

Applied managerial marketing research paper example

[Business](#), [Company](#)



Branding is the most vital aspects of the business, no matter the business is large or small. An effectual brand strategy provides greater greater edge in order to increase the competitive markets/ it reflects the promise that the company has made to the customer (Davis, 2009). Branding strategy is the reflective of the brand attributes and the benefits that are associates with the products because branding indicates product features. Particularly for the fast moving consumer goods companies branding is essential and is frequently used in this sector (Mann & Kaur, 2013). Keeping this view we will adopt such a branding strategy that the product is positioned in the market quickly and its characteristics are effectively communicated to the target market and innovative, high quality and low priced product will be introduced in the market. The detailed description of the branding strategy of our product is as follows.

Product Name

The company is consumer Yums Packaged Foods Company and it is offering tomato ketchup, named Simply Yums Tomato Ketchup. The product i. e., ketchup is made from the fresh, ripened and healthy tomatoes. The name of the product itself is striking and attractive for the people. This is due to the fact that people demand taste (Train, 1997). The word “ Yums” show that something is yummy in the pack and something tasty the company is offering.

Tag Line

The advertising slogan or tagline helps in the identification of the product, it differentiates a product, and makes it a memorable product (Hamlin, 2013).

The tag line for our Yums Tomato Ketchup is “ Taste, Freshness and and Health guaranteed”. This tag line is differentiating our product in a way that something that is fresh, tastes good and is good for the health is offered and it will also help in making the product memorable.

Product Attributes

Consumers have choices and preferences for the attributes or characteristics of the product (Gwin, 2003). The ketchup’s color is bright red, which is indicating that it is made from the fresh and ready tomatoes. The product is free from the harmful ingredients that are injurious for health. Additionally, no artificial food additives and preservatives are added in the product. Even artificial colors are not used in making ketchup. This is due to the reason that the market trend is watched and it is found that majority ketchup lovers are children. The parents also want to give healthy and safe food to their children, so we have to offer them a product that is pure and good for the health of parents as well as children. Moreover, the other companies add spices such as red chili, but we do not add spices in our product. The product is however such that it is tasty to have with snacks etc. Moreover, the viscosity of the ketchup is not so thick as compared to other ketchups.

Product Benefits

If the attributes of the product are good and advantageous then the product is beneficial for the consumers as well as for the company. In case of our product, fresh, ripened and healthy tomatoes are utilized in making ketchup. Fresh tomatoes are good for health so customers will be benefitted with the extraordinary taste and enjoy healthy life. Parents can allow their children for

taking ketchup with food without any fear of disadvantageous elements in the product. Moderate thickness of ketchup makes the product easily digestible and consumable with sandwiches, snacks and other products. Further, for the convenience of the consumers the product is offered in different packaging from sachet to jumbo jars. Nozzle bottles and packs are also available for the ease of consumers so that they can enjoy the product without any difficulty.

References

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