

Branding & Marketing of traditional food products

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Objective

**Unilever took 60 years,
Amul took 50 years,
Parle G took 40 years,
Britannia took 30 years,
ITC took 20 years,
Patanjali took 10 years,
Paperboat took 5-10 years,**

Is there any way to build a brand under 5 years?

What this Presentation covers

ONE: How did we get here

TWO: Trending to the future

THREE: Branding and marketing

FOUR: Experiences

ONE: How did we get here?

How did we get here?

1960s-

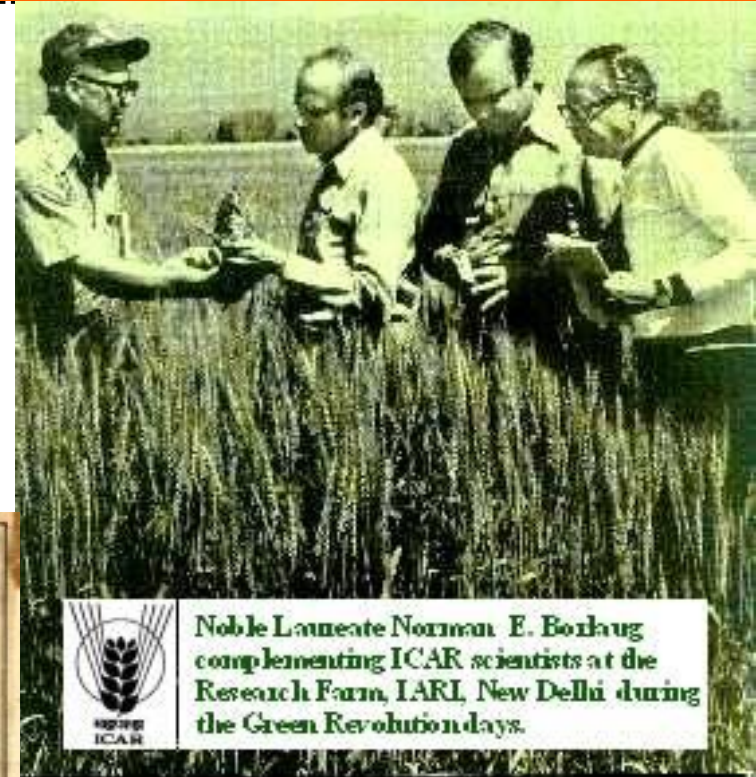
- Mechanization, speed, and routinization
- Incorporate assembly line systems in food manufacturing and preparation.
- The “industrial ideal” becomes the norm.



How did we get here?

1980s-

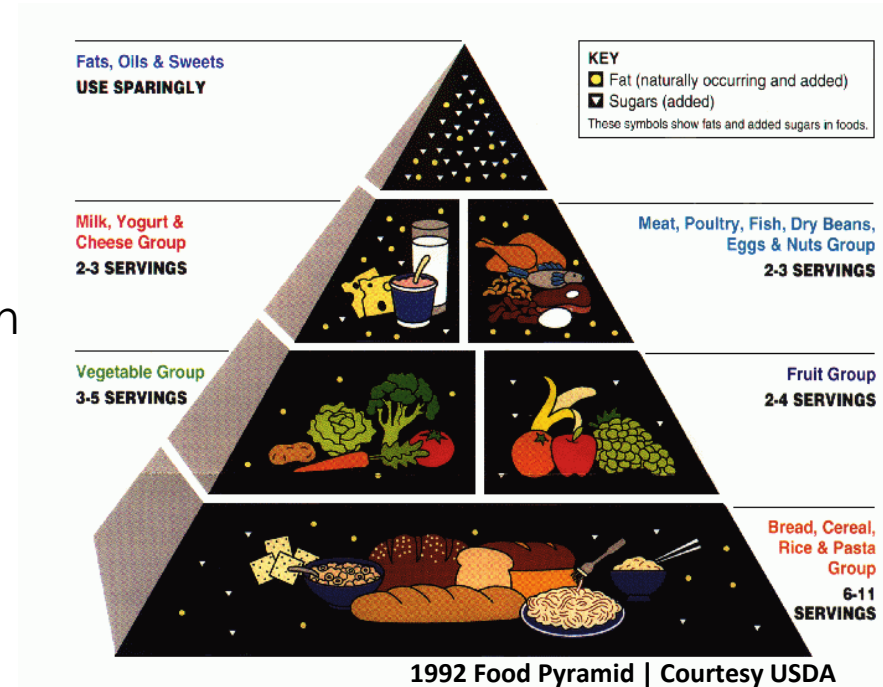
- The Green Revolution
- The packaged foods boom begins.
- Advertising to demonstrate the added value of processed foods.



How did we get here?

1990s-

- The fair trade movement.
- Food labeling
- A hierarchy of products appear. Supermarkets introduce luxury and premium ranges. Labels and packaging use high-quality seductive images.
- A series of international meetings address emerging problems
- The WHO recognizes obesity as a global epidemic.



How did we get here?

2010s-

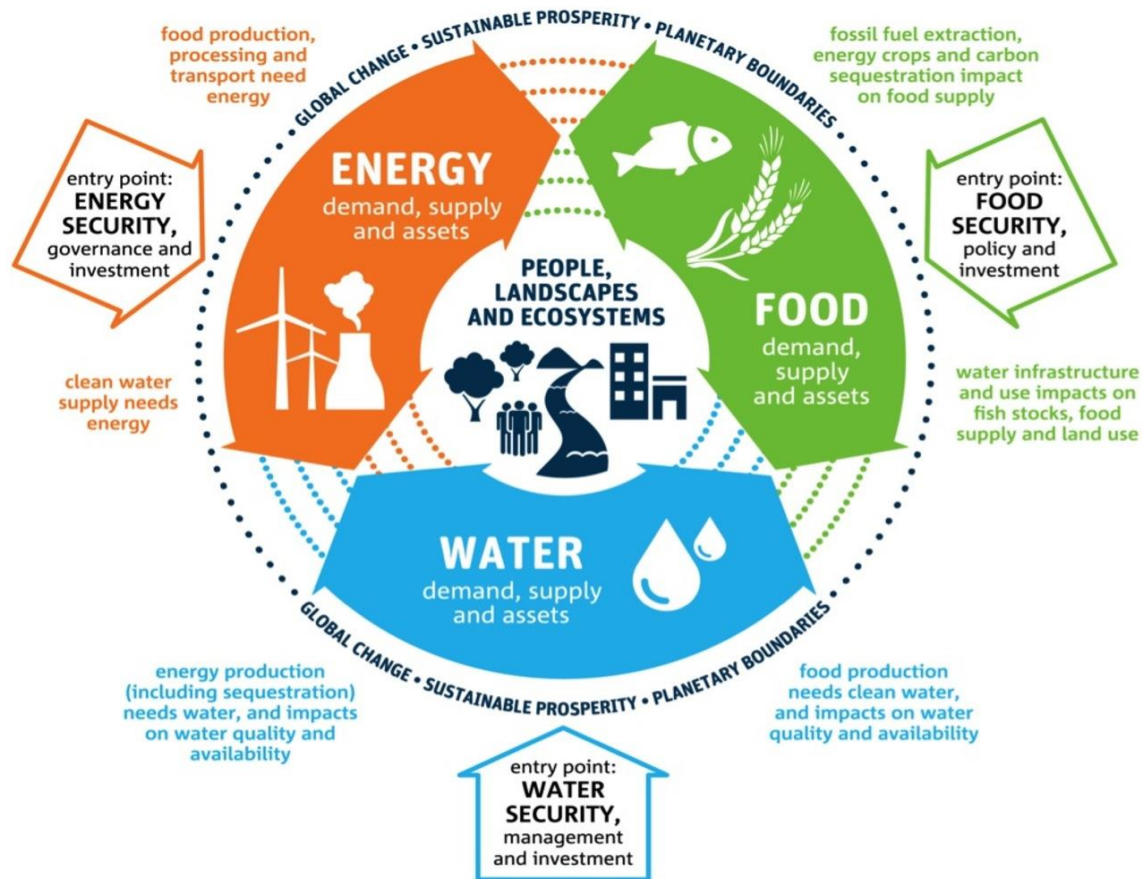
- circumvent mainstream production and distribution networks,
- promoting green parenting, sustainable agriculture, fairly priced access to healthy food.
- Organic food markets grow;
- Reduced- No- Low- foods conscious of fats and
- Snacking and grazing are on the rise, along with packaged “healthy” snacks .
- Cheaper store brands gain popularity and become fancier in the wake of global recession.

PATANJALI PRODUCTS



TWO: Trending to the Future

The Ethic of Sustainability



Digital Experience & convenience

We thrive on digital engagements with finding, sourcing, ordering, reviewing, and investigating our foods. Apps lead us to healthier choices, demystify labels, and keep things transparent.

57% of Pinterest customers interact with food-related content; 21% say they have made subsequent purchases [PriceGrabber survey].

We enjoy food online almost more than on our plates: research suggests that excessive posting and viewing of food images on social media sites like Instagram can decrease our enjoyment of actual foods while eating. Food is a full-fledged digital experience.



Work Around Convention

Direct-to-consumer subscription-based distribution services which bypass conventional retailers.

Local gyms and other community gathering spots become distribution centers.

E-commerce

Online /Mobile ordering takes away from conventional dining-out—literally.

Larger grocers, too, like Tesco in the UK run “click and collect” stores to complement the conventional retail approach.



Healthful Functionality

“In 2013, 58% of consumers thought a lot about the healthfulness of their foods/beverages, 47% thought a lot about food ingredients, and 40% frequently turned their thoughts to food safety” –2013 Food and Health Survey. International Food Information Council Foundation, Washington, D.C.

Snack foods and beverages packing functional punch address all modern ailments from heart disease, diabetes, and hypertension, to performance, pregnancy, and weightloss.

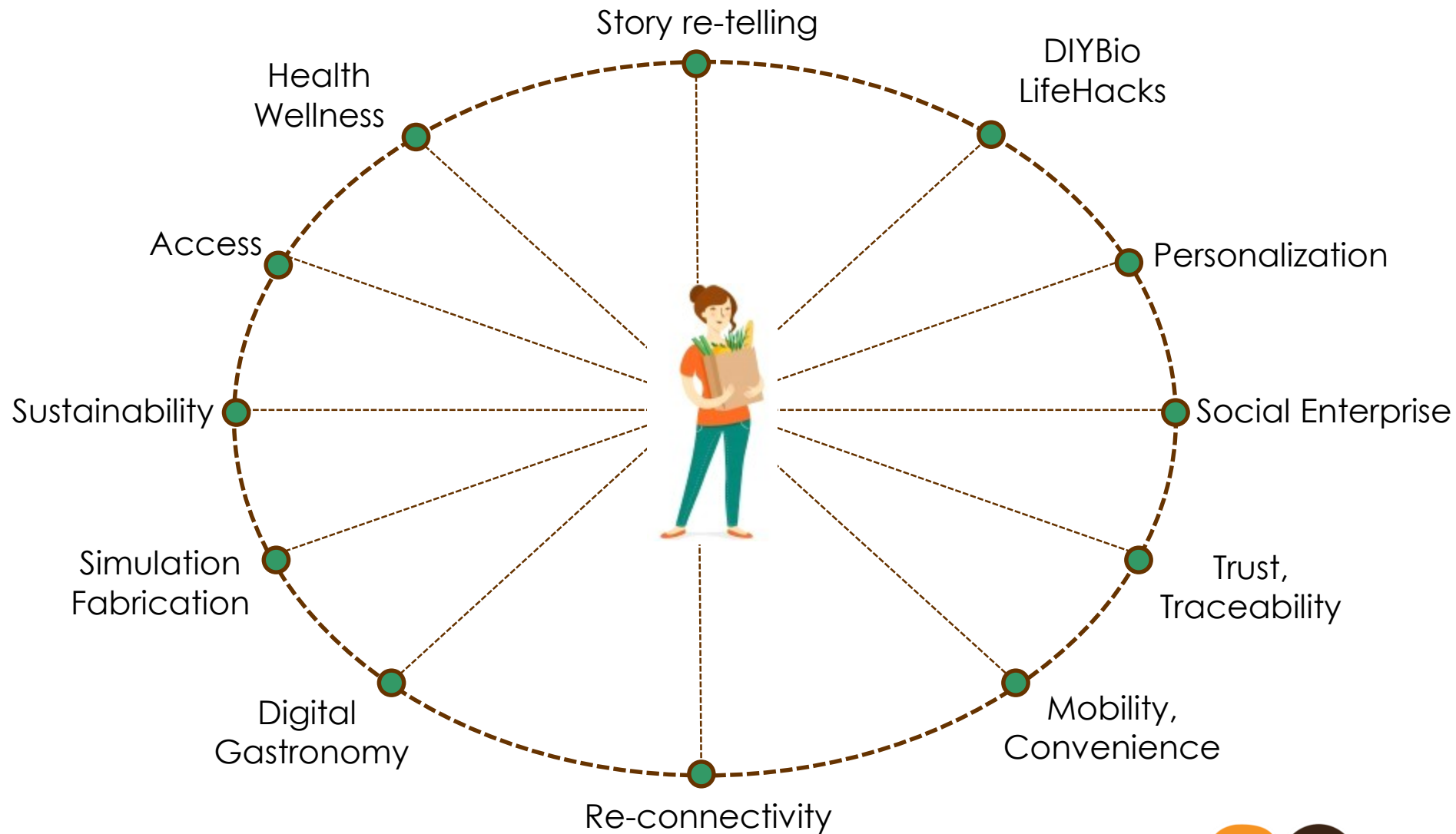


Regulations



THREE: Branding and marketing

How will you re-tell the story of food?



Branding and marketing

Success in marketing is not about being more intelligent or more skilled or doing new things on daily basis, it's about overcoming distraction and doing the work that already works.

There is a minimum threshold of intelligence that you need to have after that it is about putting in your efforts and the consistency of doing the right things more often to scale. It comes down to creating habits.

Grandma way of communication

- ✓ *Simple – do one thing*
- ✓ *Unexpected – surprise, mystery, curiosity, interest*
- ✓ *Concrete*
- ✓ *Credible – Honest, credentials*
- ✓ *Emotion – self interest, imagination, real life inspiration*
- ✓ *Short – Bias, distraction*
- ✓ *Story – Humor, challenge, connect, create*

Understand – Remember – Propagate - Impact

S-U-C-C-E-S-S

Simple, Unexpected
Concrete, Credible,
Short, Story.

FOUR: Experiences

Delivering Unique & Healthy Snacks to awesome work places



What do we do?

- Product development
- Contract manufacturing and Quality Control
- Repacking, Order fulfillment & Branding
- Shipping across India
- Building India's First Snack brand focusing 25-60 age group

Who is an Entrepreneur??

One who creates problems for himself and for others



At the end of the first two years

Becoming Vs Being

Knowledge Vs Wisdom

Introspect yourself

Scaleable or closeable

Ego vanishes

Arrogance diminishes

Confidence builds

Respect others

Ability to think in crisis

Become a human being.

Everybody is a winner

