

MarketLINE...



BRAND REJUVINATION

REBRANDING THAT TURNED TABLES FOR FROOTI

Nadia Chauhan (Owner/JMD & CMO Parle Agro Pvt. Ltd.) said, **“Talk to any consumer on the street and they will relate to Frooti as a memory of their childhood.”** Frooti has always been way ahead of its time since its inception in 1985. Be it the launch of the first ever Tetra Pack, PET bottles, TCA triangular packs or Bottle Packs, it has always craved to remain relevant to the children. In 2015, beverage maker Parle Agro unleashed a new **Rs.100 crore marketing campaign** for its non-fizzy mango juice brand Frooti.

The company with this campaign wanted to overhaul the look and feel of its flagship brand away from its sweet and child-centric image to give it a bold and contemporary look with the help of London-based design firm Pentagram that dictated that the agency could change everything about the brand except its name.

This is the first time in the brand's 30-year existence that the company has radically changed its logo and design. The new design has done away

with the white and green logo as well as the old font, opting instead to go for a bold rectangular logo in a shade of dark green with Frooti written across in bold font. The design of the bottle has also changed while price points and pack sizes continue to remain the same. Chauhan said, “The process of choosing a new logo and design lasted over 10 months. In addition, the new logo and packaging should be able to contribute about 50% to the brand's growth.”

In 2015, the juices category posted a volume growth of 20.06% and a value growth of 25.78% over the previous year. New Frooti is an attempt to build on the success of the original Mango Frooti that contributes more than 60% of Parle Agro's sales

“Parle Agro has set for itself the target of increasing annual revenue to Rs 5,000

crore by 2018, from Rs 2,800 crore”, said Nadia



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TEA FOR TRUMP

6,000 tea bags dispatched to Donald Trump as ‘cleanser’ by an Indian company, ‘Tea-a-Me’, that sells flavoured teas internationally has shuddered the whole world releasing a video in which a large box of Assam green tea is delivered to the Trump Tower, accompanied by the message: **"It is never too late to cleanse yourself."** The video suggests green tea - a drink the company says "fights against harmful free radicals" - can help "change" Mr Trump. Set in New York, the video begins by saying: "Donald Trump has got the whole world worried" and reeling off a list of groups he has offended including "Mexicans, Muslims, Jews [...] democrats and even Republicans". The critique proceeds explaining that while the tea company "can't stop him", maybe it can "change him". A delivery van with a voice message then appears propounding ,



"Dear Mr Trump. Namaste from India, we are sending you lots and lots of natural green tea," the voice says, "It fights against harmful free radicals. It helps purify mind and body and regain a healthy balance. It has also proven to make people smarter". "Please Mr Trump drink the tea. For your sake, for America's sake, for the world's sake." The video then showcases applause from people in the street after an anonymous box being carted to the door of the Trump Tower. **1.3 million** views in less than 24 hours were received by this "epic mission", with people using the hash tag **#TeaForTrump** to share the message on social media. Sumit Shah, the company's managing director, asserted: "We believe that green tea with all its goodness can help Mr Trump and in turn benefit his country and the world at large, "We therefore prescribe at least three cups a day for Mr Trump. If he needs more, we'll be happy to provide.

LATEST NEWS.

◆ **Samsung's Newest Phone Goes Up In Smoke :-**

Samsung scrapped its flagship Galaxy Note 7 smartphone in less than two months after its launch.

◆ **Microsoft Battles Salesforce To Buy LinkedIn:-**

A bidding war with salesforce forced Microsoft to pay nearly \$6bn more for its proposed acquisition of LinkedIn. Microsoft originally offered \$160 per share, which would have valued LinkedIn at \$21.22bn.



◆ **Reliance Jio Services Launched:-**

Reliance Jio offers cheap pricing and the great amount of data for 4G LTE customer.

◆ **Finally GST Gets President's Approval:-**

On September 8, 2016 GST gets approved. The Central Government had sent the GST bill to the President after 16 states had ratified the legislation. The bill was passed unanimously by the Rajya Sabha and the Lok Sabha in August. GST is a single indirect tax which will subsume most of the central and state taxes.

◆ **Vijay Mallya Left India:-**

Debt Riddled Indian entrepreneur Vijay Mallya escaped prosecution and punishment back home by leaving the country on March 2, 2016.

◆ **Acquisition Of Jabong By Flipkart:-**

Online retail giant Flipkart acquired fashion e-commerce store Jabong for USD 70 million.

◆ **Urjit Patel Succeeds Raghuram Rajan As The New RBI Governor:-**

On September 6, 2016, Urjit Patel took over as the new RBI chief. Patel was Deputy Governor of RBI between 2013 and 2016 and had overseen the central bank's monetary policy.

◆ **Cabinet Approved The Merger Of Union And Rail Budgets:-**

On September 21, 2016, the cabinet approved the merger and also approved of advancing the date on which the union budget is unveiled each year. The budget will now be presented on February 1 every year.

◆ **PM undertakes Demonetisation Drive:-**

On November 8, 2016, Prime Minister Narendra Modi announced the demonetisation of Rs. 500 and Rs. 1000 notes with immediate effect sending the country's banking systems into a deep state of chaos. New 500 and 2000 currency notes have been introduced.



-NIDHI

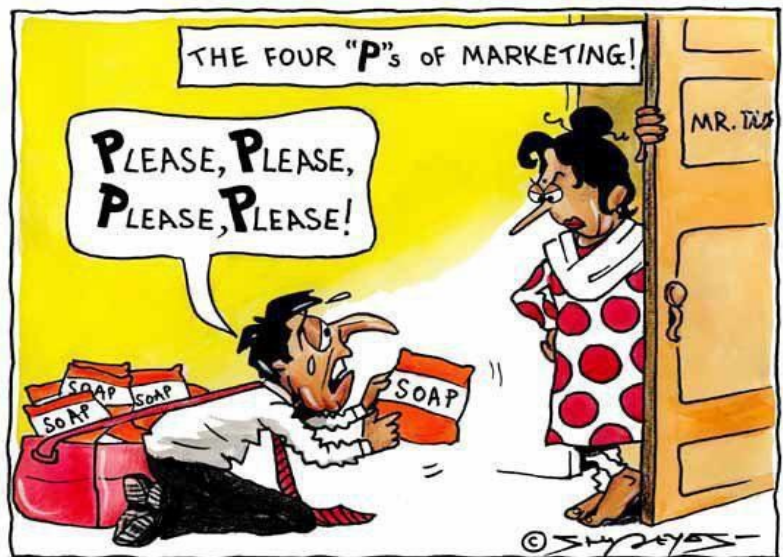
Business jokes

1 – What kind of marketing does Dracula do?

– a-COUNT based marketing!

2 – Why did the marketer get off the trampoline?

– He was worried about his bounce rate.



www.twitter.com/shreyasnavare

- ◆ **What is HNI ?**
 - 1.Highly Needed Incentives
 - 2.Highest Net Income
 - 3.Human Narrow Innovation
 - 4.High Net worth Individuals
 - 5.None of these
- ◆ **In Double-Win strategy, the salesperson and customers are personally and professionally satisfied with the _____**
 - 1.Income of sale transaction
 - 2.Outcome of sale transaction
 - 3.Passive income
 - 4.Portfolio income
 - 5.None of these
- ◆ **Which of the following is the most powerful *marketing* channel ?**
 - 1.Advertising
 - 2.Ongoing Marketing
 - 3.WOM marketing
 - 4.Immediate Marketing
 - 5.None of these
- ◆ **_____ is an income generated by selling an investment at a higher price than you paid for it**
 - 1.Gain
 - 2.Portfolio
 - 3.Profit
 - 4.Earning
 - 5.None of these
- ◆ **_____ is an income generated by selling an investment at a higher price than you paid for it**
 - 1.Gain
 - 2.Portfolio
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 - 5.None of these

-NEERAJ SINGH

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A GOOD MARKETING JOKE FOR YOU.....

- ❖ Professor at one of the IIM's was explaining marketing concepts to the Students:
 1. You see a gorgeous girl at a party. You go up to her and say: "I am very rich.
"Marry me!" - That's Direct Marketing"
 2. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: "He's very rich.
"Marry him." -That's Advertising"

Girl walks to you & says u are rich, can u marry me?

- "That's Brand Recognition"

Reflections:

MarketINE is a student's club that provides platform for the ideas, innovations and creativity. The club shares informations, news and events for the community. The basic concepts of marketing are tested and tried for exchange of views. Marketing is a lifeline of any business and the awareness of mind is primary requirement for being a good marketer. The students of school of business have retaken up the endeavour to explore the world with an aware mind. Wish them good luck..

-Dr. SAURABH

