

Cadburys fuse bar essay



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In this part of the assignment I am going to analyse Cadburys Fuse Bar with the promotion within the marketing mix. Marketing Mix includes five P's * Product * Price * Place * Promotion * Packaging Confectionary Consumption in the UK is among the highest in the world. Chocolate confectionary accounts for around 70% of sales value in the UK market, with sales of sweets at around 30%. These figures show that chocolate in UK is very popular snack; therefore the production of it is very important. Because people like the chocolate so much they need different tastes of the chocolate to suit different customers needs.

Innovation is very important therefore it is important that old products are being updated from time to time and new products are developed to satisfy customers. By launching of Cadburys Fuse, the company has increased the number of customers and increased market share. The product was so successful, that it helped to achieve Cadburys aim to increase their market share. Product Product is what company sells in order to make money. Good product means higher sales and profit. Successful product may increase market shares and attract more customers to the business.

One product could encourage customers to use other products of the business, for example if a customer likes one product he/she may be interested in trying other company's products expecting that they will like other products too. This is why it is important to create a very successful product. Successful products increase reputation of the business as well as sales and number of customers. In order to create successful product the company must first find out what customers want. What they would pay their

money for and what they expect from the chocolate manufacturers.

Successful market research may be the key to making successful product.

When doing marketing research the company should focus on finding out what ingredients customers would like the chocolate to contain, also what shape and size of the product customers would like. The company also should focus on finding out what customers do not like about the products, so they do not create the product that customers do not actually like. When carrying out Cadburys market research, the research showed that successful snack brands in the confectionery category tend to have more ingredients and often contain ingredients such as cereal, wafer, biscuits, peanuts and fruit.

Research and development was spent on Cadbury's Fuse bar. Cadburys carefully engineered the ingredients in order to deliver the right balance of chocolate, ingredients and texture. Sometimes it takes time to create the right product that customers would really like. This happened to Cadbury's when creating Fuse bar. More than 250 ingredients were tried and tested in various combinations before the recipe was finalised, Cadbury's web site claims. To make a successful product companies often rely on what they know that customers like.

They rely on products that have stabilised in the market and are very successful. Companies often try to make something similar to what already has been established and what companies already know that customers like. This is not a very good idea, because then when many similar products are in the market, the competition increase therefore it becomes more difficult to

sell the products. When designing Cadburys' fuse bar, the business decided to establish points of difference from existing products within the market in other words creating unique selling proposition (USP).

The products that has unique selling point is different from any competitors product, therefore if the products is successful and customer like it, the business becomes a market leader of this product, because no other competitor is selling the same or similar product. The Unique Selling Proposition (USP) of Cadburys Fuse bar is that the product contains many different ingredients that customers like. Fuse Bar is a chocolate that combines all other customer's favourite chocolates ingredients and make one, special chocolate that meets many customer's needs. Price

Place No matter how good the product is, it will not have success in the market if it is not available to the customers. If the product is being displayed in the place where there is no targeted audience, the product is not likely to be successful. Therefore the place of where product is being sold is very important. It must be the right place, where it is the best chance of attracting the customers. The business must look at who their customers are and where they mostly go, so they can sell their products in places that are mostly visited by their customers.

For example, biggest chocolate consumers are female. In families females usually do shopping and to attract those customers attention Cadburys should sell their products in supermarkets. Researched showed that Fuse bar is one of the most favourite customers' snack. Because of that Cadburys should sell their Fuse bar in places where customers would usually go to buy

some snacks. These places could be kiosks or corner shops. Cadburys only sell directly products to the customer online. Cadbury's does not have their own brand shop.

To attract customers to buy Cadbury's products online, Cadbury's should promote their products on the web sites that are mostly used by people who are likely to buy Cadbury's products. These could be gifts web sites, or food web sites, for example, when advertising on gifts web site, Cadbury's advert may attract customers attention to buy some chocolate as a present and also advertising on the web sites that are mainly used by Cadbury's customers. Again, example of this would be advertising on the websites that are mainly used by females. Most of the Cadbury's products are available from supermarkets.

It is important for Cadburys to gain the support of its trade customers.

Retailers such as ASDA and TESCO must make sure that they have the right tactic of attracting the customers. It is important that the retailers who sell Cadbury's products have a good reputation and has a lot of customers. If the product had failed to interest retailers and distributors, the costs of investment would not have been met and they would not have stocked the product. To make sure this does not happen, Cadburys has conducted one-to-one briefings with over 70 key trade customers.

This has helped Cadbury build awareness to the launch and achieve significant orders for in-store displays and ahead of the launch date. The success of Fuse was so great that it was Cadbury's first completely national launch for 20 years. Usually when launching any product, companies try to

launch it in one region and see if it is successful and then if it succeeds the product is launched in other areas. Promotion All business promotional activities are designed to raise awareness of the product or service.

Businesses promote in order to influence people to buy their products or services.

The more affective the promotion is the higher demand the product is likely to get. Good promotion will make customer believe that the product is in good quality and the promotion will make customer remember about the product. When promoting the product it is important to decide what the business wants the customer to remember about the product or service. Some businesses may want to be remembered by good quality, others may want to be remembered as selling low price products or as selling unique products. Promotion helps to achieve overall aims and objectives of the business.

More customers get attracted to the promotion, more products they buy and therefore the profit of the business increases. If the profit increases that means that the dividends are higher and shareholders are satisfied. Product promotion first of all starts with design of the products and packaging. The way product is packed and designed it should attract customers. It must be eye catching and the packaging should describe the product itself. Also the name of the product promotes the product itself. The name must be easy to remember and unique from competitor products.

It must also describe the product. Brand name is very important is the success of the product. Brand name creates product personality and

therefore customers remember it more quickly. It is very good if the name of the product in some way describes the product. However, when creating the name of the product the manufacturers must make sure that the name of the product is suitable for a targeted audience. For example, Fuse bar first of all aimed to have broad appeal to 16-34 year olds, although it was primarily targeted at 16-24 year olds. ear olds, although it was primarily targeted at 16-24 year olds.

The name Fuse was chosen to communicate the fusion of snacking ingredients. The logo was bright and fiery with a mock fuse – a light in several places – which aimed to give the new bar the quirky and humorous style which Cadbury sought to appeal to this younger target market. Packaging enables a manufacturer to show the customer tangible and intangible attributes of the products. Packaging may be designed to represent the taste of the product or to whom it has been designed, for example, funny and colorful packaging is mainly designed for children. The packaging must stand out from the business competitors; it must be unique and exciting.

When designing Cadburys Fuse bar, the manufacturers wanted to highlight the qualities and appeal of Fuse whilst at the same time reinforcing that it was a Cadburys brand. The packaging achieved impact by using bright, fiery colours for the product name and contrasting them against the deep and instantly recognisable ‘ Cadbury purple’, which communicated the manufacturer’s heritage. The colours were also used in a gun powder style to suggest an explosive taste. The vibrancy of the design aimed to differentiate it from other products in the sector so that it would have an immediate point-of-sale impact both on-shelf and in store display units.

Three different packaging formats were developed in order to maximise the various multi-purchase opportunities available. The key pack size was the single bar, designed to entice trial and to encourage repeat purchase. The ‘treat size’ and the multi-packs were aimed at families. Promotion is Promotion within the marketing mix Price: importance of price, factors affecting price, pricing strategies/ very similar to economics. Very similar pricing techniques. Penetration, new comer to the market. Coming to new area to set lower prices to get customers. Chocolate market very competitive, very competitive prices.

If you set the higher price customers go somewhere else. Fuse bar has enjoyed monopoly for a long time. They were able to charge premium price. Gives them opportunity to get research costs back. Those pricing strategies get opportunity to get money back. When competitors entered with similar products they had to go back on competitive pricing. Changing price using different size of the products. Better value to sell more products. If you get your price wrong, doesn't matter anything else, your customers get lost. What would customers be prepared to pay for the products. This is a good market research.