

Branding and packaging strategy marketing essay



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The product 'V Fusion + Energy' would be the first of its kind in the market. The major advantage of the drink is an energy drink that keeps its users charged without the ill effects of caffeine. The energy drink is targeted towards the youth and the health conscious people who are very busy throughout the day. It can be also promoted as the ideal mixer for alcoholic drinks like vodka etc.

Branding Strategy

The attributes of the branding strategy of the organization would be the brand vision, brand promise, brand delivery and the positioning of the brand. Fusion wants to see itself to be the market leader in the energy drinks market, promising its consumers the effects of a healthy energy drink without the influence of caffeine. The brand would be delivered keeping up to the brand promise made by the company, nullifying all the negative propaganda against energy drinks via proper communication and thus, alleviating its brand image by creating emotional bonds with customers and delivering value. The position of the brand would be 'the best caffeine-less energy drink for affordable price and fullest satisfaction' (Thompson, 2010).

Packaging Strategy

The packaging would be in the cans or the signature bottle of the V8 Splash juice which would offer a brand recall to the customer. V8 Splash is already a major in the healthy juice and soup segment and hence the signature bottle would automatically recall the health benefits associated with the brand. The packaging strategy has been created to cut through the clutter of energy drinks via memorable packaging, featuring varied colours and fruits, portraying the true essence of the brand (Proctor, 2000).

The V Fusion + Energy's product line can be increased by introducing new flavours and even healthier drinks. The product line might also include things like green tea + energy, herbal juices like Aloe Vera + Energy. They can also move towards the 'healthy soft drinks' market, capitalizing on their 'healthy' image.

Distribution Strategy

The parent company Campbell foods has already got a very strong distribution channel. The company has a distribution agreement with coca cola in North America for its juices. This distribution channel can be used by the V Fusion + Energy to penetrate into the market. The availability of the product can be increased through making it available at Vending machines. Dedicated outlets can be opened up in gyms, discos and other strategic location. The product will also be on shelves at all the liquor stores and pubs and a tie will be done with Absolut to promote it as the best mixer for Vodka. It shall be also available in college, universities and office cafeterias to promote it as a perfect stress buster and a energy booster (Hussey, 2012).

Supply Chain Management

Supply chain would be managed by providing lucrative monetary incentives and benefits to the channel partners. They can be provided with training, fringe benefits and loans for their businesses. Programmes can be designed to suit the purpose (Freeman, 2010).

Pricing and Promotional Strategy

Fusion + Energy drink would be made available at a price which is lower than that of its competitors. Pricing would be the major weapon of the

company to make a serious dent in its rivals' customer bases. The brand positioning is based on the affordability of the healthy brand for all and sundry at an economical price. Fusion would play on enhanced sales instead going for price margin. However, it comes with the innate risk of negative brand image, but quality products, great communication and brand presence can curtail the risk to a great extent (Paul, 2011).

Promotional Strategy

Advertising in both print and visual media to attract the masses.

Sampling promotions at sports events, lifestyle parties to attract the youth.

Trial purchases and offers at supermarket stores for the baby boomers.

Tours and trips with athletes and musicians to promote 'healthy lifestyle' image of the product.

Billboards at strategic locations like stadiums, pubs, gyms, colleges etc.

Sponsoring events like dirt racing and other extreme sports events.

Coverage on buses and transits - because it penetrates to every part of the community (Hackley, 2010).

Integrated Marketing Communications encapsulates quality products, great customer services, promotion mix, consists of a mix of advertising, sales promotion, personal selling, and public relations tools and strategies which Fusion would avail to achieve its marketing and advertising and publicity objectives, together translating into high sales figures and alleviated brand image & essence. Fusion would need to tune its entire operations &

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communications into conveying an augmented communication form, sending across the brand mantra to its customers. There needs to be an alignment of the organizational goals with the marketing communications. Integrated marketing involves the 4C's instead of the conventional 4P's (Clow, 2012).

Consumers - Fusion would have to provide its customers with quality products and top-notch services

Cost - The organizational costs at fusion should be directed at serving the customers better, through implementation of better systems and processes.

Convenience - The products would have to be made available at locations where customers can reach them easily.

Communications

Advertising - Advertisements would have to reach the entire customer base, for Fusion which is the entire population of the 18+ age group (the company is using undifferentiated segmentation strategy). Several popular TV channels and radio channels would be used. Accompanying them would be internet ads and posters. There would be billboards at strategic locations. Event sponsorships, promotional tours etc. would all be used, communicating the brand mantra. Or brand essence.

Personal Selling - The company would have to reach out to customers at their homes, malls, offices, gyms, playing areas etc.,

Sales Promotion - Short term incentives or promotions to boost up the sale of Fusion would be implemented at the malls, colleges/universities, retail stores, busy locations etc.

Public relations - It would need Fusion building good relations with all the stakeholders of the company and the public associated with the company and its products. The vehicle of public relations would be wisely utilized to build a good corporate image of the company (nullifying 'unhealthy' image and promoting 'healthy' one) and also handle if any mishaps or unfavourable events occur (Brown, 2010).