

Coke burn india

[Business](#), [Marketing](#)



Mission Market Message Media Money Measurement Mission Market Message
Media Money Measurement Current Market Scenario Current Market
Scenario Industry Highlights Coke Burn Industry Highlights Coke Burn
Distribution Red Bull faces legal battle with their largest distributor - RNG
group after snapping decade old ties. RNG used to control 90% of Red Bull's
distribution with close to 19, 000 outlets Selective distribution only in 3
metros (Mumbai, Delhi and Bangalore) Distribution Red Bull faces legal
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Manufacturing Key market players import their product from South East
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manufacturing nod for energy drinks Market Share

Dominated by Red Bull with 71. 3% market share Depleting market share
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currently stands at 2. 6% of the energy drinks market Market Size Rs. 1894
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Size Rs. 1894 million (off trade) with a CAGR of 55. 7% Rs. 49 million (off
trade) To increase off trade sales from Rs. 49 million currently to Rs. 299
million in a year Mission To increase the overall market share from the

current 2. % to 10% in a year To increase brand awareness, consumer loyalty and satisfaction Strengthening Burn's social media and overall online visibility To increase off trade sales from Rs. 49 million currently to Rs. 299 million in a year Mission To increase the overall market share from the current 2. 6% to 10% in a year To increase brand awareness, consumer loyalty and satisfaction Strengthening Burn's social media and overall online visibility Communication Objectives Awareness Create brand awareness and visibility by crafting distinct brand imagery Consideration

Educate consumers and bring Burn in their consideration set on par with Red Bull Conversation Induce more effective trials by engaging consumers through on ground activation Loyalty Implement loyalty and rewards programs ensuring consumer retention Communication Objectives Awareness Create brand awareness and visibility by crafting distinct brand imagery Consideration Educate consumers and bring Burn in their consideration set on par with Red Bull Conversation Induce more effective trials by engaging consumers through on ground activation Loyalty Implement loyalty and rewards programs ensuring consumer retention

Competitor Analysis Competitor Analysis Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Product Price Place Promotion Red Bull original Rs. 95 for 250ml Pack of 4 for Rs. 359 Gyms, Cafe's, Barista, Costa Coffee, Bars and Retail Outlets * Formula 1 racing * Soap Box Race * Student brand ambassador * Television Ads * Rejuve * Nicofix * Minus Rs. 95 for 250ml CCDs, bars, retail outlets. * Shah Rukh Khan brand ambassador * Print Advertising * Sunburn music festival * Premium * Wildberry * Pomegranate * Red grapes * *

Regular * Sugar free Cola Rs. 85/90 for 250ml Rs. 50 for 180ml Rs. 95 for 250ml Gyms, retail outlets Pubs, discos, night clubs * Shilpa Shetty brand ambassador * Energy Drink partner of CSK * College events * Certain cultural and music festivals Proposition Get High on Energy Gives you Wings Free your Energy Get high every time you drink Product Price Place Promotion Red Bull original Rs. 95 for 250ml Pack of 4 for Rs. 359 Gyms, Cafe's, Barista, Costa Coffee, Bars and Retail Outlets * Formula 1 racing * Soap Box Race * Student brand ambassador * Television Ads * Rejuve * Nicofix * Minus Rs. 5 for 250ml CCDs, bars, retail outlets. * Shah Rukh Khan brand ambassador * Print Advertising * Sunburn music festival * Premium * Wildberry * Pomegranate * Red grapes * * Regular * Sugar free * Cola Rs. 85/90 for 250ml Rs. 50 for 180ml Rs. 95 for 250ml Gyms, retail outlets Pubs, discos, night clubs * Shilpa Shetty brand ambassador * Energy Drink partner of CSK * College events * Certain cultural and music festivals Proposition Get High on Energy Gives you Wings Free your Energy Get high every time you drink Consumer needs and GAP analysis Consumer needs and GAP analysis

Through our research we inferred that a lack of awareness and availability were the two key deterrents for purchase of Burn Through our research we inferred that a lack of awareness and availability were the two key deterrents for purchase of Burn Values Consequences Attributes Price and Packaging Exclusivity Status and Self esteem Study more + better grades Rewards and Promotions High Performance Work longer, harder + more concentration Soft Drink, No alcohol Substitute for alcohol Belongingness Socializing drink at parties Caffeine, Taurine Energy + Stay awake Values Consequences Attributes Price and Packaging

Exclusivity Status and Self esteem Study more + better grades Rewards and Promotions High Performance Work longer, harder + more concentration Soft Drink, No alcohol Substitute for alcohol Belongingness Socializing drink at parties Caffeine, Taurine Energy + Stay awake Consumer Characteristics Consumer Characteristics Consumer behavior analysis Consumer behavior analysis Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Rohan Vyavaharkar - National Communications Head - RedBull India Ltd Pinakiranjan Mishra, National Leader, Consumer Products, Ernst & Young The biggest challenge for energy drinks is to establish product efficacy and reiterate their core benefits as consumers are wary of these products due to high caffeine content” Ajay Chandwani, Director, Percept Ltd “ We are open to introducing Coke Burn shots in India if there is a strong case for it. We are also looking at ramping up distribution in other cities” Kamlesh Sharma, GM, Public Affairs & Communication, Coca Cola India “ RedBull has consciously adopted a strategy of steering away from conventional media and chose to associate itself with extreme sports and youth centric activities to create a buzz in the market.

The sales of energy drinks is as much a function of distribution as it is of marketing” “ High price is biggest barrier for this segment. Consumers would include burn in their consideration set if a smaller SKU at a lower price is made available in the market” Rohan Vyavaharkar - National Communications Head - RedBull India Ltd Pinakiranjan Mishra, National Leader, Consumer Products, Ernst & Young “ The biggest challenge for

energy drinks is to establish product efficacy and reiterate their core benefits as consumers are wary of these products due to high caffeine content”

Ajay Chandwani, Director, Percept Ltd “ We are open to introducing Coke Burn shots in India if there is a strong case for it. We are also looking at ramping up distribution in other cities” Kamlesh Sharma, GM, Public Affairs & Communication, Coca Cola India “ RedBull has consciously adopted a strategy of steering away from conventional media and chose to associate itself with extreme sports and youth centric activities to create a buzz in the market. The sales of energy drinks is as much a function of distribution as it is of marketing” “ High price is biggest barrier for this segment.

Consumers would include burn in their consideration set if a smaller SKU at a lower price is made available in the market” However, more than half of our respondents felt that high price and high caffeine is deterrent while purchasing energy drinks. However, more than half of our respondents felt that high price and high caffeine is deterrent while purchasing energy drinks. Majority consumption happens at parties and pubs. Also a sizable chunk of consumption happens at home Majority consumption happens at parties and pubs. Also a sizable chunk of consumption happens at home Consumer Insights

Consumer Insights Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement According to our research, majority consumption is driven by college students to stay awake during exams. It is also used as a socializing and energizing drink. According to our research, majority consumption is driven by college students to stay awake during exams. It is also used as a socializing and energizing drink. To <https://assignbuster.com/coke-burn-india/>

get a perspective on consumer insights we conducted a primary research with 40 consumers of energy drinks with diverse cultural and professional backgrounds.

To get a perspective on consumer insights we conducted a primary research with 40 consumers of energy drinks with diverse cultural and professional backgrounds. Expert insights through in-depth interviews Expert insights through in-depth interviews Retailer insights Retailer insights Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement FCB matrix FCB matrix Brand Identity Prism Brand Identity Prism Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Key recommendations and take-aways 50ml shots Introduce 50ml Burn Energy shot priced at Rs. 40 to induce trial 0% caffeine Introduce a healthy diet/caffeine free variant of Burn Ramping up distribution Capitalizing on the RedBull - RNG rift as well as developing strategic distribution partnerships New engagement platforms Promotion at college and music festivals and events as well as effective usage on online platforms Key recommendations and take-aways 50ml shots Introduce 50ml Burn Energy shot priced at Rs. 0 to induce trial 0% caffeine Introduce a healthy diet/caffeine free variant of Burn Ramping up distribution Capitalizing on the RedBull - RNG rift as well as developing strategic distribution partnerships New engagement platforms Promotion at college and music festivals and events as well as effective usage on online platforms Through research we learnt that sales of energy drinks are a function of marketing as well as distribution. Hence, we

recommend Burn to ramp up its distribution in more number of cities to supplement our marketing campaign.

At retail outlets we recommend distributing collaterals that contain #Burn365, Turbocharge Your Passion contest details which will help us to engage with a wider audience Through research we learnt that sales of energy drinks are a function of marketing as well as distribution. Hence, we recommend Burn to ramp up its distribution in more number of cities to supplement our marketing campaign. At retail outlets we recommend distributing collaterals that contain #Burn365, Turbocharge Your Passion contest details which will help us to engage with a wider audience
Communication Channels Communication Channels

Mission Market Message Media Money Measurement Mission Market Message
Media Money Measurement Experiential Marketing Experiential Marketing
The key is not to advertise but to engage. Not to broadcast messages but to have a dialogue To associate Coke Burn as a drink that supports youngsters to pursue their passion and interests The key is not to advertise but to engage. Not to broadcast messages but to have a dialogue To associate Coke Burn as a drink that supports youngsters to pursue their passion and interests Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement

Burn's India website(www. burn. in) * With the absence of an India specific website we believe that the newly developed www. burn. in will be a perfect online platform to communicate Burn's products and fresh marketing initiatives such as " Wings on Fire", "#Burn365" and " Burntender - Twist and Burn". * It will be integrated with Burn's social media accounts and will
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display information about Burn's upcoming consumer engagement projects and initiatives. * This website will be directly linked to Coke's global and national webpage and we target close to 450 unique visits per day post its inception

Targets Number of unique hits per day Number of linked websites Average time on site Bounce rate 15% 1. 5 minutes 45 450 Burn's India website(www. burn. in) * With the absence of an India specific website we believe that the newly developed www. burn. in will be a perfect online platform to communicate Burn's products and fresh marketing initiatives such as "Wings on Fire", "#Burn365" and "Burntender - Twist and Burn". * It will be integrated with Burn's social media accounts and will display information about Burn's upcoming consumer engagement projects and initiatives. This website will be directly linked to Coke's global and national webpage and we target close to 450 unique visits per day post its inception Targets Number of unique hits per day Number of linked websites Average time on site Bounce rate 15% 1. 5 minutes 45 450 Online Marketing Facebook Ads Mobile Marketing and Advergaming (Wings on Fire) Email marketing Launch Burn's India website (www. burn. in) Viral Youtube advertisements and fan videos #Burn365 (year-long twitter campaign) Online Marketing Facebook Ads Mobile Marketing and Advergaming (Wings on Fire) Email marketing Launch Burn's India website (www. urn. in) Viral Youtube advertisements and fan videos #Burn365 (year-long twitter campaign) #Burn365 #Burn365 Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement The Plan Building up on successful social media brand building ventures adopted by KFC and Volkswagen, Coke Burn looks to adopt

a similar strategy by hosting #Burn365, an open-for-all twitter competition that looks to engage young adults from across the country by offering prizes 365 days a year We see Burn365 as an opportunity to increase activity as well as follower count across social media platforms.

Currently Burn is seriously lacking in terms of content as well as activity on its fan pages and the #Burn365 campaign would ensure increased user interaction with the brand as well as quality & unique content generation on the respective fan pages. This campaign will look to increase Burn's social media presence as each day contestants can showcase their passion be it about sports, cars, movies, music, art or even burning social issues using the permitted 140 characters supported by a Twitpic or a Youtube video.

On ground promotion during college festivals and events will see Burn representatives encouraging students to live-tweet #Burn365. Winner of the contest will win Burn merchandise. The Plan Building up on successful social media brand building ventures adopted by KFC and Volkswagen, Coke Burn looks to adopt a similar strategy by hosting #Burn365, an open-for-all twitter competition that looks to engage young adults from across the country by offering prizes 365 days a year We see Burn365 as an opportunity to increase activity as well as follower count across social media platforms.

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Burn Vs Red Bull RedBull has 811, 638 followers which is 65 times the number of followers of the Burn twitter handle. Current Scenario Burn Vs Red Bull Stage 1 The user will be given an option to login via Facebook or twitter Stage 2 Depending on the user's choice he would be asked to like & share / follow & tweet. Stage 3 The user will be given an option to login via Facebook or twitter Stage 4 The machine would dispense the free sample Stage 5 The machine would forcibly logout the user Stage 1 The user will be given an option to login via Facebook or twitter Stage 2

Depending on the user's choice he would be asked to like & share / follow & tweet. Stage 3 The user will be given an option to login via Facebook or twitter Stage 4 The machine would dispense the free sample Stage 5 The machine would forcibly logout the user Login via twitter or facebook Post a tweet using #Burn365 tagging @burn Follow @burn account for updates Like the Coke Burn Facebook page Share the page with a comment Check location settings Dispense the free 50 ml Burn shot Auto Logout Login via <https://assignbuster.com/coke-burn-india/>

twitter or facebook Post a tweet using #Burn365 tagging @burn Follow @burn account for updates

Like the Coke Burn Facebook page Share the page with a comment Check location settings Dispense the free 50 ml Burn shot Auto Logout We intend to place Coke Burn vending machines at college events, concerts, BPO's across the country. These machines would dispense Coke Burn 50ml sample shots at the cost of a tweet or a facebook like by the user. We intend to place Coke Burn vending machines at college events, concerts, BPO's across the country. These machines would dispense Coke Burn 50ml sample shots at the cost of a tweet or a facebook like by the user. Coke Burn Vending Machines

Coke Burn Vending Machines Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Game Design Game Design After defeating the demons and completing the first round the player again has a brief interval where he sips Burn to get energized and moves on to the next level After defeating the demons and completing the first round the player again has a brief interval where he sips Burn to get energized and moves on to the next level The player begins the game by sipping a Burn to feel energized The player begins the game by sipping a Burn to feel energized

Player has to chase and target flying demons with a slingshot to earn points Player has to chase and target flying demons with a slingshot to earn points As the player successfully targets the flying demons their wings burn and crash on the ground thus preventing any counterattack by the demons on the player As the player successfully targets the flying demons their wings
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burn and crash on the ground thus preventing any counterattack by the demons on the player

Rationale Rationale Non- intrusive, cost effective method of driving the message Non- intrusive, cost effective method of driving the message

Average time spent by a gamer is 12-15 minutes Average time spent by a gamer is 12-15 minutes Consumers have deeper emotional engagement while gaming Consumers have deeper emotional engagement while gaming

Integrated Communication Message - Turbocharge Your Passion Integrated Communication Message - Turbocharge Your Passion Wings on Fire (Advergaming) Wings on Fire (Advergaming) Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement

The game reinforces Burn's key value proposition of providing energy to win The game is also a tacit attack on competitor Red Bull that claims to give you 'wings'.

Upon hitting the demons successfully the message " Bullied! " pops up. High scorers of the game get free Burn merchandise. The game reinforces Burn's key value proposition of providing energy to win The game is also a tacit attack on competitor Red Bull that claims to give you 'wings'. Upon hitting the demons successfully the message " Bullied! " pops up. High scorers of the game get free Burn merchandise.

Engagement Platform	Organizer	Audience	Cost	Mood
Indigo	IIT Bombay	60, 000	Rs. 30, 00, 00	Malhar
Xaviers	30, 000	Rs. 1, 50, 000	Crossroads	SRCC
50, 000	Rs. 2, 00, 000	ArcharyaHabba	ArcharyaInstitue	30, 000
Rs. 1, 00, 000	Standard Chartered Marathon	Procam	96, 000	Rs. 8, 00, 000
SunBurn	Percept	1, 00, 000	Rs. 10, 00, 000	Eristoff Invasion
Only Much Louder	20, 000	Rs. 4,		

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00, 000| Bartending Competition| Burn| 120| Rs. 2, 00, 000| Burn 365| Burn| 60, 000| Rs. 1, 50, 000| www. burn. in| Burn| 40, 000| Rs. 40, 000| Wings on Fire| Zapak/Zynga| 30, 000| Rs. 5, 00, 000| Total Impact| | 5, 16, 120| Rs. 38, 40, 000 (Rs 7. 44 per person)| Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement Cost Implications Cost Implications

Measurement Measurement * The Economic Times * Euromonitor * Business Standard * Marketing report by Teja Ande, Docstoc * Industry Estimates gathered from colleges and media buyers * Aaker, J. (1997). Dimensions of brandpersonality(p. 352) * The Economic Times * Euromonitor * Business Standard * Marketing report by Teja Ande, Docstoc * Industry Estimates gathered from colleges and media buyers * Aaker, J. (1997). Dimensions of brand personality (p. 352) References References Mission Market Message Media Money Measurement Mission Market Message Media Money Measurement