

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.



How are Brand Activated

Advertising & Activations



POSITIONING THAT WORKS

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



Expressing the Proposition

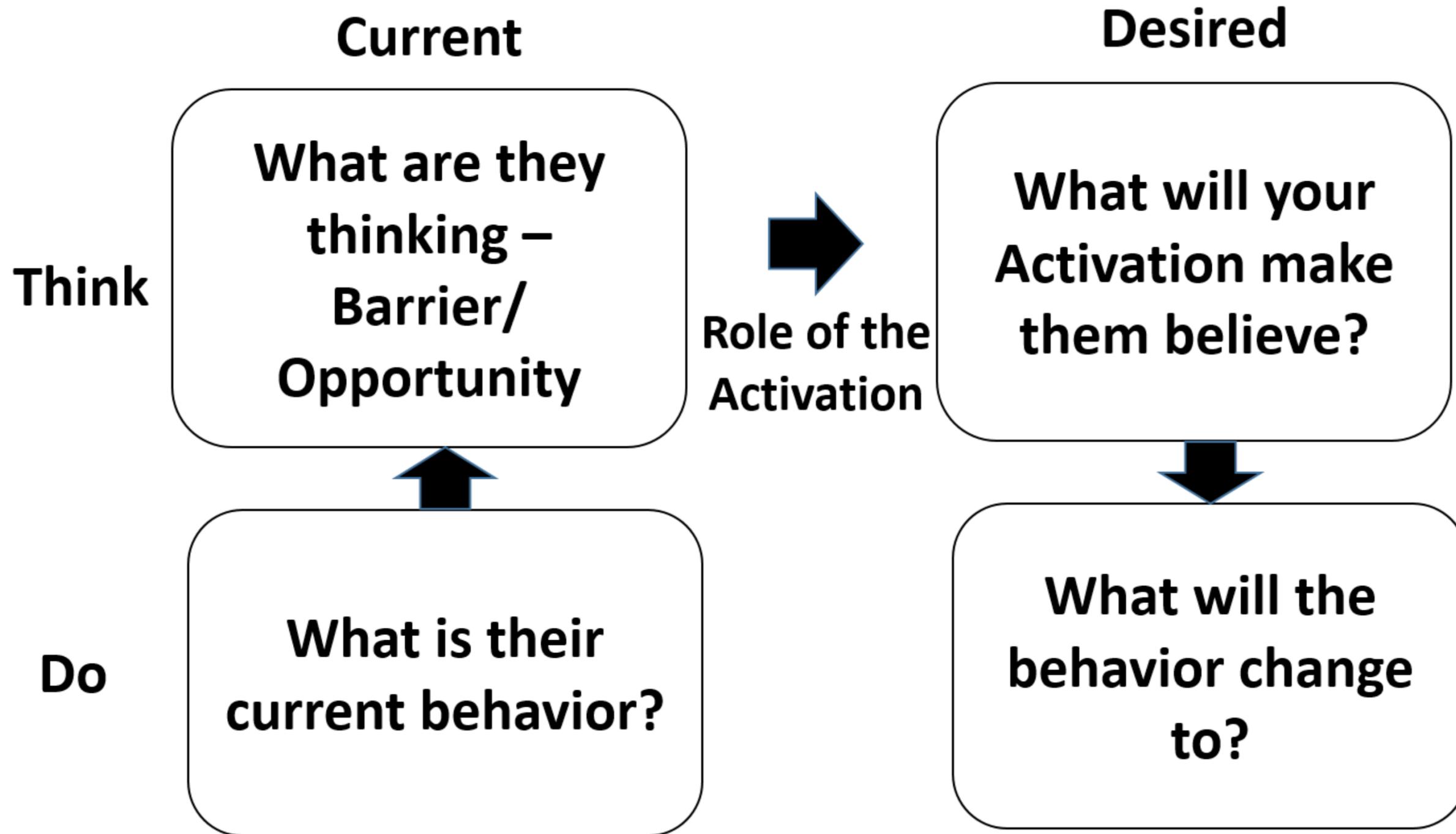


Who am I?

**Why should
you buy me?**

**How do I make
you feel?**

Activation Brief



Activation Brief

Current



**What are they thinking – Barrier/
Opportunity**



What is their current behavior?

Think

Do



**Role of the
Activation**

Desired

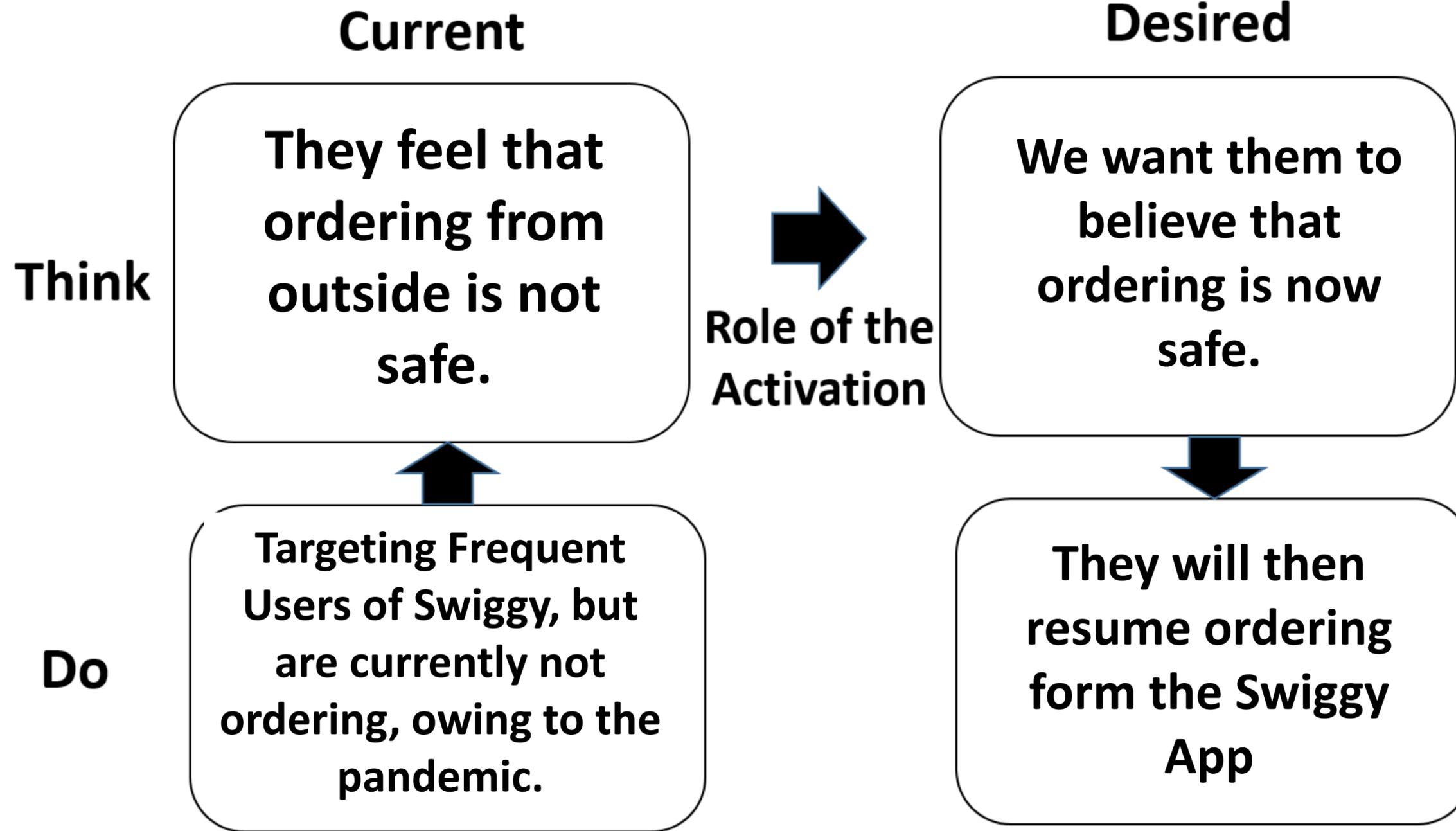


**What will your Activation make them
believe?**



What will the behavior change to?

Types of Activation : Drive Category Relevance



Types of Activation : Drive Category Relevance

**Webcam
Footage of
Partner
Kitchens**

**Celebrate
Customers
that have
started
Ordering**

**Bombard
Fence sitters
with 50-75%
off coupons**

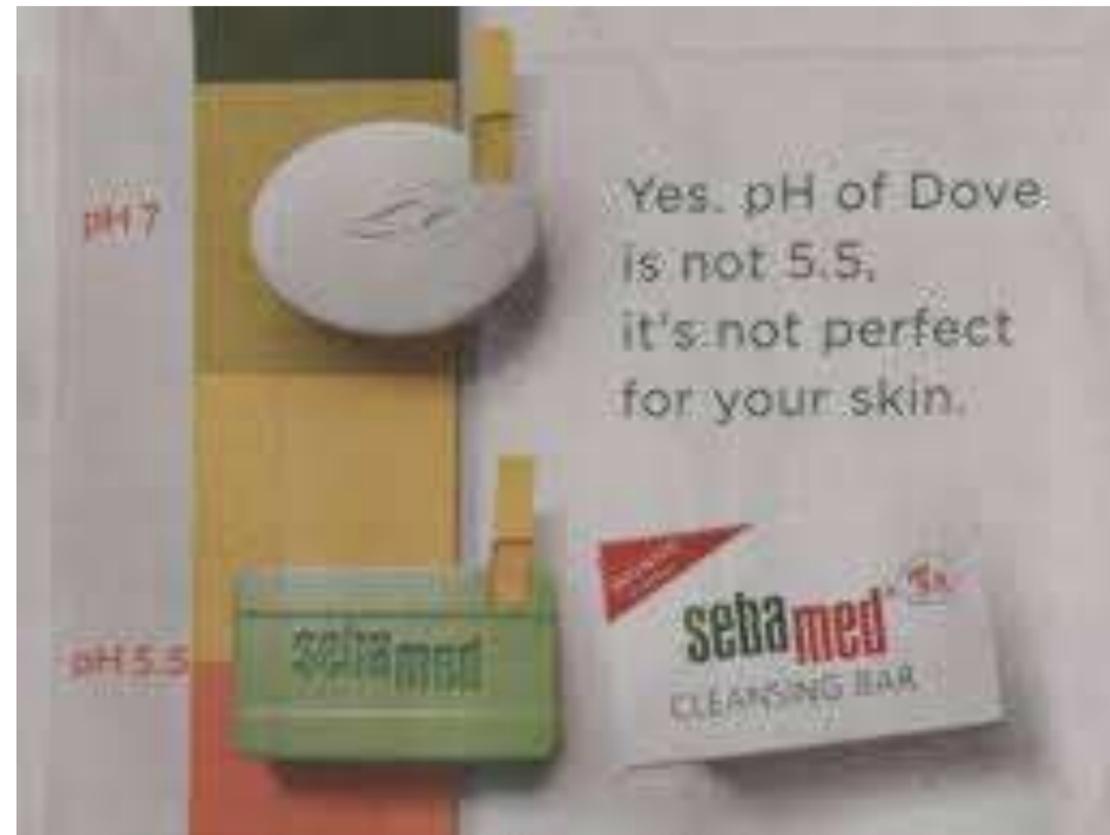


Types of Activation : Drive Competitive Shift

Pepsi Taste
Challenge

Sebamed
PH 5.5

Fogg Liquid
not Gas



Types of Activation : Enhance Image/ Reward Loyalty



Types of Activation : Seed Proposition



BRITANNIA™
marie™
GOLD



Saffola 4C4C

POOR HEALTH CAN LEAD TO
A HEART FULL OF REGRETS!

This WORLD HEART DAY,
pledge to live with **NO REGRETS!**

Take the pledge now

Missing my mom's jumbo

Missing my parents' birthday

Missing my mom's jumbo

Thank You !