

Sunfeast yippee

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



MessageHealth was chosen as the platform, along with a supporting claim for taste. People who were healthy and energetic were concerned about the long-term prospects of their health. Thus "Health" is related to maintenance of good health "is applicable to all members of the family" is characterized by lively energetic people, and growing children's. Thus the message and (positioning): "its hot and wet. Media Primary media: Television ad 30 seconds. Print ad, shop ads Project at schools, and 2 tier cities.

Just noticeable difference. Supermarket and big bazar. Measurement " Within 6 months, Sunfeast Yippee became the largest growing noodles in Fmcg sector. " Redefined the category and expanded the ITC Fmcg segment from 2. 71% to 23% in 6 months. " Now the largest selling ITC Fmcg brand holds 6% of branded noodle market. " Greatest achievement " in one month Yippee penetrated 50% of noodle market. Sunfeast Yippee Noodles| Parent Company| ITC| Category| Food Products| Sector| Food Products| Tagline/ Slogan| The better noodles; Spread the smile|

USP| Instant noodles with different tastes| STP| Segment| People looking for a healthy snack when hungry| Target Group| Young people and children from upper and middle class| Positioning| Sunfeast Yippee noodles do not lump even 30 minutes after cooking| SWOT Analysis| Strength| 1. Good advertising and visibility 2. Good product distribution and availability 3. Lots of flavors and varieties available| Weakness| 1. Media generated news about health issues 2. Brand loyalty of Maggi is tremendous| Opportunity| 1.

Untapped rural markets 2. DINKS, single professionals 3. Newer tastes| Threats| 1. Price wars with other noodle brands| Competition| Competitors| 1.

<https://assignbuster.com/sunfeast-yippee/>

Maggi| <http://www.afaqs.com/advertising/storyboard/index.html?id=3387>
A kid is standing in one corner of the room holding his ears (as a form of punishment). | His mother is getting ready to prepare noodles. | Seeing his mother prepare noodles, he asks his dad who is sitting nearby " Usually achi cheeze round hoti hain na? "| The dad doesn't really agree to this. The kid starts giving examples, saying that if car tyres weren't round then would the car work? , the sun, moon and the world are all round as well. | The father sticking to his point says " Lekin yeh room to square hai". | The son confidently says " round hota to", when suddenly the mother interrupts and says, then a naughty boy like him wouldn't be punished in a corner ... | ... and that if his Sunfeast yippee wasn't round then he wouldn't be able to eat long noodles| VO: Naya Sunfeast yippee. Sabse alag round shape main. So no breaking aur mile really long noodles. |