

Marketing was kids, teen, youth, working people

[Business](#), [Industries](#)



MARKETINGMANAGEMENTFUNDAMENTALSINDIVIDUAL ASSIGNMENT BRAND
 REPORT OF APPY FIZZCONTENTS: 1. INTRODUCTION2. TARGET
 SEGMENTATION ANDPOSITIONING3. PRODUCT AND PRICINGSTRATEGY4.
 MARKET SHARE AND PROFIT5. COMPETITION ANDCHALLENGES6.

MARKETING INSIGHTS SHIVAKUMAR. R17MBA1011 1.

INTRODUCTION· Appy fizz is a product of Parle agro andis a champagne in
 the fruit drinks segment.

· Appy fizz India'ssparkling juice drink introduced first.· Starting out in
 2005 as a great-tasting, healthier alternative to colas, ' Fizz' soon became a
 favouriteamongst the Indian youth.· Appy Fizz standed out becauseof its
 mascot - an opinionated, walking, talking character with a quirky senseof
 humour which clicked with the youth almost instantly. ABOUTTHE

COMPANY· Parle Agro is an offshoot of Shaunak's Parle Products,
 whichwas founded in 1929 in British India.

It was owned by the Chauhan familyof Vile Parle, Mumbai. · Parle Agro
 commenced operations in 1984. · Frooti, the first product rolled out of
 Parle Agro in 1985, became the largest selling mango drink in India.· The
 original Parle group was amicably segregated into threenon-competing
 businesses. 1.

Parle Products, 2. Parle Agro3. Parle Bisleri · ParleAgro works under
 three main categories: 1.

Beverages2. Water3. Foods 2. SEGMENTATIONTARGETING AND

POSITIONING(STP) Segmentation:· Masspopulation whose income is more

than 10000. Product found a segment in market due to its low price, healthy drink, non-carbonated drink nature. Due to cheap price the customer segment for the product increased.

Targeting: The major target was kids, Indian youth, fitness and sports people. The primary market targeted was kids, teen, youth, working people and women. The secondary market targeted was the recreational centres and travel industry. Positioning: Parle Agro positions their product in the market through cool, trendy, youthful legendary and iconic like Shah Rukh Khan, Priyanka Chopra for Frooti and Appy Fizz respectively. They constantly update their packing structure by introducing tetra packs, PET bottles etc. Advertisements and campaigns are being conducted often to showcase how consumer gets connected with FIZZ. Their tagline is "A cool drink to hang out with".

Their advertising is unique and done in a way such that brand does not lose its identity. 3. PRODUCT AND PRICING STRATEGY Appy Fizz has a good quality than other juices or cold drinks since it has apple juice which is good for the human body. The strategy of the company was to attract the young customer and aware them about this healthy drink.

The product is made available in the market in three different sizes namely 300ml, 500ml and 1 litre. Appy Fizz is made available in the market with different price segments depending on its level as 15rs, 25rs and 48rs. Price of Appy Fizz is 10% higher than other competitors like Real Apple, Fanta etc... Appy Fizz is promoted with advertisements projecting them as a healthy fruit juice meant for young people. They promote

more through Tv ads, internet, posters, banners etc... “ Acool drink to hang out with” tagline of appy fizz was more impressive andattracted more youth towards it. The tagline was used mostly in their ads after some jokes and it has also became apart of their packaging which has become a part of appy fizz. Another tagline for small size packaging of appy fizz (15Rs) was “ what’s the price ofthe party” attracted the younger people to enjoy their party at home.

4. MARKET SHARE, PROFIT AND SALES.

Appyfizz holds a market share of nearly 70% being a leader in the apple nectarcategory.

Frootiof Parle Agro holds a share of 85% and 33% in the tetra pack and PET categoryrespectively. Beveragessector of the Parle Agro holds a market share of 81. 25%. Appyfizz launched its product in returnable glass bottles in the rural as well as small towns. This initiative was taken by the company to penetrate into the unreachable marketand increase their market share. RGB’S contribute to the 40% of the total volume of Rs.

15000 crore of the Indian beverage market. Theirsales is in a increasing pace, in 2016 it was around 1364 crores. Theyhave a profit margin of around 525 crores in 2016. Thecompany is hoping to cross the Rs. 5000 crore mark by 2018.

COMPETITION AND CHALLENGES. Themajor challenge product faced was with the mango flavoured drinks in themarket. Apple juice is preferred very less. Comparedto appy, frooti had a very high advertising and a higher marketing budget. Appy was perceived as drink for children butthe actual plan was that it was introduced as a drink for teenagers.

Price elastic nature of the Indian soft drinks market is also a greater challenge for the company. The competitor from company itself is the latest Frooti Fizz which will have a greater market share. Frooti Fizz has reached 3.2 lakh outlets in a rapid manner whereas Appy Fizz is in 3.5 lakh outlets. The latest product from the Parle Agro is Grappy Fizz which is a grape juice has also become a competitor for Appy Fizz. The other competitors for Appy Fizz are: 1.

Minute Maid Apple 2. Real Apple 3. Tropicana Apple 4. Det Monte Apple 5.

Paper Boat Apple 6. MARKETING INSIGHTS: The new marketing campaign of Appy Fizz repositioned things: The package was changed. The logo was tweaked and the design was in line with the Frooti logo design.

The tagline was changed to "Feel the Fizz". The Appy Fizz character has been discarded. New celebrity Priyanka Chopra has been endorsed.

Feel the Fizz tagline has been felt old and not that much attractive so anytime the company may be forced to use the previous tagline.

Appy Fizz is by nature a niche product. The current campaign shows the celebrity more in ads rather than the product which is not a good measure of promoting the product. The latest campaign was done in such a way to increase the curiosity among the people. 7. RECOMMENDATIONS:

Proper campaign with better tagline should be done. More marketing has to be done alongside other Parle products.