

Brand and dairy milk

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The story of Cadbury Dairy Milk started way back in 1905 at Bournville, U. K. , but the journey with chocolate lovers in India began in 1948. Currently Cadbury India operates in five categories, which are Chocolate Confectionery, MilkFoodDrinks, Candy, Gum and Snacks category. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Éclairs, Celebrations, Temptations and Gems. Cadbury enjoys a value market share of over 70% - the highest Cadbury brand share in the world!

Their flagship brand Cadbury Dairy Milk is considered the " gold standard" for chocolates in India. The pure taste of CDM defines the chocolate taste for the Indian consumer. Earlier Cadbury Dairy Milk had positioned itself as a chocolate for kids . Later it was repositioned as a chocolate meant for all age groups emphasizing on the children hidden in us. The model that we have used is Customer Based Brand Equity Model and with the help of this model we have analyzed that how Cadbury Dairy milk has evolved since years and its perception has changed in the minds of consumer overtime.

Cadbury Dairy Milk has done this perception evolving process with the help of aggressive advertising and they have been very successful in achieving their target.

COMPANY OVERVIEW HISTORY (CADBURY)

In 1824, John Cadbury opened a shop in Birmingham. This one-man business, trading mainly in Tea & Coffee was to be the foundation of Cadbury Limited. For over 100 years Cadbury was a family business. In 1943 non family

directors were appointed. In 1847, the enterprise had prospered to a large factory in Bridge Street, Birmingham. John Cadbury took his brother Benjamin into partnership and the family business became Cadbury Brothers Birmingham.

The business moved to Bourneville after outgrowing the Bridge Street Factory. The Workforce had risen up to 200 after 32 years at Bridge Street. After the death of two brothers in 1899, the company was privatized. It entered the era of scientific management; it introduced new ideas for their department like: Advertisement & Cost Analytical Laboratories Sales Department Offices Education & Training for Works Committee Medical Department employees On 2nd February, Kraft Foods took over 71% shares of Cadbury. They acquired it totally. But still Cadbury was on top in the market.

This acquisition did not change people's mind and their craze for Cadbury Dairy Milk. Cadbury began its operation in 1948 by importing chocolates and then re-packing them before distributing it in the Indian market. After 62 years, it is having five companies at Thane, Induri (Pune), Malanpur (Gwalior), Bangalore, Baddi (Himachal Pradesh) and 4 sales offices in (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai. The company's main purpose is "Working together to create brands people love" capture the spirit of what we are trying to achieve as a business.

We collaborate and work as team to convert products into brand. Simply, "we spread happiness"! Currently Cadbury India operates in three sectors viz. Chocolate Confectionery, Milk Food Drinks and in the Candy category. In the Chocolate Confectionery business, Cadbury has maintained its undisputed

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leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Éclairs and Celebrations. Cadbury enjoys a value market share of over 70% - the highest Cadbury brand share in the world! Cadbury is the "gold standard" for chocolates in India.

The pure taste of CDM defines the chocolate taste for the Indian consumer. In the Milk Food drinks segment our main product is Bourn vita - the leading Malted Food Drink (MFD) in the country. Similarly in the medicated candy category Halls is the undisputed leader. The Cadbury India Brand Strategy has received consistent support through simple but imaginative extensions to product categories and distribution. A good example of this is the development of Bytes. Crispy wafers filled with coca cream in the form of a bagged snack, Bytes is positioned as "The new concept of sweet snacking".

It delivers the taste of chocolate in the form of a light snack, and thus heralds the entry of Cadbury India into the growing bagged Snack Market, which has been dominated until now by Salted Bagged Snack Brands. Byte was first launched in South India in 2003. Since 1965 Cadbury has also pioneered the development of cocoa cultivation in India. For over two decades, we have worked with the Kerala Agriculture University to undertake cocoa research and released clones, hybrids that improve the cocoa yield. Our Cocoa team visits farmers and advises them on the cultivation aspects from planting to harvesting.

We also conduct farmers meetings & seminars to educate them on Cocoa cultivation aspects. Our efforts have increased cocoa productivity and touched the lives of thousands of farmers. Cadbury Milestones The Cadbury story is a fascinating study of industrial and social developments. From a one

man business in 1824, Cadbury has grown to be one of the world's largest producers of chocolate. A small family business developed into an international company and the high standards of the Cadbury brothers were combined with the most sophisticated technology, skills and innovation.

Vision

- The governing objective for Cadbury India is to deliver Superior Shareholder value.
- Cadbury in every pocket.
- Sustain growth of Cadbury's market through aggressive product development.
- Focusing on cost competitiveness & productivity in operations and innovative utilization of assets.
- Investing to develop people.

Mission

- “ To provide customers with a tempting and exquisite taste” as enticing treats means a mouth watering treat which is simply irresistible.
- “ Cadbury means quality” this is the promise of Cadbury. Its reputation is to built upon quality.

Its commitment to continuous improvement will ensure that promise.

CADBURY PRODUCTS

Chocolate

- Cadbury Dairy Milk
- Cadbury Celebrations

- Bournville
- 5 Star
- Perk
- Gems
- Toblerone

BRAND ELEMENTS

Dairy Milk has been meticulously built around the world by Cadbury. It has been able to sustain a strong position in the market. There are many branding elements which have resulted into consistent result of its success. In India and across the world, the only chocolate wrapped in Purple with the logo of Cadbury written on it. Color of all other products of Cadbury like Gems which is so colorful.

Packaging which introduces slight of milk splash shows the relation of milk with Cadbury. Insignia Logo which comes on the packaging in bold vintage Dairy font in white which also shows the relation of milk with the product. Logo Not only the above three, But there are many more elements due to which the consistent Branding of Dairy Milk is so very popular. Its different Advertisements, its punch lines etc... It has always kept a strong association with Milk, with slogans such as “ a glass and half of full cream milk in every half pound. And also advertisement which featured a glass of milk pouring out and forming the Dairy Milk bar.

Also the ad campaigns are also the important element of Dairy Milk. It made chocolate an eating habit among the consumers, especially the adults. Long back it was a belief that chocolate is only for kids. But Dairy Milk changed

this belief. Also they changed the trend of Sweets (Mithai) during the occasions like Diwali, New Year etc... Dairy Milk brought a new trend that whether any occasion, Dairy Milk is best for all. Tolani It also gave some famous dialogues from the ads which people remember always.

They were also the core brand elements of Dairy Milk. Let us see them below:

- The Real Taste of Life- A girl Dancing on Cricket Field
- Khane walo ko Khane ka Bahana Chahiye
- Kuch Meetha Ho Jaye
- Pappu Paas ho Gaya
- Aaj Pehli Tareekh Hai
- Shubh Aarambh

All these above dialogues were form the very famous and popular ad's of Dairy Milk. By this ad they wanted to covey to the people that for eating Dairy Milk they do not haveto wait for any occasion. They can just have it. Whether they are happy or Sad, But Dairy Milk can be taken in any of the mood.

BRAND PORTFOLIO

Worldwide In June 1905, Cadbury launched its first Dairy Milk bar, with a higher proportion of milk and it became the best selling product of the company by 1913. Fruit and Nut was introduced in 1928. In 2003, Cadbury made Dairy Milk into a family brand by taking the brands like Caramel, Whole Nut, and Wispa and marketed them as the sub-brands of Dairy Milk. By2006, there were 15 Dairy Milk sub-brands produced in UK including

Shortcake Biscuit, Wafer, Orange Chips, Mint Chips, Crispies and Cream Egg. In following two years these brands were discontinued as they were not successful.

Indian Market The Dairy Milk Brand alone accounts for approximately 33% of total Cadbury's sales. It has made Cadbury the number one confectionery brand in the market. Currently in India, Dairy Milk has following sub-brands under its name.

BRAND POSITIONING AND REPOSITIONING

Cadbury Dairy Milk has been the market leader in the chocolate category for years and has participated and been a part of every Indian's moments of happiness, joy and celebration. Today, Cadbury Dairy Milk alone holds 30% value share of the Indian chocolate market. In the early 90's, chocolates were seen as 'meant for kids', usually a reward or a bribe for children.

In the Mid 90's the category was re-defined by the very popular 'Real Taste of Life' campaign, shifting the focus from 'just for kids' to the 'kid in all of us'. It appealed to the child in every adult and Cadbury Dairy Milk became the perfect expression of 'spontaneity' and 'shared good feelings'. The 'Real Taste of Life' campaign had many memorable executions, which people still fondly remember. However, the one with the " girl dancing on the cricket field" has remained etched in everyone's memory, as the most spontaneous & uninhibited expression of happiness.

This campaign went on to be awarded 'The Campaign of the Century', in India at the Abby (Ad Club, Mumbai) awards. In the late 90's, to further expand the category, the focus shifted towards widening chocolate

consumption amongst the masses, through the 'Khanewalon Ko Khane Ka Bahana Chahiye' campaign. This campaign built social acceptance for chocolate consumption amongst adults, by showcasing collective and shared moments. More recently, the 'Kuch Meetha Ho Jaaye' campaign associated Cadbury Dairy Milk with celebratory occasions and the phrase " Pappu Pass Ho Gaya" became part of street language.

It has been adopted by consumers and today is used extensively to express joy in a moment of achievement and success. The interactive campaign for " Pappu Pass Ho Gaya" bagged a Bronze Lion at the prestigious Cannes Advertising Festival 2006 for 'Best use of internet and new media'. The idea involved a tie-up with Reliance India Mobile service and allowed students to check their exam results using their mobile service and encouraged those who passed their examinations to celebrate with Cadbury Dairy Milk.

The 'Pappu Pass Ho Gaya' campaign also went on to win Silver for The Best Integrated Marketing Campaign and Gold in the Consumer Products category at the EFFIES 2006 (global benchmark for effective advertising campaigns) awards.

SOME INTERESTING FACTS

Cadbury Dairy Milk emerged as the No. 1 most trusted brand in Mumbai for the 2005 edition of Brand Equity's Most Trusted Brands survey. Cadbury Dairy Milk & Bournvita have been declared a " Consumer Superbrand" for 2006-7 by Superbrands India. During the First World War, Cadbury Dairy Milk supported the war effort.

Over 2, 000 male employees joined the armed forces and Cadbury sent books, warm clothes and chocolates to the front.

CHANGING PERCEPTION

Dairy Milk has regular users. They do not have any particular occasion. They just have it. Children and youngsters play an important role in deciding when to have dairy milk. And now old age people also are slowly are in decision making. Dairy Milk has changed the scenario of having Occasions sweet sometimes. They say have it anytime including Diwali, Raksha bandhan, Weddings Dairy Milk have absolute loyalty status.

Loyalty Status As we know that Dairy Milk is the only Brand who is the only one to promote chocolate as an important part of Festivals as well as it changed the mind sets of the people that chocolate is not only for kids but for all. The strategy to target adults was taken further with the help of a brand new positioning “ Kuch Meetha Ho Jaye”. For Indians occasions and festivals have utmost importance and Dairy Milk rigorously focused on this point and set a new trend of having Dairy Milk in place of “ Mithai” during the occasions.

CHANGING PERCEPTION OVERTIME THROUGH ADVERTISEMENT

Cadbury is a brand that all of us have literally grown up with. Though it has been immensely successful in its operations in the USA, UK, Australia, etc. from the 1800s, it entered the Indian market only in 1948. Since then, it has used a variety of strategies and a string of ad campaigns to reach out to the Indian consumer. Initially, Cadbury ads targeted children – they showed a loving father bringing chocolates home for the children as a surprise. The

ads were formulated keeping in mind the Indian society then, where the children didn't have money with themselves to buy sweets and chocolates.

With this, Cadbury was able to capture a substantial part of its target segment – the kids. Next, it launched its famous ad where a teenage girl watches her friend play cricket and jumps into the cricket field, eating a Cadbury chocolate as soon as he hits a century. Another advertisement showed a prospective bride with mehndi on her hands, prying open the wrapping of Cadbury chocolate with her elbows. It showed that teenagers too can enjoy the Cadbury chocolate. Girl in the cricket field Mehndi

NR=1&v= Ny5_Qhcd9M> Next came the much talked about ad featuring Cyrus Broacha. It showed people from all age groups – a housewife in her 40s, a couple well into their 60s, and a teenager – enjoying the chocolate as Cyrus sang in the background “ Khaane walon ko khaane ka bahaana chahiye”. In this way, Cadbury created inroads into all possible age groups. Post this, Cadbury changed its strategy. Having tapped all age-groups, it wanted to project Cadbury chocolates as a meetha – thereby trying to eat into the market of traditional Indian sweets.

Advertisements were doled out showing Cadbury chocolate being enjoyed at every possible instance- before a good task (Shubh kaam ke aarambh se pehle), after dinner (Khaane ke baad meethe mein kya hai), on payday (Khush hai zamaana aaj pehli taariq hai), after passing exams (Pappu pass ho gaya) or while just having a good day (Main khush hun aaj khamakha). Apart from this, Cadbury always comes out with special advertisements before important festivals like Diwali (toh iss Diwali aap kise khush karenge) and Rakshabandhan (Cadbury Celebrations- Pyar ka shagun).

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Cadbury was projected as the chocolate to eat on important as well as happy occasions. Kuch meetha ho jaaye Shubh Aarambh Khaane ke baad Khush hai zamana Pappu pass ho gaya Main khush hun Diwali

Rakshabandhan It is because of such intelligent and innovative marketing strategies that Cadbury is the most successful chocolate brand in the India. Even now it posts a revenue growth of 30% annually, which is amazing.

COMMUNICATION STRATEGY

Cadbury was the one having 70 % market shares in chocolate industry. Out of which 30% was the Dairy Milk alone. This is because of constant re-invention of the brand & bombarding communication towards the consumers consistently to maintain the top position in mind recall in confectionery segment.

Dairy Milk was awarded as No. 1 most trusted brand in Mumbai 2005 for the edition of Brand Equity's most trusted Brand Survey. Dairy Milk targeted all the aspects as possible to get into the heart of all the people, of all age groups. For this they communicated with people through different Ad's & Campaigns. Let us see few of them below: Khane walo KO Khane ka Bahana Chahiye Pappu Paas Ho Gaya Shubh Aarambh was one of successful campaigns of Dairy Milk. This means Auspicious Beginning. With this campaign they said that for whatever you start, start it with Dairy Milk and it will be successful.

For this they chose the best to advertise: Amitabh Bacchan.

TOOLS FOR COMMUNICATION

Dairy Milk used different media options to communicate different campaigns and promote Dairy milk. They are: Outdoor Television Radio Internet TV Advertisements is the most popular method for Dairy Milk to show their new campaigns to people so that they can more and more relate it with their personal lives. They also have ground promotions in different malls. They arrange some contests also to promote their brand.

DISTRIBUTION STRATEGY

As we know that Dairy Milk holds 30% value share of chocolate market. The demand of chocolate is increasing day by day. And Dairy Milk is no. 1 in that race. Indian market & specifically where the penetration of chocolates is increasing, brings a need for efficiency in logistics and distribution. There is stiff competition in the confectionery market due to large exposure of foreign currency rate risk, mainly on account of import of cocoa beans, cocoa butter. Cadbury Dairy Milk is easily available anywhere in the market. Cadbury's success of proper distribution is their efficiency.

PRICING STRATEGY

Dairy Milk is positioned towards age group of 4-50, and thus the price is accordingly kept affordable. Also it is easily accessible to all categories. Price range starts from Rs. 5 to Rs. 20 in different sizes. Cadbury Dairy Milk fruit and nut starts from Rs. 30. Dairy Milk Silk is a premium brand and thus the price of it is little higher that is Rs. 50.

MARKET SHARE

Cadbury Dairy Milk has launched some very creative advertisements in India over the years. More than innovative, the ads have been very relevant to the Indian ethos.

The ‘shubh aarambh’ ads which captured the Indian tradition of having something sweet before an important occasion or ‘kuch meetha ho jaye’ which associated Cadbury Dairy Milk with celebratory occasions. Recently, Cadbury Dairy Milk has been airing the ‘meethe mein kuch meetha ho jaye’ campaigns which have found a lot of favour with the audience. The ads, in typical Cadbury style, are very heartwarming and creative. If we look through the years, we can clearly see that Cadbury is doing everything possible to maintain a strong hold on the Indian chocolate market.

While it remains a dominant leader with over 70% of the market share, this has eroded over the years as competitors like Nestle, Amul and CAMPCO have made strong forays. There was a time before and during the early 90s when Cadbury’s enjoyed an even higher market share. This was the time when chocolates were very clearly positioned for children. However, with the entry of global giant Nestle, two things happened. Firstly, there was a sudden spurt of competition for Cadbury. But more importantly, the market began to grow at a faster pace.

Cadbury seized this opportunity and started creating advertisements that were targeted towards the ‘kids in all of us’. This was a very smart move as they already had the children’s segment all tied up. Moreover, the children of the 90s have now grown up, and Cadbury still offers them reasons to eat

Dairy Milk. Hence, while their market share has eroded by a few points, Cadbury has significantly improved its revenues in absolute terms by evolving a long term advertising plan and one that is very relevant to the Indian context.

With predominantly Indian themes, special moments (remember the girl dancing on the cricket field) and soulful music, Cadbury has really managed to connect with the audience. The recent ‘meethe mein kuch meetha ho jaye’ campaign is simply a continuation of this strategy to expand the market. In conclusion, Cadbury Dairy Milk has managed to take a simple chocolate bar and create numerous associations with it over the years. It has built up different audiences over the years, and to every audience it offers a different meaning but one that is very relevant.

COMPETITOR’S ANALYSIS

In Indian Market, the main players in the confectionery market are Cadbury, Nestle, Candico, ITC and Parle. Let us see the competitors of Cadbury Dairy Milk in detail below

Company	Founded in	Brand Portfolio
Kraft Foods	1903	Cadbury Dairy Milk & Variants, Éclairs, Bourn vita etc...
Nestle	1860	Kitkat, Smarties Ferrero
Ferrero	1940	Rocher, Raffaello, Nutella
Amul	1945	Milk Chocolate, Fruit and Nut chocolate
Candico	1997	Loco Poco Gum, Big Bubble
ITC	2002	(Confectionery Minto and Candy man Segment)
Parle	1929	Melody, Mango Bite, Poppins, Kismi, Orange Candy.

POINT OF PARITY (POP) & POINT OF DIFFERENCE (POD)

POPs PODs Point of Parity Point of Difference Attributes or benefits Attributes which are which are strongly not unique but associate with somewhat same

as competitive brand. compared to other They make the brand brands. something different from the other.

POP's & POD's OF CADBURY DAIRY MILK

Point of Parity Point of Difference Chocolate manufacturing Legacy Goodwill

Variants such as Fruit & Nut, Dark Emotional connect with customers
 Chocolate Constant innovation in ads Generic name in Indian chocolate
 market Good quality products Campaigns targeting from kids to adults
 Association with milk Excellent distribution systems 2 Layer packaging Dairy
 Milk is the only one chocolate which says that in occasions also it can be
 used as sweet.

BRAND EXPLORATORY

Customer Knowledge Cadbury dairy Milk has been trying to get out of the
 image of” Just another chocolate” and become something special in the
 minds of the people.

They have also been trying to position themselves as chocolates for all age
 groups and not just kids. The campaign has successfully created a picture in
 the mind of the customers that Cadbury is not just a chocolate but means of
 celebrations. Sources of Brand Equity There are two main sources of Brand
 Equity and they are: Brand Brand Image Awareness It is customers ability to
 It is consumers identify under different perception about the situations.
 brand. Brand Image has three Two things form Brand main pillars: How
 Awareness: Brand strong it is, Is it Recognition and Brand Favourable and
 what Recall are the unique brand associations.

BRAND AMBASSADORS

As we know that previously Dairy Milk was only considered as Chocolate, but their new campaign has changed this perception of consumers. As discussed above now Dairy Milk is considered as Traditional sweet of Indian culture (Mithai) which people give to their near and dear ones on the occasions and now they use Dairy Milk as sweet (Mithai). Brand Ambassador chosen for Dairy Milk is none other than Megastar Amitabh Bachchan. He endorsed the brand so successfully that everyone loved the brand much more than they did.

The endorsement has successfully captured the Indian festivals like Raksha bandhan, Diwali, Wedding, Birthdays etc... Now people give Dairy Milk as token of love, care and affection to their friends and family.

BRAND MANTRA OF DAIRY MILK

Dairy Milk also enjoys a great - Brand Recall value when comes to chocolates with Milk. Dairy Milk has huge command over - its distribution network pning across India. Certain segment feel that price of innovations with crafted Dairy Milk is high and compared to communication campaign that Amul Milk chocolate is preferred.

It offers quality product with Dairy Milk is somewhat lacking in establish a clear and consistent other emerging markets. It has Brand Image over the years. Strong command over its brand image in India and Europe But other places it is lacking. Dairy Milk has been able to the recent acquisition of Cadbury which is a globally established by Kraft Foods may result in brand

name known for its somewhat negative effect on the manufacturing competency and brand.

CUSTOMER-BASED BRAND EQUITY PYRAMID

Rationale of CBBE model:

Basic premise: The power of a brand resides in the minds of the customers. The challenge is to ensure that the customers have the right kind of experiences with the products and services and their marketing program to create the right brand knowledge structures i. e. Thoughts Feelings Images Perception & Attitudes Building a strong brand involves a series of steps as part of a “ branding ladder”. It is characterized by a logically constructed set of brand “ building blocks”. We need to identify the areas of strength and weakness and to provide guidance to marketing activities.

BRAND SALIENCE

Brand Salience measures awareness of the brand, how often and how easily the brand is evoked under various situations or circumstances. It is the same as brand identity i. e. Who are you?

DEPTH OF AWARENESS

It measures how likely it is for a brand element to come in mind i. e. ease of recognition and the ease with which it does so i. e. recall value. The Cadbury brand is associated with best tasting chocolate which includes from everything from solid blocks to chocolate filled bars and novelties. For many people , chocolate is Cadbury and no other brand will do.

The core values of quality, taste and emotion supports the Cadbury brand. Consumers know that they can trust a chocolate bar that carries Cadbury branding. The swirling chocolate and „ glass and a half? are powerful images. They both portray a desire for chocolate while the half full glass suggest core values of goodness and quality. The brand has been successful in establishing the link, in the mind of the consumer , that Cadbury equals chocolate.

BREADTH OF AWARENESS

It measures the range of purchase and usage situations in which the brand element comes to mind.

Branded products command premium prices. Consumers are willing to pay the premium if they believe that the brand offers levels of quality and satisfaction that competing brands do not. Now Dairy Milk comes in Rs. 5 The campaigns of „ Pappu pass ho gaya? and „ Miss Palampur? aim to popularize Dairy Milk connecting it to various usage situations. Three consumer segments of „ impulse? , „ take home? and „ gift? has been identified. Impulse purchases are usually products bought for immediate consumption. Take Home confectionary is generally bought in supermarket and is often driven by specific need.

The specific need or usage can be an occasion. The consumers make more rational decisions like brand influence, price/value relationship. These areas are further subdivided for e. g. the gift sector comprises special occasions (B? days or festivals) and token or spontaneous gift.

BRAND PERFORMANCE

It describes how well the product meets customers' more functional needs. It transcends the product's ingredients and features to include dimensions that differentiate the brand. The Cadbury brand name has been in existence since 1824 when John Cadbury opened his shop in Birmingham, England.

Over the years it has survived in a highly competitive market and developed its competitive advantage. It is successful in communicating to customers that it is still the ultimate in chocolate pleasure. It has shown the consistency in performance. The strength of the umbrella brand supports the brand value of each chocolate bar, thus implying how reliable the brand is. Cadbury's packaging on the functional level, the pack was structurally sound to protect the product quality in distribution and storage conditions, thus the consumers can acknowledge the durability of the product.

The economic life of the product was mentioned in the product as per the respective food regulatory body. Cadbury's world famous packaging is comprised of four key elements:

1. Distinctive packaging design.
2. The Cadbury corporate purple color.
3. The glass and a half full of full cream milk logo.
4. The Cadbury script logo.

These elements convey to consumers the memorability, distinctiveness and high quality of Cadbury products. The attractiveness of packaging alone can be instrumental in stimulating a purchase especially impulse buyers.

The brand also comes in various attractive packages for different occasions like „ Diwali?, „ Raksha Bandhan?, „ Christmas? etc.

BRAND IMAGERY

It depends on the extrinsic properties of the product including the ways in which the brand attempts to meet customer's psychological or social needs. The intangible association to Cadbury includes family experiences, childhood memories. The product could be bought from supermarket on the insistence of the child to its parents or from department store or specialty store through impulse buying or for little pleasures.

The Cadbury as a person is able to create a feeling of warmth, the togetherness of family & friends on special occasions, to hold those relationships in life which are of prime importance and to savor the sweet success of winning. The core values of quality, taste and emotion are the pillars of the brand. The milk pouring on the chocolate bar, the icon represents the unique production process in Cadbury's Dairy Milk chocolate which uses a glass and a half of full cream Irish milk in every half-pound, hence the unique taste of the chocolate.

It serves to identify the product, its contents and the manufacturer. The heritage that has been passed down from the past.

BRAND JUDGMENTS

These are customer's personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations. Brand Quality: Consumers trust the brand because there is certain level of quality attached to it. The people buy

chocolates during the auspicious occasion as a token of their love tells the level of trust that the people have.

Brand Credibility: The brands like Five Star, Perk derive benefit from the Cadbury parentage including quality and taste credentials. The flagship chocolate brand, Cadbury Dairy Milk which is over 100 years old, is the third largest largest chocolate brand globally with retail sales of \$2 billion. Its revenue grew by 5% in the year 2007 and by further 9% in the first half.

Brand Consideration: The brand has been considered for possible purchase and use not only as a chocolate but it has become a substitute for sweet. The punchline „ Kuch Meetha Ho Jaye? justifies this.

The campaign has been highly successful with the brand endorsement of Amitabh Bachchan and consumers buy it for occasions like “ Diwali” and “ Raksha Bandhan” **Brand Superiority:** The unique taste of chocolate which comes in a pure form.

BRAND FEELINGS

These are customers? special responses and reactions to the brand. The feelings that are evoked by the marketing program or by other means. **Warmth** The brand evokes a soothing type of feeling. As the chocolate melts inside our mouths, a similar soothing effect is felt inside our hearts.

The commercial for the cricket match shows how sweet success of winning can be savored by the sweet taste of Cadbury. It also depicts fun and excitement. **Passion** It is reflected in the impulse buying nature of consumers. The commercial featuring a girl with „ mehndi? put on her palms has a strong desire to have chocolates and she is adamant to have it. **Bond**

of love & relationships The brand provides the consumers with an opportunity to express their love to their family and friends. It is a time to celebrate and have few precious moments of togetherness.

Enthusiasm The cricket match commercial also reflects the fun & the excitement. The brand makes the consumers feel excited.

BRAND RESONANCE

It describes the nature of this relationship and the extent to which customers feel that they are “ in sync” with the brand. It is characterized in terms of intensity, or the depth of psychological bond that customers have with the brand, also the level of activity engendered by this loyalty (repeat purchase rates and extent to which customers seek out brand information). Attitudinal attachment

The level of attachment can be judged by the fact that the consumers feel that is a perfect gift for special occasions. It could be used to express their token of love. The “ little pleasures” that can be derived from the moments of family get-together. The moment consumers think about celebration they think about the brand. Sense of community The consumers feel a kinship or affiliation with other people associated with the brand. The commercial in which BigB and his childhood friend exchange their gifts they feel how much their choices resemble and automatically a feeling of kinship is developed.

The sense of belongingness to that particular brand is generated. Behavioral loyalty The repeat purchases on various occasion be it Diwali, Christmas or to express their love or vote of thanks, only this brand comes to the

consumers mind. This is the level of loyalty that the Cadbury brand shares with its consumers.

RECOMMENDATIONS

- Maintain dominance in chocolate segment.
- Many new players are trying to enter Indian market so it should formulate new strategies so as not to lose market share.
- New channels such as gifting, child connectivity and value for money offering to be the key growth drivers. Grow volume sales at least 20% p.a. over the next years.
- One new major product launch every year.
- FDI will bring in many new products and competitors so Cadbury will have to maintain their strong market distribution channel so as not to lose market share.
- They need to maintain high standards and should be careful that their product remains sterile. And is not affected by insects.
- They should change packaging of Dairy Milk. Conclusion Will lose market share with globalization (à la Maruti) but will remain brand leader.

Pest Analysis P: since the budget range is decontrolled, no political effects are envisaged.

E:

- 1) increasing per capita income resulting in higher Disposable income
- 2) Growing middle class/urban population – increase in Demand
- 3) Low cost of production – better penetration

S:

- 1) Per capita consumption expected to increase – fashion
- 2) Increasing gifts culture – increase in demand
- 3) Lower cholesterol than “ mithais” (sweet meat) – Substitute demand

T: Will have to reinforce technology to international levels once India is a “ free” economy .