

Managing brands

Lecture 13 – Summary – Brand plan
By Zamira Ataniyazova

Week	Main Content
Week 1	Consumer Insight
Week 2	Undercovering consumer mindset
Week 3	Conducting qualitative research
Week 4	Designing brand tracking
Week 5	Measuring brand health
Week 6	Concept writing
Week 7	Concept testing
Week 8	Portfolio strategy and brand positioning
Week 9	Brand strategy
Week 10	Communication process and master idea
Week 11	Effective touchpoint planning
Week 12	Communication development and setting KPIs
Week 13	Summary - Brand plan

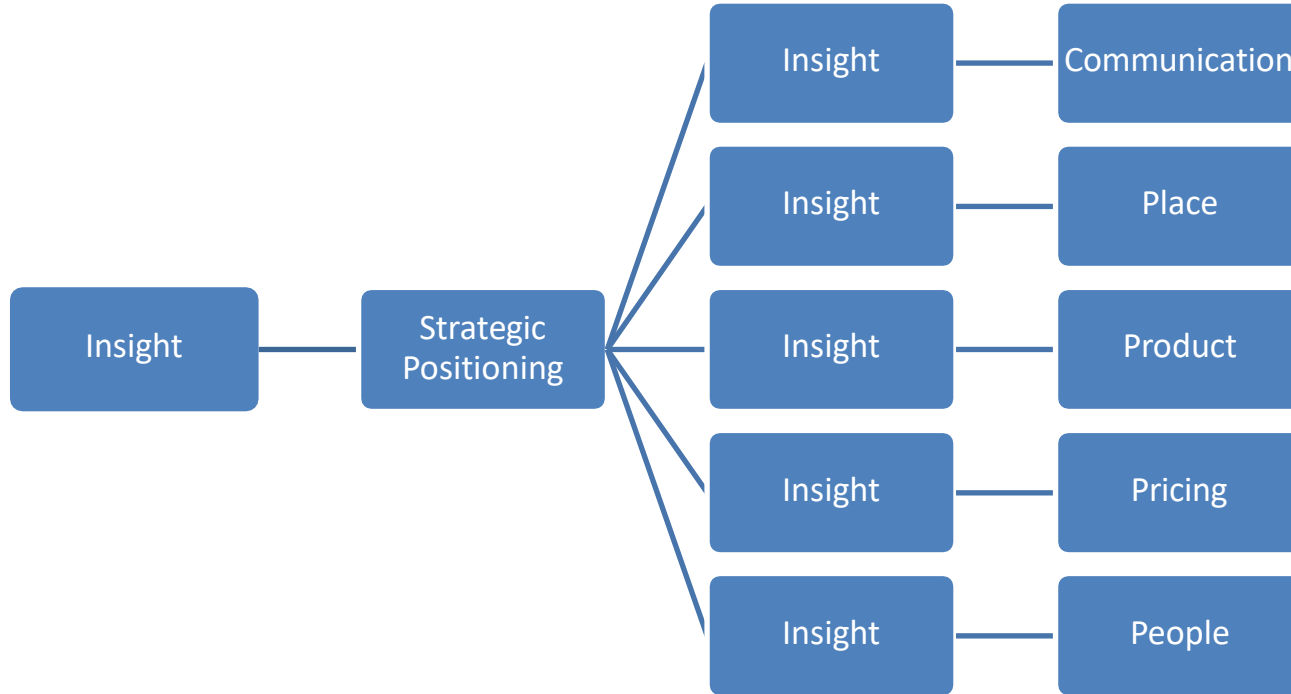
Summary

- Grasping the inner nature of things intuitively
- Clear or deep perception of a situation
- Clear (and often sudden) understanding of a complex situation
- A feeling of understanding



Source: [vocabulary.com](https://www.vocabulary.com)

Insight may drive all activities



Qualitative research techniques

The most popular type of research



- to gather customer insight into current or prospective products, services or ideas.
- used to develop or improve products or services.
- 6-10 people per focus group of common background
- questions asked of group participants should be based on the objectives of the project.

Monitoring brand health

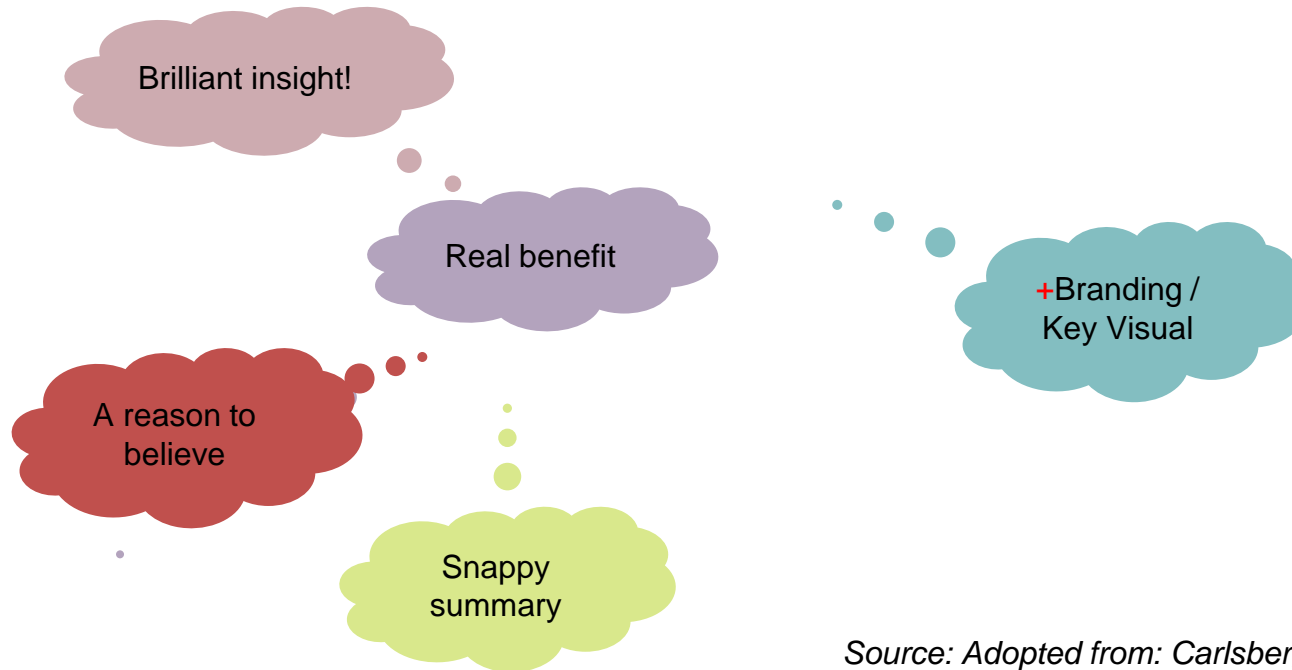
Brand health tracking can measure how your brand is performing on awareness and usage, brand positioning and brand performance. It will show what aspects of the brand funnel need bolstering, whether the brand position is correctly aligned with brand objectives, and where strengths and weaknesses lie in order to improve brand investment.



Brand tracking

- Brand awareness
- Brand consumption/usage
- Consumer disposition funnel
- Brand image reporting using radar diagram
- Loyalty

Concept is made up of 4 elements



*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Concept 1 – Country of Origin

There are many different kinds of chocolates in the market. Locally made chocolate is affordable but does not taste that good. Russian and Ukraine chocolates are good but still not of a best quality. I want quality chocolate that would satisfy my chocolaty desires.

Introducing new BELGIAN CHOCOLATE!

It is made from real cocoa. Produced using traditional Belgium recipes and modern German technology.

Belgium was never that close.



Overall:

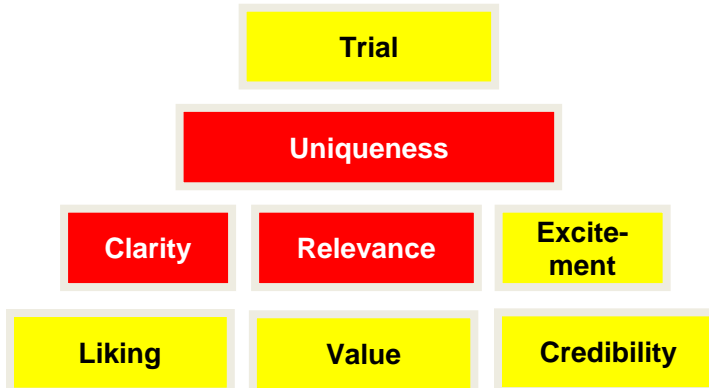
Overall idea of Belgian chocolate was perceived well.

Benefits

Modern German technology and traditional Belgium recipes was perceived as trustworthy.

Barriers:

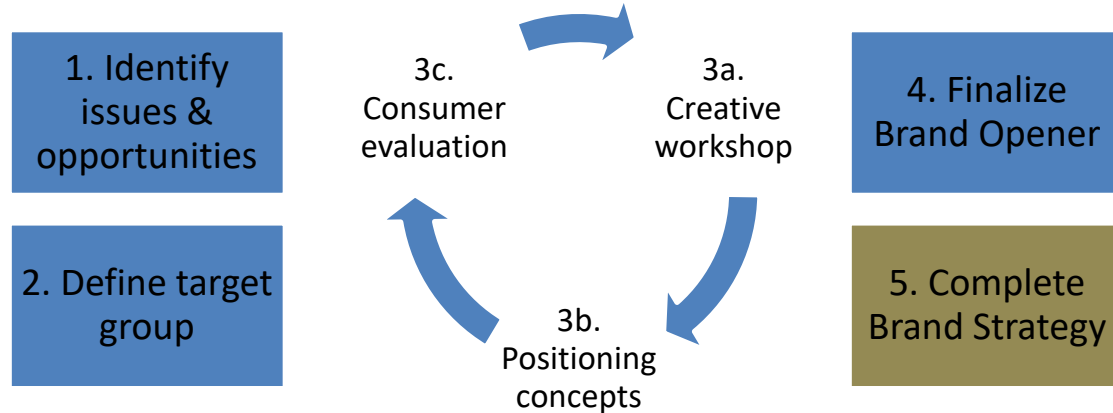
The insight of local chocolate being not tasty enough was not well accepted. Belgium chocolate must be produced in Belgium.



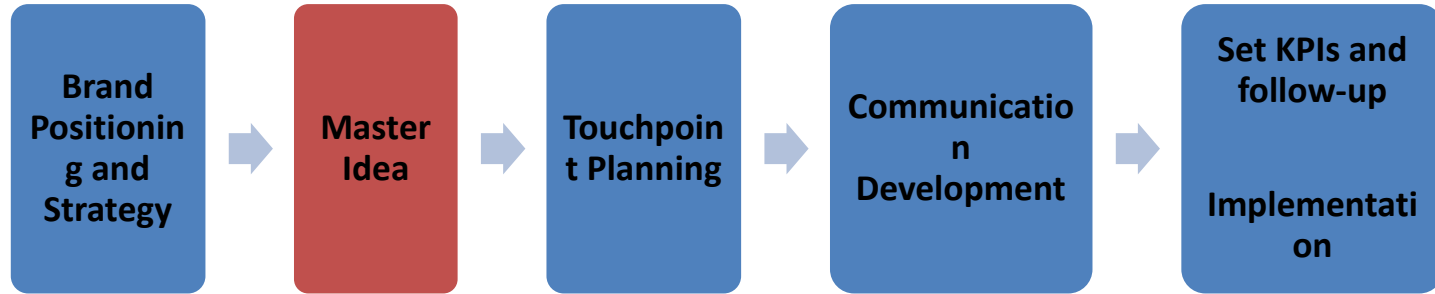
Having consciously developed Brand Portfolio Strategy ensures:

- The right number of brands exist to optimize market coverage and to take advantage of future profit pools
- Each brand has a clear and defined role, so resource is not duplicated, and there is no weak 'tail'
- Having well thought through Portfolio Strategy has become the focus of many world-class marketing organizations

The process for developing Brand Opener



Source: Adopted from workshop carried out by brand learning



Idea
Which builds the
Brand through a
Strong &
Consistent
Master Idea

Brand plan – sample



Spice Expert's

BRAND PLAN



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Agenda

01 Phase

Brand strategy

02 Phase

Communication
and activation

03 Phase

Timeline

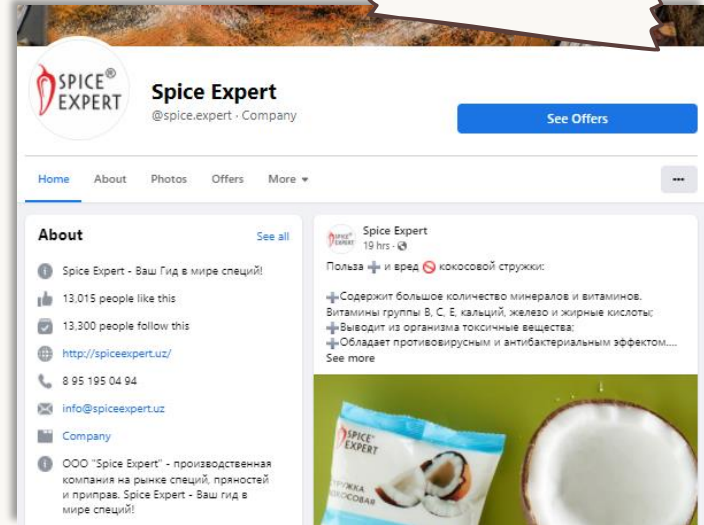
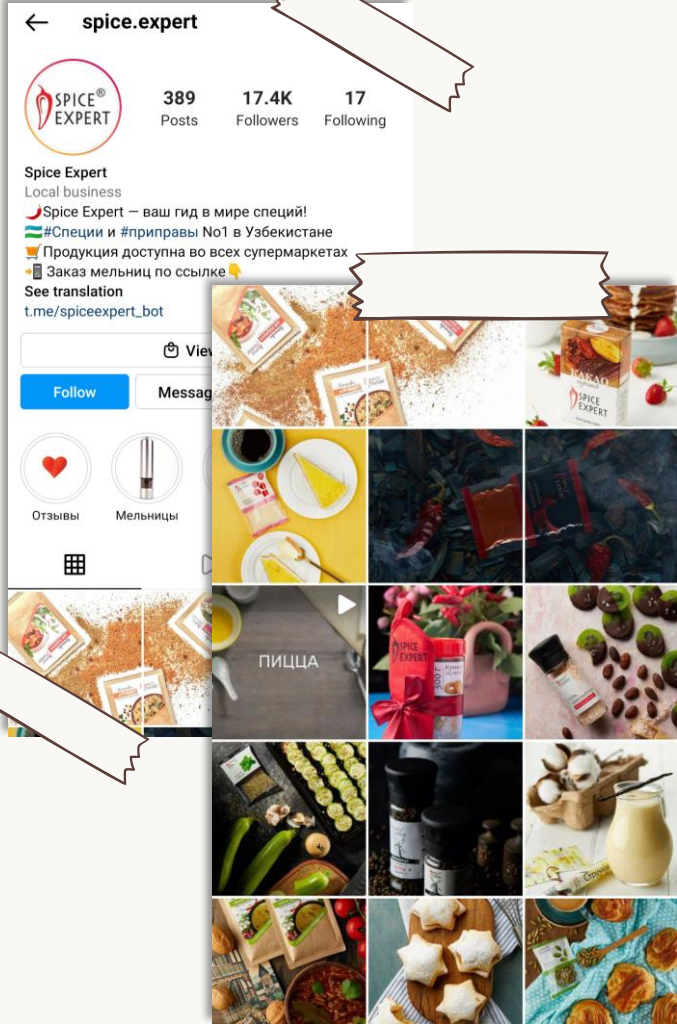
04

Conclusion



Brand inventory

- Social media presence (Instagram, Facebook)
- Collaborations with food bloggers
- Website



Brand inventory

- POS Marketing
- Promotions



Brand exploratory research insights

- People are cooking more, healthier, creatively
- People started removing certain food types from their menu after pandemic
- Many people cook other nations' meals too
- Some people follow certain diets
- Packaging, being halal, trusted and natural play important role in purchasing of spices
- Cooking gives feeling of happiness for themselves and their family members

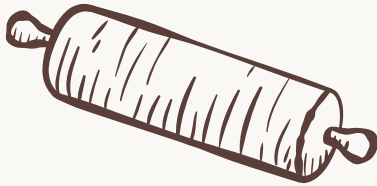
- Spice Expert has distribution problems
- Less information is presented about producers, production process, use of spice and packaging
- Spice Expert has many positive associations: joy, happiness, confidence, calmness



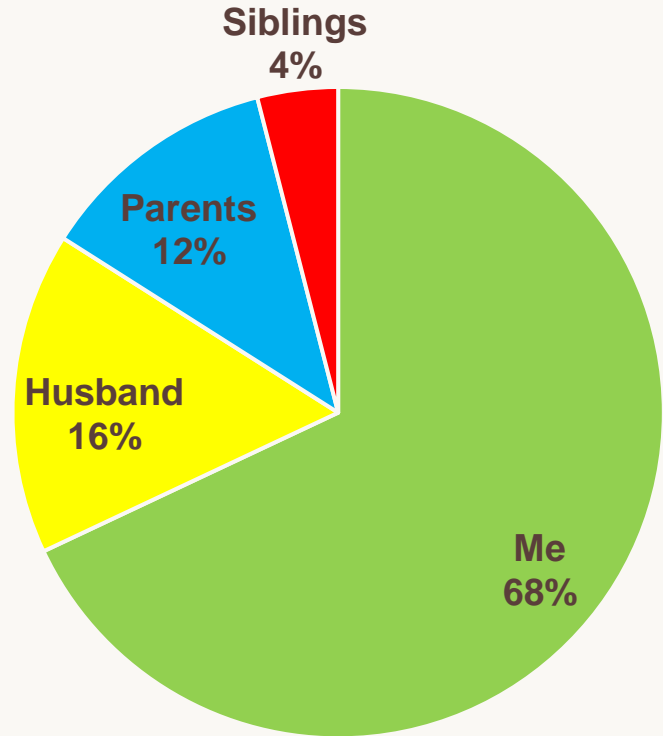
Brand tracking

Study was done among:

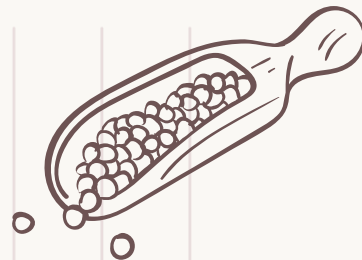
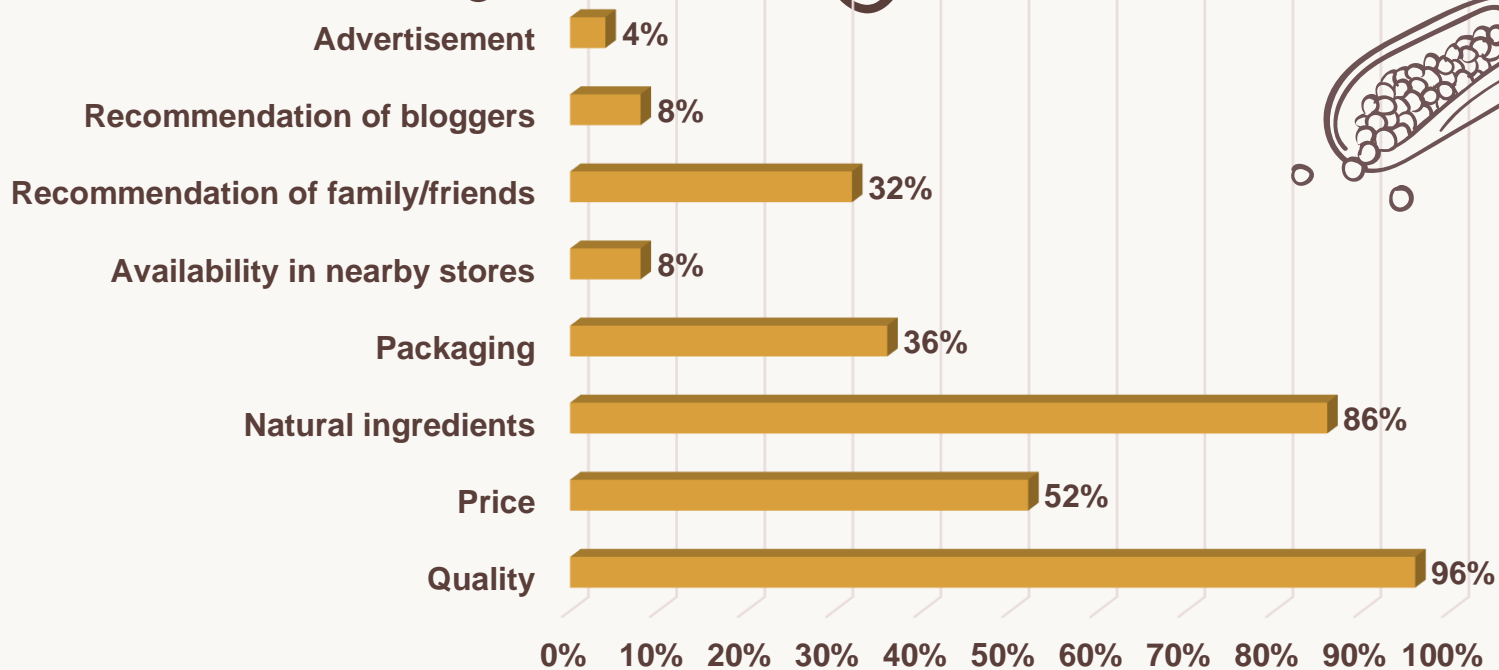
- 50 female respondents (72% married, 52% have children)
- for 12 spice brands which exist in Uzbekistan



Responsible for spice purchase



Important factors



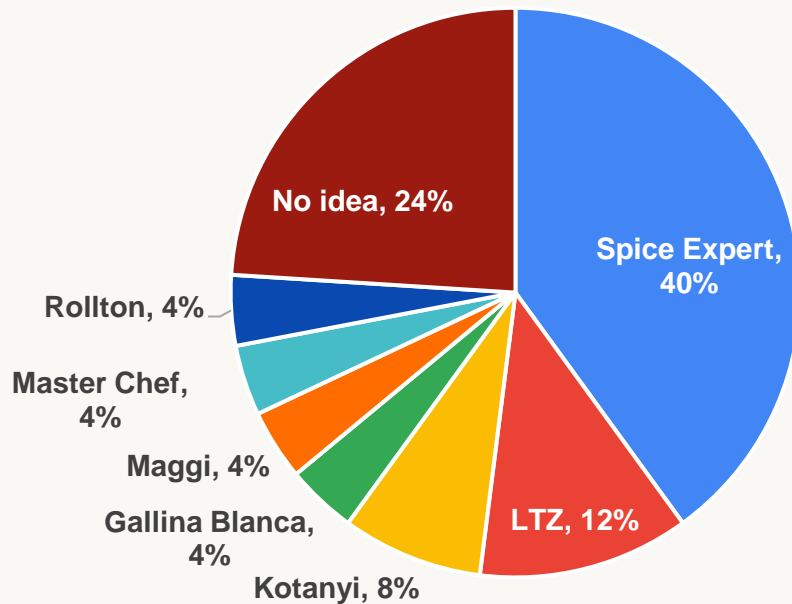
Brand awareness

TOM

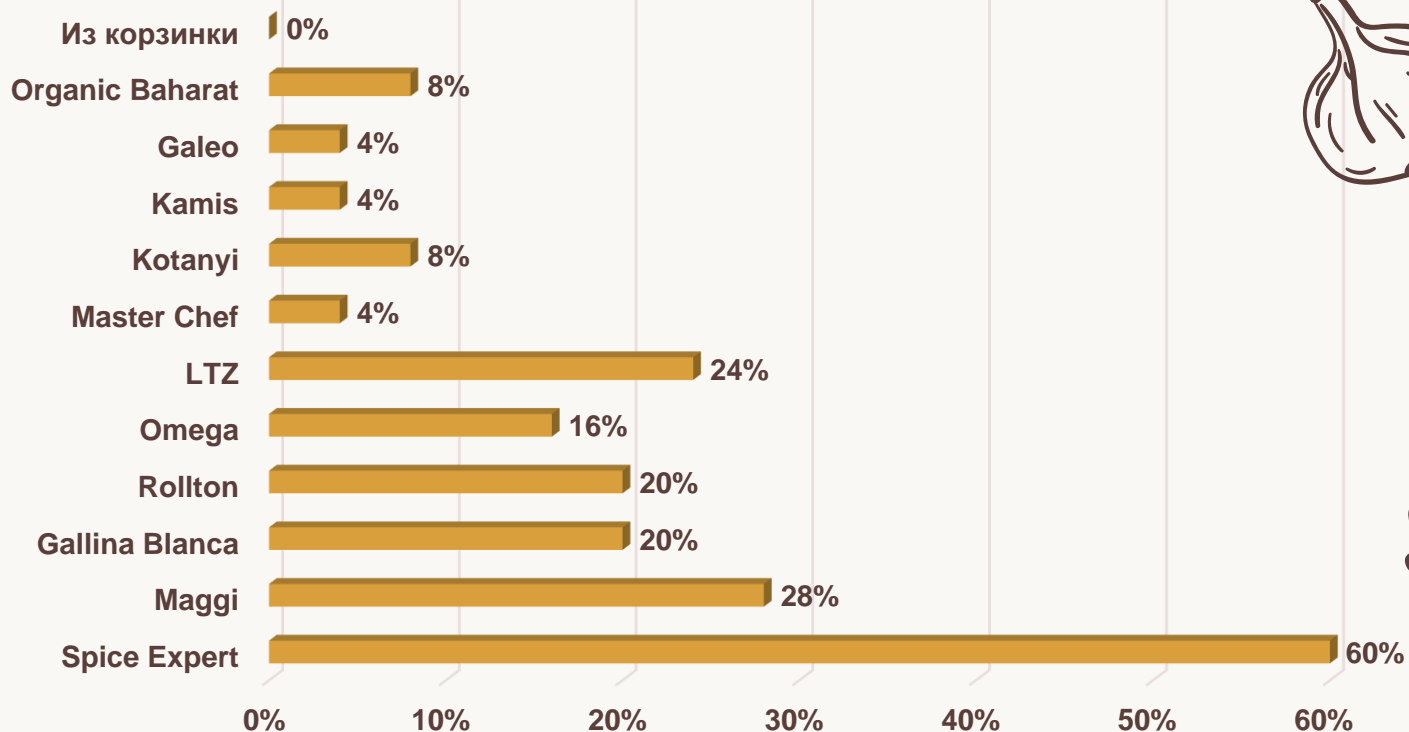
(Top of Mind awareness)



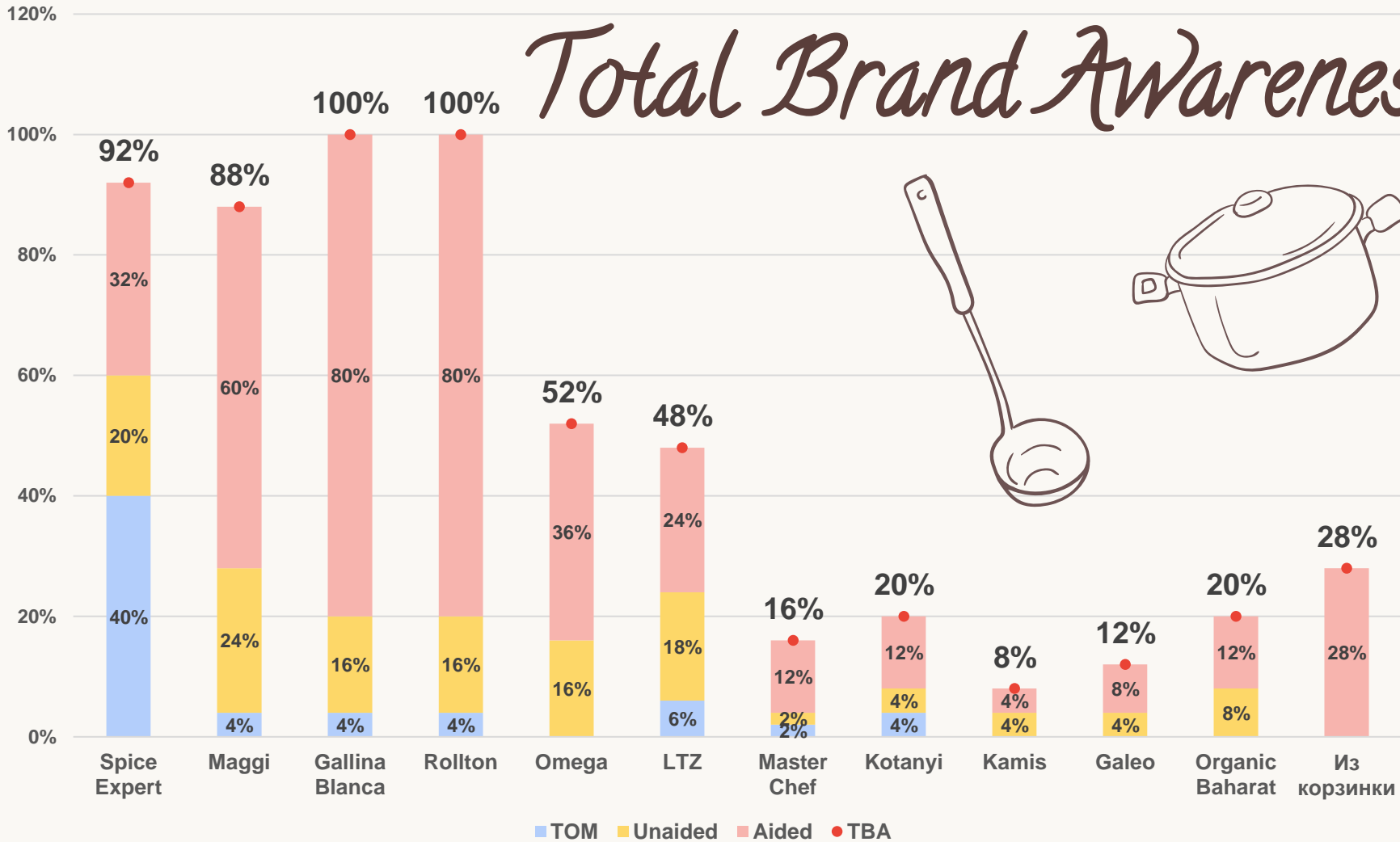
Top of Mind awareness



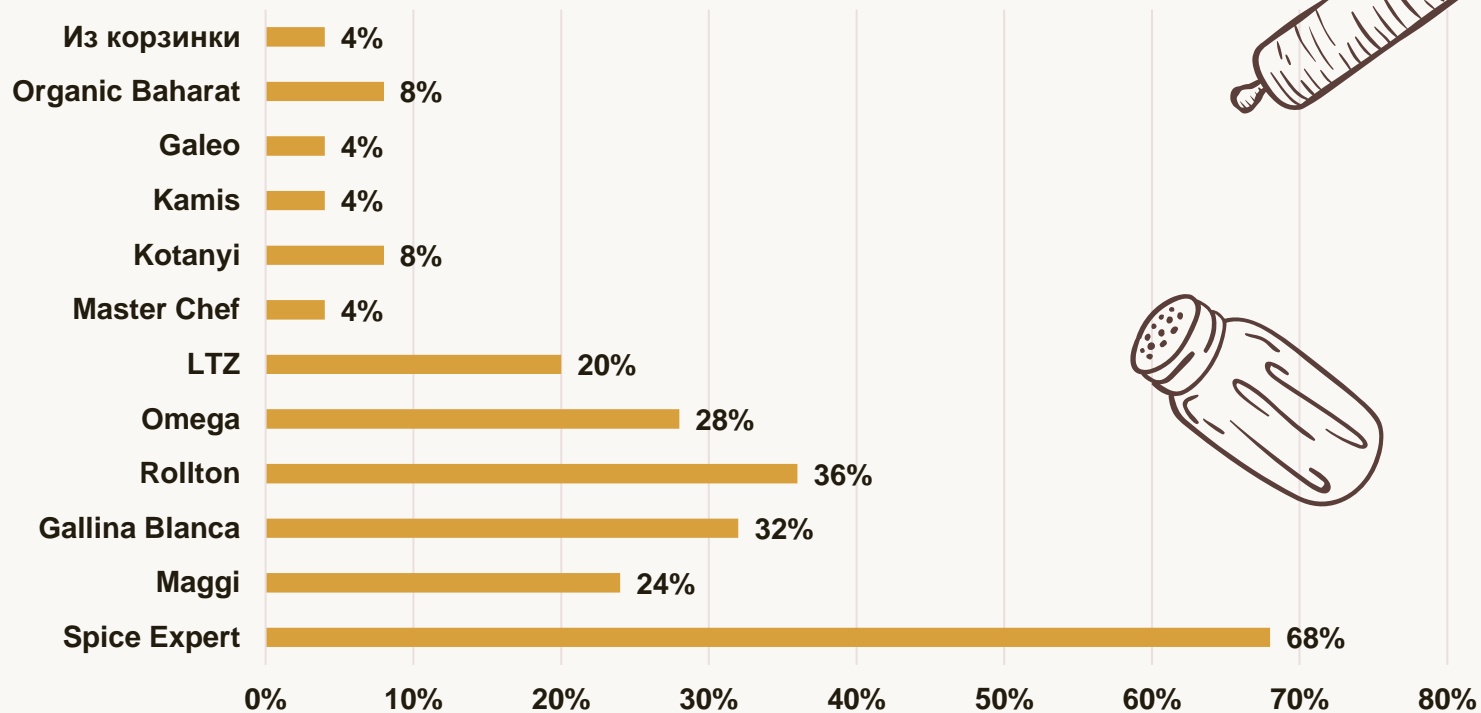
Total Spontaneous Awareness



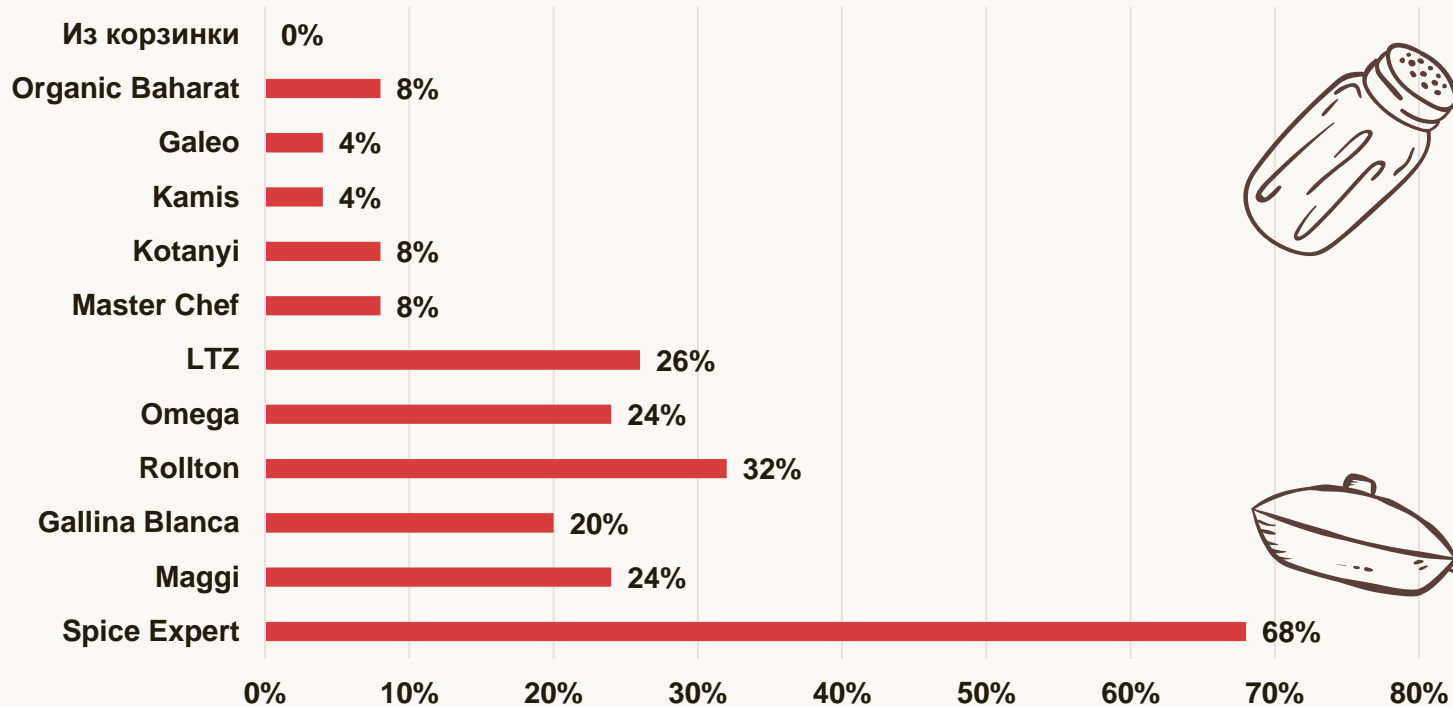
Total Brand Awareness



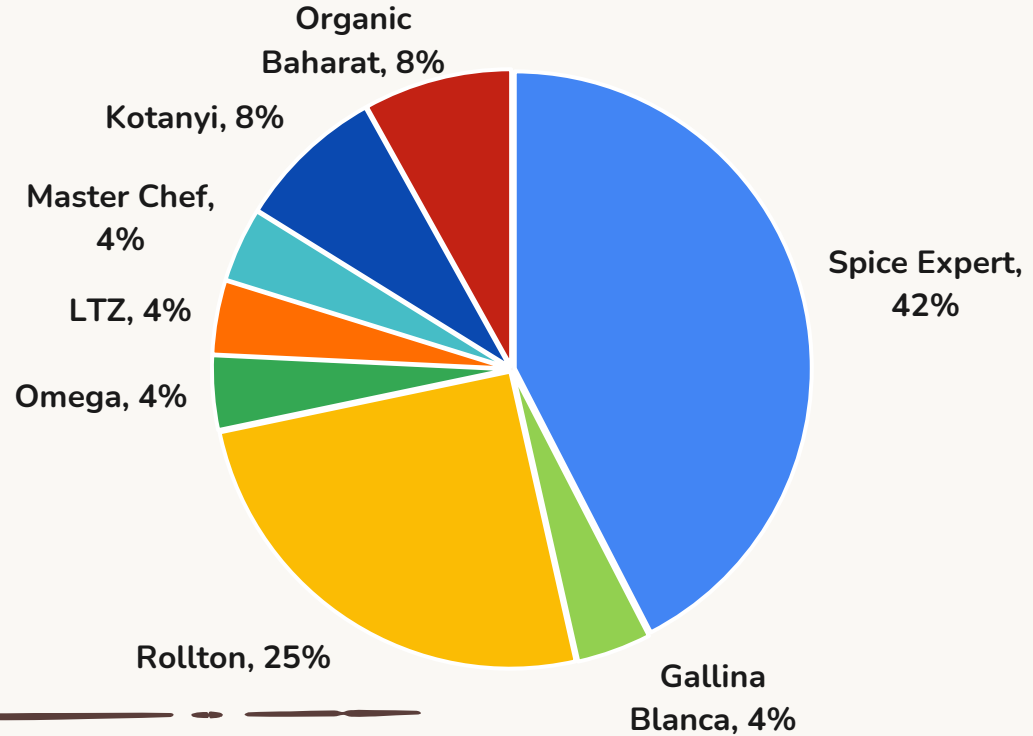
Regularly consumed



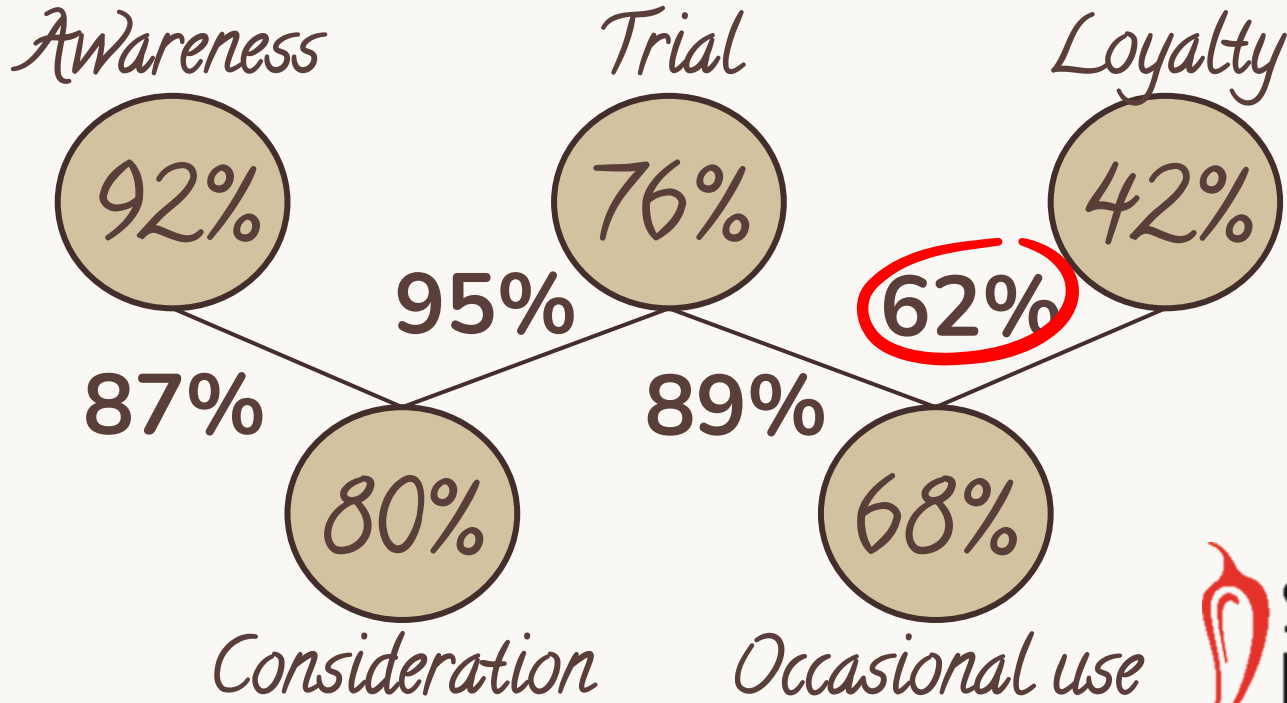
Regularly consumed last 6 months



The most consumed



Consumer Dispostion Funnel



Net Promoter Score



Detractors
13%



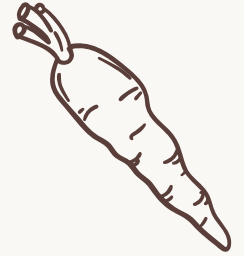
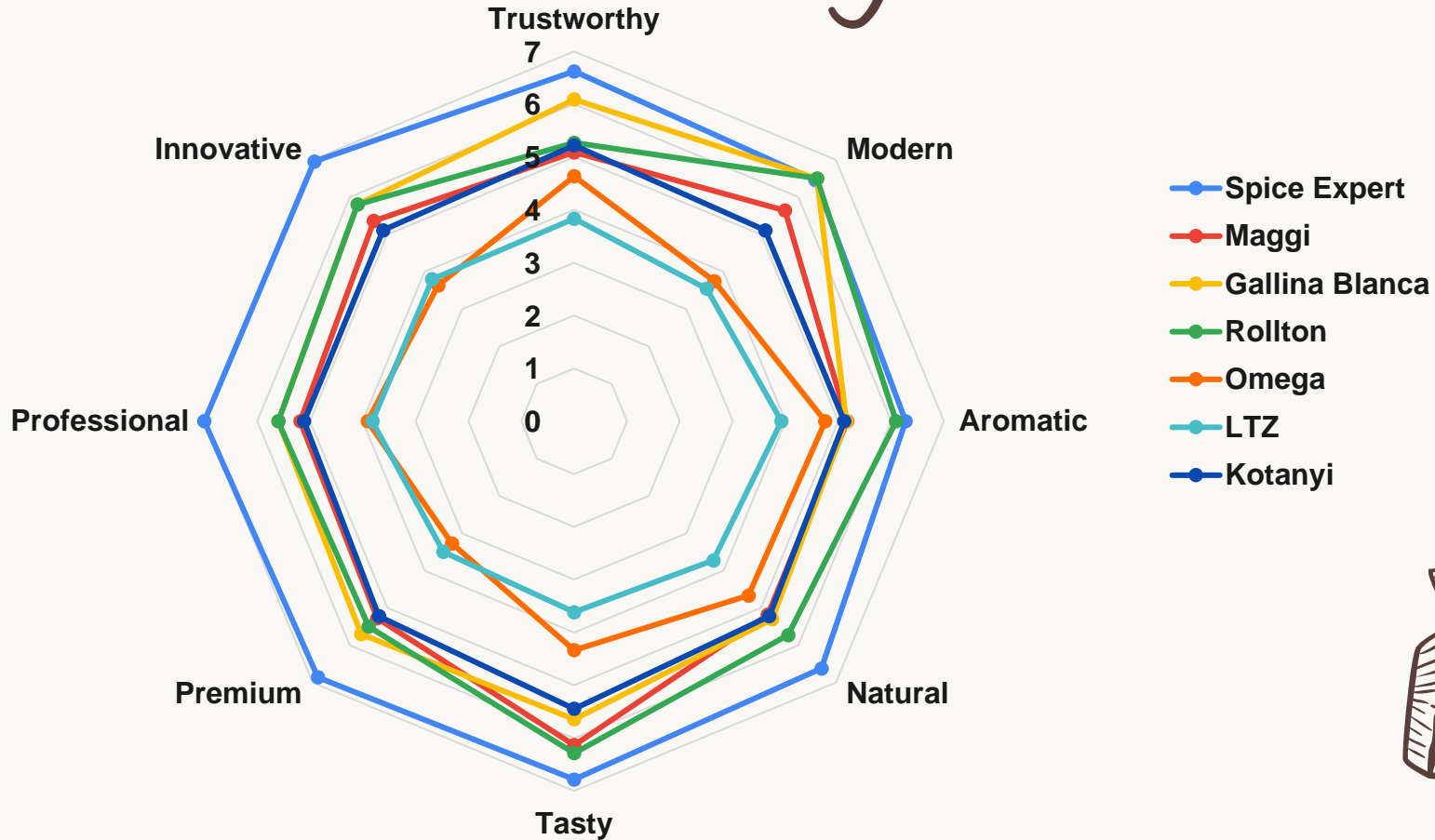
Passives
7%



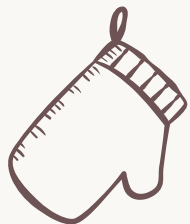
Promoters
80%

Net Promoter Score (NPS) = 67

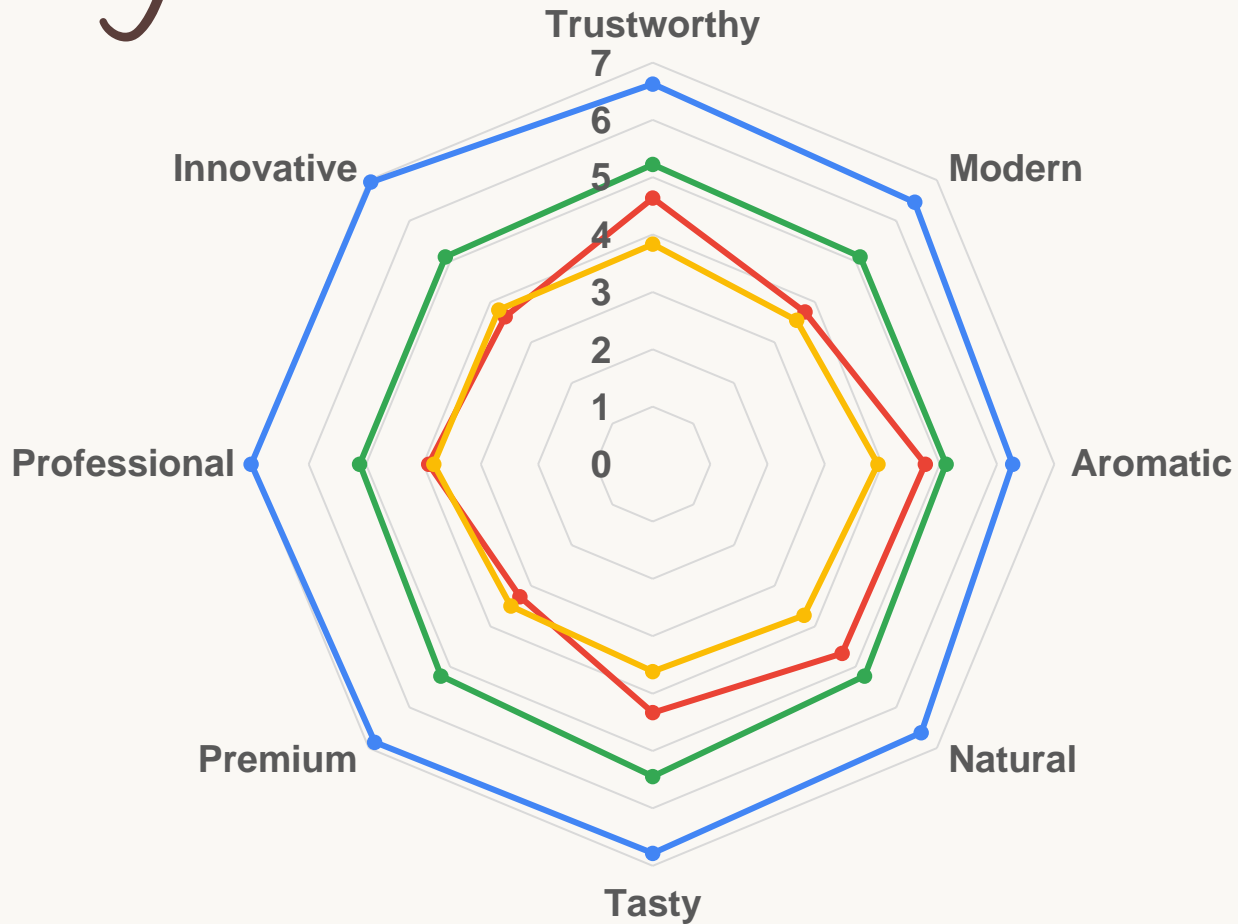
Brand image attributes



Brand image attributes



- Spice Expert
- Omega
- LTZ
- Kotanyi



Brand resonance

56%

I really love Spice
Expert

44%

I am proud to have
others know that I
use Spice Expert

20%

I would go out of
my way to find
Spice Expert

12%

I follow news
about Spice Expert
closely

8%

I consider myself
loyal to Spice
Expert

8%

I would really miss
Spice Expert if it
went away

<i>Issue</i>	<i>Implications/Opportunities</i>	<i>Strategy</i>
<p>Moving towards healthier lifestyle</p> <p>Cooking more and more creatively</p> <p>Mixture of Uzbek and other food</p> <p>Certain diets</p> <p>Increase in non-traditional ways of using spices</p>	<p>Many spices could be used for healthy meals</p> <p>Spice Expert has a wide range of spices in different size packages</p> <p>Spice Expert has several (non-promoted) spices for other nations' food</p> <p>No spice brand is associated with diets</p> <p>Spice brands do not focus on salads, sauces, snacks and drinks</p>	<p>Educating customers about all the possible uses of spices:</p> <ul style="list-style-type: none"> • Different nations • Healthy meals • Diet food • Non-meal uses, etc.

<i>Issue</i>	<i>Implications/Opportunities</i>	<i>Strategy</i>
<p>Bottleneck of Spice Expert: Loyalty</p> <ul style="list-style-type: none"> • Distribution • Customers are price-sensitive brand switchers • They do not trust the brand fully <p>Consumers are not informed about packaging, powder reasoning</p> <p>Consumers are not informed and educated enough about use of spices</p>	<p>The brand is not always available in convenience stores</p> <p>They perceive they brand as slightly expensive</p> <p>Only those who made an effort to know the brand trust Spice Expert</p> <p>It is damaging the brand image</p> <p>Which is the reason why only certain spice types are popular among them</p>	<p>Making only small-sized products available in convenience stores</p> <p>Communicating the benefits and values of the brand</p> <p>Share information about production process, producers, etc.</p> <p>Educating and informing customers</p> <p>Educating customers about all the possible uses of spices</p>

Core positioning target



Demographics:
20-35 married
females (mostly
with kids)

**Needs from the
category:**
Tasty food –
happy family

Lifestyle:
Enthusiastic,
active, eager to
try new things

Passions:
Cooking, baking,
reading, working
on self
improvement

Concept testing

Insight: For me, cooking is more than an everyday chore, it's my passion. I love making myself and my family happy with my creative and unique meals. But I feel limited by my knowledge about the usage of certain ingredients like spices, therefore I feel like I am not embracing my true potential in cooking

Benefit: So I choose Spice Expert's spices because they provide not only variety of high-quality natural spices, but also educate people on how to use them in order to become an expert in spice usage

RTB: They offer natural spices that came from its country of origin (e.g. best black pepper from Vietnam, exotic turmeric and cardamom from India, real flavored cinnamon from Sri Lanka and gourmet vanilla from Madagascar) with no salt and chemicals added. Additionally, the company provides educational program designed by a group of experts over the world whose main goal is to teach others to become expert in cooking using spices

Summary: Spice Expert – Your guide in the world of spices



Concept testing results

4,3

Attractiveness

4,6

Credibility

3,8

Value

4,9

Clarity

4,7

Relevance

3,4

Uniqueness



Become an expert in everything you're passionate about

BRAND IDEA

PERSONALITY

Confident, organized, smart, caring

BENEFITS

Points of Difference

Encouraging creativity and reaching your full potential

Points of Parity (segment)

High-quality, natural, reliable

REASONS TO BELIEVE

Educational program designed by experts

Spices from their country of origin

CONSUMER INSIGHT

Women seek more creative ways of cooking because they want to make their family happy and challenge themselves to reach their full potential

TARGET GROUP

Core Positioning Target

Passionate about cooking

Consumption Target

20-40 women who cook

NEEDSTATE

Creative use for all types of meals

COMPETITIVE LANDSCAPE

Kotanyi, Omega, LTZ, Master Chef, Из корзинки, and traditional market

EXECUTIONAL EQUITIES

Logo, packaging, design, the products

Brand role in Portfolio: Vision and Objectives

Brand Vision:

Market leader in Uzbekistan

To be the most creative and encouraging brand in the food industry

To become the most educating brand for customers to teach all aspects of food and spices

STRATEGIC ROLE OF THE BRAND IN THE COMPANY PORTFOLIO

PORTFOLIO ROLE

Spice Expert will be massively supported to maintain its position of the biggest brand in its Uzbekistan (currently 60% of market share)

POSITIONING ROLE

Spice Expert will position itself as family-oriented brand that encourages women to challenge themselves and reach their full potential

PRICE ROLE

Spice Expert will remain as a premium brand with an index of 275 (The highest index in the market currently; the same with Kotanyi)

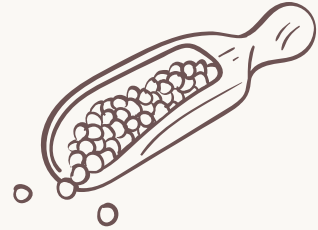
Marketing mix strategies

Product

High-quality natural
halal spices from their
country of origin

Price

Premium

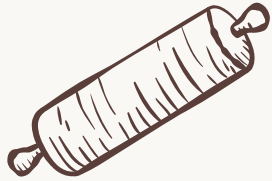


Place

Small-size products
in convenience
stores, others
remain the same

Communication and activation

Education; Communicating
creativity and passion, and
happiness that comes from
these



Idea

Brand Idea

Become an expert in everything you're passionate about

Master Idea

Educate women to reach their full potential in cooking

Campaign Idea

Creating cooking courses



Execution

Execution construct

Collaborating with centers to create cooking course for women which teaches all types of creative and foreign food (and promoting spices) with special attention paid to spices

Execution content

Both online and offline teaching content

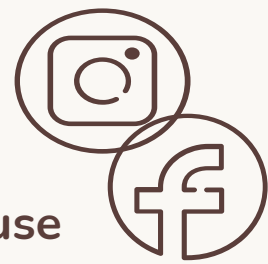
Touchpoint planning

	Market		Brand		
Type of Media	Impression Hi (5) - Low (1)	Reach Hi (5) - Low (1)	Cost effectiveness Hi (5) - Low (1)	Brand Fit Hi (5) - Low (1)	Overall score
TV	4	2	1	1	8
Telegram	3	5	5	3	16
Facebook	4	3	5	4	16
Instagram	5	4	5	5	19
Tik Tok	3	1	4	1	9
Cooking courses	5	3	4	5	17

Touchpoint planning

	Market		Brand		
Type of Media	Impression Hi (5) - Low (1)	Reach Hi (5) - Low (1)	Cost effectiveness Hi (5) - Low (1)	Brand Fit Hi (5) - Low (1)	Overall score
YouTube (own channel)	4	3	3	4	14
Billboards	2	2	3	1	8
Print ads (Zira)	5	3	3	5	15
Bloggers	4	3	4	4	15
Events	5	1	1	5	12

Communication development



Reconsider Social Media strategies and website use

Objectives:

- To communicate the right message in the right ways
- To build relationship with customers
- To create associations with education and creativity

Methodology:

- Both social media pages and website will be used as a part of content marketing campaign
- Launch YouTube channel for recipes, Telegram channel, group for women
- Communicate the benefits of the products, production process, brand value

Communication development

Creation of online and offline cooking courses



Objectives:

- To create associations with becoming an expert
- To increase loyalty
- To build a relationship with customers

Methodology:

- Collaboration with cooking centers
- Several types of courses: e.g. diet-oriented, healthy meals, foreign meals, non-meal uses like healthy drinks, snacks, sauces, salads.
- In Tashkent (for the first year, for offline)
- In the website, video-courses (for regions, for online)



Communication development

Cashback

Objectives:

- To stimulate repurchase for loyal customers
- To increase loyalty
- To regain price-sensitive brand switchers

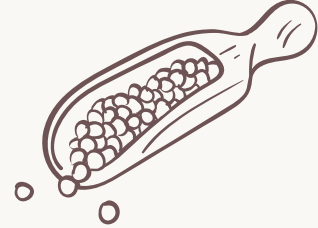
Methodology:

- Each package will contain a code which can be registered in the website to collect points and turn them into valuable items
- In-store and online communication



Communication development

Limited edition “collectibles”



Objectives:

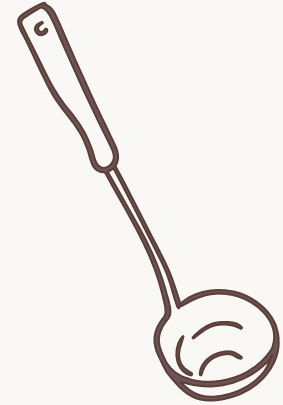
- To stimulate repurchase for loyal customers
- To increase loyalty
- To create emotional attachments

Methodology:

- New collection of glass and plastic packages will be released which can be bought in the form of bundle or separately
- Those packages can be aligned to form a decorative pattern or words
- In korzinka and makro shops
- In-store and online communication

Communication development

Publishing own cookbook/recipe book



Objectives:

- To create associations with becoming an expert/education
- To increase loyalty
- To build a relationship with customers

Methodology:

- Creating a book through collaboration with experts and publisher
- Making it available in several bookshops and cooking master class areas, as well as in their own website for sale
- Throughout the Uzbekistan
- Start in February

Communication development

#WeCookLikeAnExpert Campaign



Objectives:

- To create associations with becoming an expert/education
- To increase loyalty through advocacy
- To build a relationship with customers

Methodology:

- Women start sharing their most unusual and creative recipes in the form of video or series of photos through Instagram and Facebook with hashtag
- Recipes will be judged by experts
- The winner will receive a prize money and free access to all the courses

Communication development



Print media (Zira journals)

Objectives:

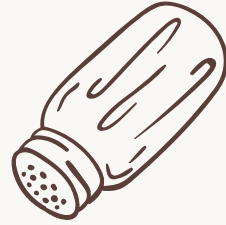
- To create associations with becoming an expert/education
- To increase loyalty
- To build a relationship with customers
- To reach core positioning target

Methodology:

- 2-3 times a year Spice Expert will use Zira journals to write articles or recipes

Communication development

End-of-the-year award programs



Objectives:

- To show loyal customers appreciation
- To increase loyalty through advocacy
- To build a relationship and emotional attachments in customers

Methodology:

- “The best cooking bloggers, the best recipe sharers, the best cooking students”, etc. awards will be created and awarded
- Will be selected through both voting and expert opinion
- Will start late October – early November

KPIs

- To reach loyalty of 60% and occasional use of 75% by the end of the year
- To reach TOM of 60% by the end of the year
- To reach TBA of 100% by the end of the year
- To reach a reach a brand image attributions of Trustworthiness, Innovativeness and Professionalism of minimum 8
- To teach 5000 women in our courses



Thank you!

Do you have any
questions?



References and reading

- Strategic brand management: Building, measuring and managing brand equity by Kevin Lane Keller (2013)
- The brand plan was prepared by a student of Westminster International University in Tashkent as part of the course of “Managing brands”.