

Som Lalit Institute of Management Studies

Subject: Marketing Management

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Author: Dr. Preyal Sanghavi

Building Brand Recognition: Swiggy Instamart's Collaborative Journey with MyGate

In August 2020, amid the COVID-19 pandemic, Swiggy, renowned for its prompt food delivery service, expanded its offerings by introducing Swiggy Instamart. This innovative venture aimed to swiftly deliver groceries and essential items to the doorsteps of Indian consumers. Instamart, essentially an online chain of convenience stores, provides a wide array of products including instant meals, snacks, fresh produce, and more. Leveraging its network of "dark stores" and hubs, Swiggy ensures efficient delivery of these goods within minutes.

On the other hand, MyGate, established in 2016, emerged as the largest community app in India, simplifying urban living for over 3.5 million homes across 25,000+ housing societies. Recognizing the potential to enhance brand visibility and user engagement, Swiggy forged a strategic collaboration with MyGate for its Instamart platform.

The primary goal of this partnership was to elevate awareness about Swiggy Instamart as the premier quick commerce grocery delivery service. Leveraging MyGate's extensive platform and user base, Swiggy aimed to directly engage with the target audience, fostering brand recall and enhancing app engagement in both existing and new markets.

To achieve this objective, a multifaceted approach was adopted, encompassing both digital and physical platforms. A digital campaign utilizing post-approval cards on the MyGate App was rolled out, reaching out to 19,000 communities and 15 lakh homes nationwide. Additionally, Swiggy launched a comprehensive Phygital campaign, targeting premium societies within Instamart's serviceable areas across 700 zones in various cities. This campaign facilitated interactions with high-priority consumers, both online and offline.

To further boost awareness and engagement, a range of unique and interactive activities such as contests, special offers, and coupons were introduced. Residents were encouraged to participate in these activities, with exclusive vouchers up for grabs as they explored Instamart's offerings. The announcement of contest winners within each society added a personalized touch, enhancing relatability and community engagement. In-platform messages on the MyGate App were utilized to disseminate information about these engagement initiatives, ensuring widespread awareness among users.

Reference:

<https://www.afaqs.com/news/marketing-initiatives/mygate-phygital-campaign-helps-swiggy-instamart-reach-19000-new-societies-15-lakh-homes-across-india-know-how>

Questions

How did Swiggy leverage MyGate's platform and user base to enhance brand visibility and engagement for Swiggy Instamart?

How did Swiggy's introduction of Swiggy Instamart contribute to its diversification strategy during the COVID-19 pandemic?

What factors likely influenced Swiggy's decision to collaborate with MyGate for its Instamart platform?

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Revolutionizing Frozen Food Distribution: ITC's Strategic Partnership with Havmor Ice Cream

The frozen food category in India is estimated to be worth around Rs 2,400 crore, with approximately half of the market share held by the Hotel, Restaurant, and Cafe (HORECA) channel, and the remaining in the retail segment. Despite the convenience, taste, and nutritional benefits these foods offer, the category's growth is hindered by various challenges, primarily limited freezer storage capacity.

Out of India's 1.5 million retail outlets, only a small fraction (about 10% or less) have freezers, and these freezers often need to accommodate multiple categories, including frozen peas, ice creams, ice cubes, and various frozen snacks. To address these challenges, ITC Master Chef has partnered with Havmor Ice Cream to distribute frozen snacks more effectively. Leveraging Havmor's extensive ice cream pushcart distribution network, ITC Master Chef aims to increase accessibility to its easy-to-cook snacks.

The partnership is especially beneficial during the winter season, which is the peak season for frozen snacks, and the non-peak season for ice cream in markets like Delhi. From November to March, the frozen foods industry experienced a 30% increase in sales, as consumers in colder regions prefer hot snacks at home.

As part of ITC's new distribution strategy, they utilize 100 Havmor Ice cream carts during the winter season, creating additional touchpoints for distribution. This strategy helps build frequency and allows ITC Master Chef to display its full range of products, representing a unique and industry-first cross-industry partnership. However, challenges arise in training the cart vendors, as selling frozen foods requires more effort compared to passive ice cream sales. Additionally, the carts can only sell vegetarian products, aligning with Havmor's adherence to FICCI rules.

Looking ahead to the summer season, options include continuing the partnership with Havmor in a modified format, introducing carts that carry both frozen foods and ice cream, replacing some carts with exclusive ITC carts, or focusing on e-commerce sales for consumers who have already tried the products. Both companies benefit from the partnership. Havmor ensures year-round employment for its vendors, who typically return to their villages during the offseason, while

ITC generates revenue during ice cream's offseason and reduces operational expenses for the carts.

Overall, the partnership between ITC Master Chef and Havmor Ice Cream presents a win-win initiative that addresses distribution challenges and maximizes sales opportunities for both companies.

Reference

<https://www.afaqs.com/news/mktg/at-itc-master-chef-we-want-to-make-the-freezer-the-new-pantry-at-home-itcs-ashu-phakey>

Questions

How does the partnership between ITC Master Chef and Havmor benefit both companies?

How does the partnership between ITC Master Chef and Havmor contribute to brand awareness and driving sales?

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Mr. Parin Shah

Embracing Emotions: FNP's Journey from Flowers to Multi-category Gifting"

Ferns N Petals is the oldest player in the floral gifting world. It was the first brand to organize the unorganized flower mandis and open premium retail stores to sell flowers. With time, it became the Number one flower brand that also ventured into the online space and every aspect of the brand spoke the floral language.

Change is the only constant in life, Ferns N Petals added different categories under its umbrella - Cakes, Plants, Personalised Gifts, and Chocolates to name a few. Interestingly, over the recent few years, cakes as a gift category started generating approximately 40% of the company's revenues. With the other categories also contributing, the journey from a 'just a flower' brand to a multi-category gifting brand had already begun. Also, since the name Ferns N Petals is more flowery, the need of the hour was to have a sub-category agnostic brand name. Thus, emerged the new Brand 'FNP', being repositioned as the one-stop for all gifting needs.

Well, the need for repositioning is quite clear but why change the logo? Where the old logo had elements of flowers forming a bouquet, the new one has a gift box that speaks the language of gifting. The gift box subtly signifies that FNP is lot more than just a flower retailer and comes with an ocean of solutions catering to all the gifting needs irrespective of the category. To show consistency with the brand ethos and vision, and to complete the repositioning and rebranding loop- the new logo was created

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What is the new and improved Brand Ethos- FNP is not just an occasion-specific Brand. But a brand that promotes the celebration of emotions. Emotions are at the heart of everything that happens at FNP. And to communicate this to the world the brand has signed Anil Kapoor and Janhvi Kapoor as the brand ambassadors. The duo shares a very close bond- almost as close as a

father-daughter bond. No matter the situation, gifting is all about emotions and that is exactly the storyline for FNP TV Commercial starring Anil & Janhvi Kapoor.

Reference

<https://www.afaqs.com/news/marketing-initiatives/ferns-n-petals-is-now-fnp-understanding-the-why-behind-brand-identity-change>

Questions

How did FNP reposition its brand to reflect its expanded offerings and become a one-stop destination for gifting needs?

What was the rationale behind changing the logo as part of the rebranding process? How does the new logo reflect the brand's evolution?

What is FNP's new brand ethos, and how does it differ from its previous positioning? How does the brand aim to communicate this ethos to its audience?