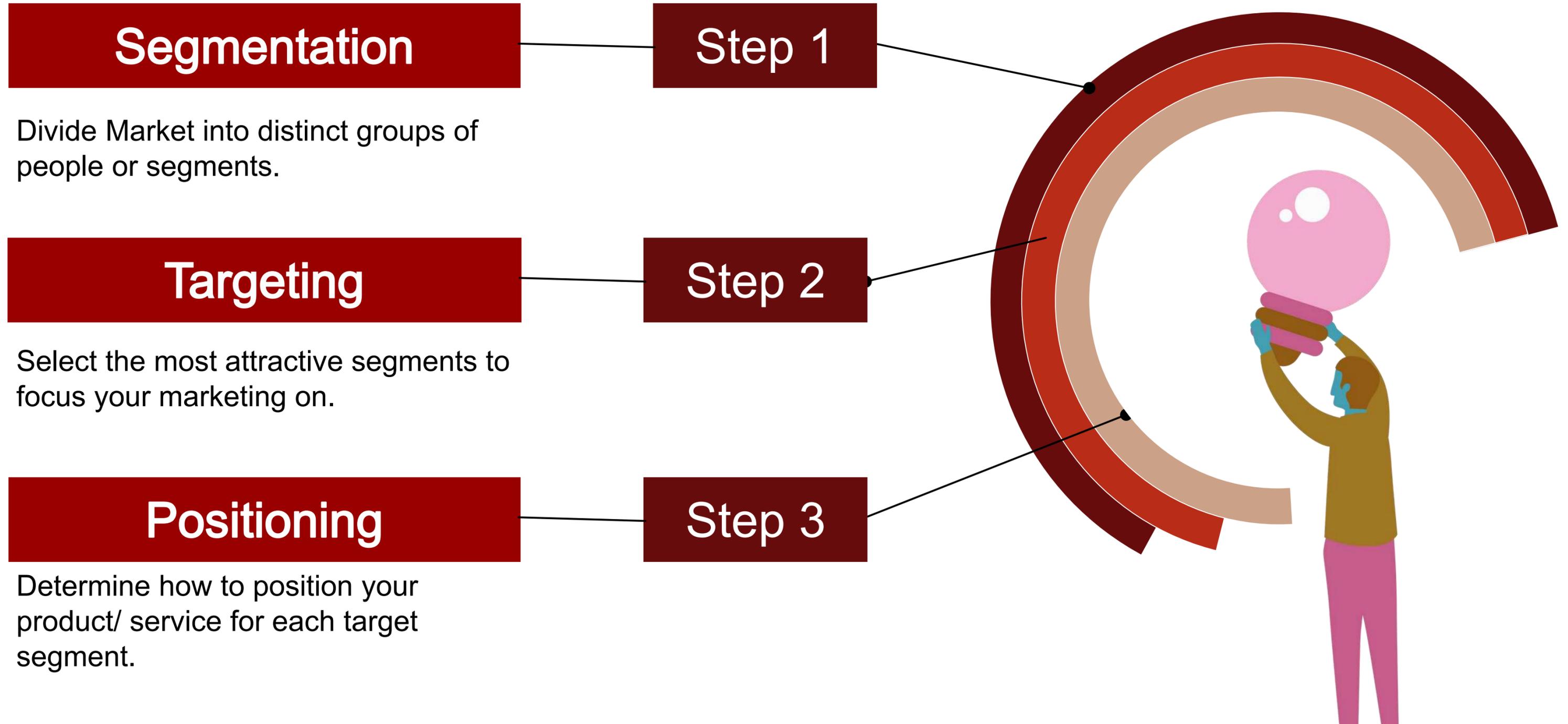


Constructing the Brand Concept

Positioning

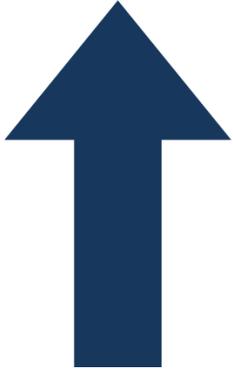


STP MARKETING MODEL

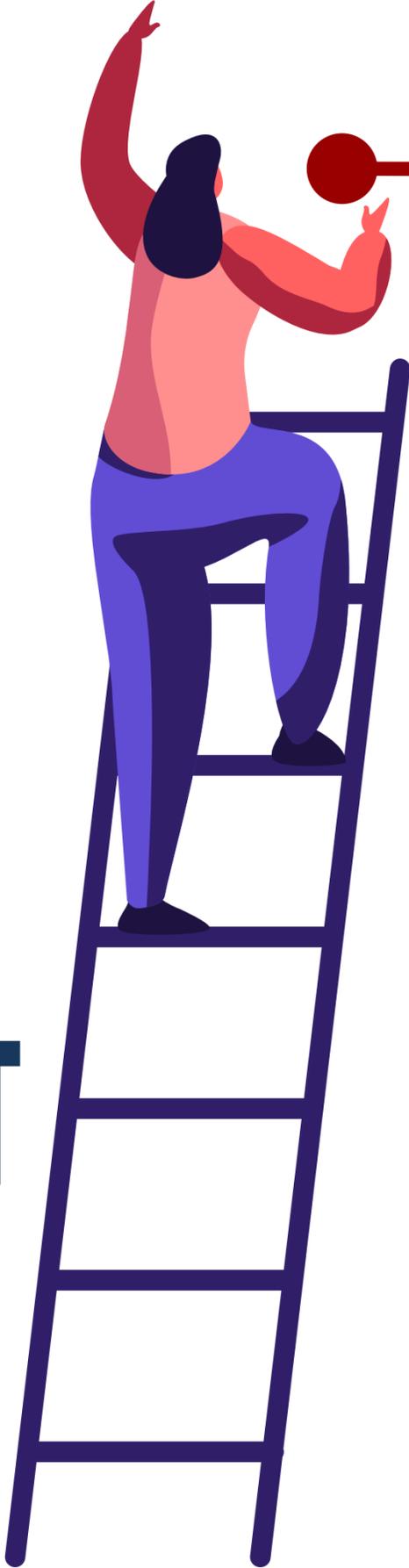


BRAND LADDER

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

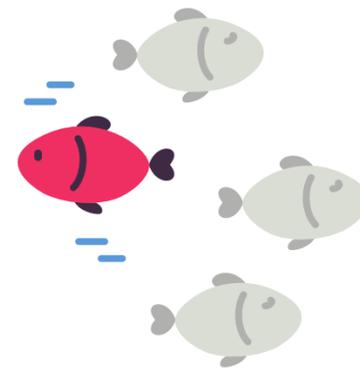


Experience

Emotional Benefit



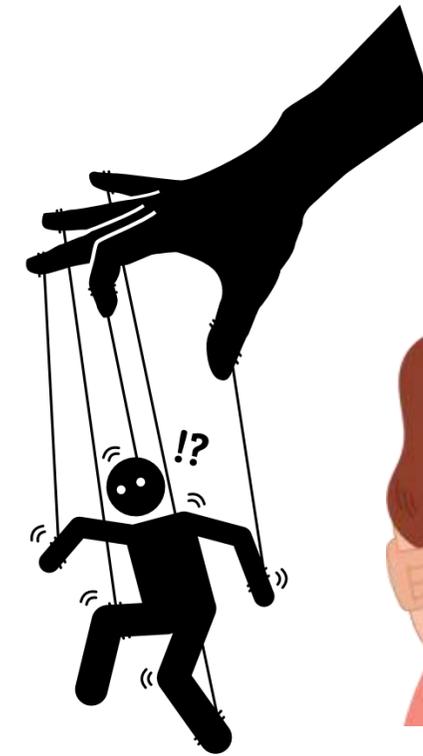
Feel Optimistic



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

Use consumer insights or enemy to captivate consumers



- 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.

The promise statement brings main consumer benefit to life

Use support visual to summarize concept

Support points with two reasons to believe

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

**GRAY'S
Cookies**

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

Brand Concept

Insight	I wish I could find nutritious snacks that my kids also find tasty
The Offer	Spreadable Cheese Wedges made of real cheese
The Benefit	Snacks that are healthy yet tasty
Reason to Believe	Contain 2 gms of protein and are a good source of Vit A& D
Tag Line	Because its better to Laugh



Ideal Positioning

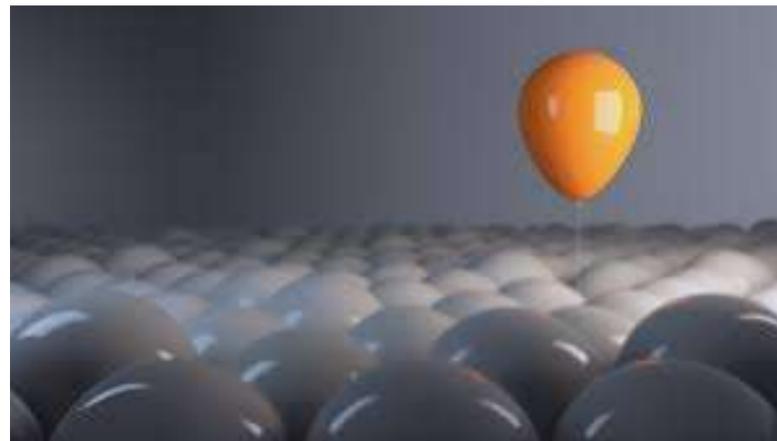
**Compelling to
the Consumer**



**Different from
Competition**



**Uniquely
Deliverable**



POSITIONING



Category Based



Consumer Based



Competitor Based



Benefit



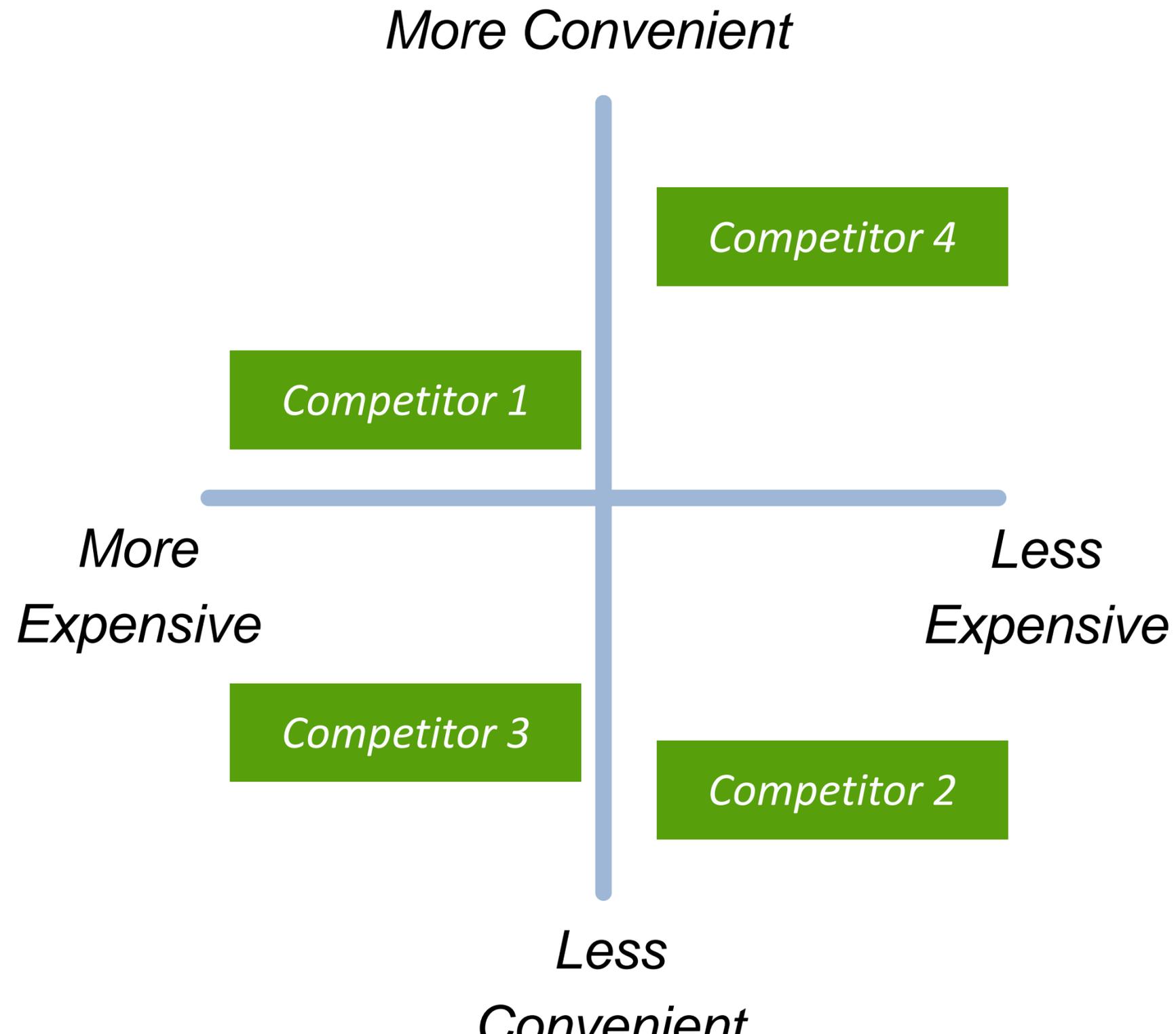
Price



Attribute



Prestige



POSITIONING

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



POSITIONING THAT WORKS

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



Thank You !