

*“Critical Appraisal of TARANG Launch Campaign for
Appropriateness of used IMC Elements”*

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2005-NUST-MBA-63

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Declaration

I hereby declare that no part of this research report has been copied out from any source, online or published. It is further declared that I have made this research thesis entirely on the basis of personal efforts made under the guidance of my supervisor.

No portion of the work presented in this report has been submitted as a project or a part of a project for any other degree of qualification to this or any other university or institute of learning world wide to the best of my knowledge.

Faheem Azam

Dedication

This research work is dedicated to the emergency
(laugh out loud).

Acknowledgements

All praise to ALLAH Almighty who blessed us all with knowledge, insight and wisdom.

I would like to pay my gratitude, from the beginning, to my wife who convinced me to complete my work this year. My heartiest thank also goes out to Tarang sellers who cooperated with me in my primary research, my boss who gave me enough time and space to work on my thesis, and of course Sir Khurram Idrees who has been kind, considerate and a marvelous teacher.

I would also like to thank all my teachers who polished my skills throughout the course of this degree. In this regard my deepest appreciation goes to Ma'am Zeenat Jabbar, Mr. Naukhez Sarwar, Mr. Raza Khan, Mr. Ahmed Salman and Mr. Imran Nazir. I would also extend my acknowledgements to a few of my classmates who made my journey colorful with their wit and Jugat baazi.

In the end I would pay my special regards to my best friend, the class fellow I was most comfortable talking to and the one who became the most important person of my life without me even noticing it, Ms. Maria Qadri. Ms. Maria Qadri did not just make it to my heart; she made it into my house and made a home out of it (Notice where the acknowledgement starts).

Thank you indeed

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List of Abbreviations

IMC Integrated Marketing Communication

POP Point Of Purchase

CU Close Up

MS Middle Shot

LS Long Shot

RGIM Reference Group Influence Matrix

Hyp. Hypothesis

Pvt Private

Ltd Limited

Executive Summary

In a market cluttered with brands of every color, size and shape, being heard requires far more effort than designing catchy logo and a musical mantra. Branding in today's world is an art and a science at the same time. Using a good blend of tools and techniques to market your brand is the only way to stand out. A mistake in the choice of right IMC element can cost a brand its life. The project critically appraises the choice of IMC tools for a new Tea Whitener, Tarang, in the market and tends to analyze the factors that are costing this brand its life.

A detailed analysis of the launch campaign for the product is carried out and all the efforts for brand activation are investigated in the light of their meaningfulness for the target segment. The research incorporates a survey on the market response for the efforts in creating brand awareness by the makers. Performance of the brand in relevance to its sister brands is also undertaken as a study dimension.

Finally, the project brings forward the strategic focus of the brand by applying multiple brand management and evaluation tools to it. The research can be used as a foundation stone for any future analysis of the same brand.

1 INTRODUCTION

1.1 Section Overview

The following section provides an introduction to the area of research and details the aspects that will build the foundation for the findings.

1.1.1 Purpose

The chapter provides an insight into the research area. An introduction to the makers of the brand TARANG is included along with an insight into the market performance of other brands from the same player. Moreover, the chapter also introduces the reader to the concepts of brand and elements of IMC (Integrated Marketing Communications). The chapter provides all the background information needed to understand and comprehend the research.

1.1.2 Target Audience and Reading Suggestions

The section provides an opening to the research and develops the basic background to comprehend all the research findings and analysis. It is therefore recommended that all the audience read the chapter in its entirety. The report is compiled for following audience:

- Faculty and students, NIMS Rawalpindi
- Academic Researchers in field of marketing and Advertisements
- Students of Management Sciences
- Brand managers and critics

1.2 Project Scope

The project encompasses a detailed critical appraisal of the brand introduction campaign from Engro foods on the launch of Tarang, the tea whitener. The brand will be analyzed in perspective of IMC elements used to define it to the consumer market. Broadly, the hot beverage industry, and specifically, black tea market is the area under study.

1.3 Product Industry

Tea is more than just a guest-hosting drink in Indo-Pak region. It is rather an integral part of our culture and holds a very interesting position in every household on both sides of the border. Both the countries constitute together the biggest market for black tea on the globe. This unique positioning gives tea a good competitive position in the market as a substitute and complementary product for many other product industries. Moreover, tea is probably one of the leading categories in terms of maximum brand loyalty. People tend to develop a long term relation with their favorite brand and thus, the market offers a cut throat competition for survival.

Tea Whitener is a complementary product in the tea industry. It is a substitute to local, branded or unbranded milk, competing for a healthy pie share in the profitable tea sector as well as cannibalizing the milk brands.

1.4 Tea Trends

The Chinese have been drinking tea for 5,000 years. The beginning is clouded in legend, the most famous of which concerns the Emperor Shen Nung (pronounced ' *Shay-Nung* '). His chance discovery of tea is placed in the precise yet historically unfounded year of 2737 BC¹.

¹ "Info on food"; www.food-info.net/uk/products/tea/history.htm,2007

The Chinese have been taking tea for health and for enjoyment for thousands of years. No one knows what drew them to the glossy, green leaves of *Camellia sinensis*, but a popular legend fills the gap in our knowledge.

One day the Emperor Shen Nung was about to drink some boiling water, when a few leaves from an overhanging tree blew into the pan. The inquisitive Emperor decided to taste this unlikely looking brew. He discovered that this brew was both delicious and refreshing.

An Indian legend attributes the discovery of tea to the Buddhist monk Bodhidharma. He was understandably tired as a seven-year period of sleepless contemplation drew to an end. In desperation he chewed on some leaves from a nearby tree, and was immediately revived.

India is now one of the world's greatest producers of tea, yet there are no historical records for tea-drinking in India prior to the nineteenth century. Bodhidharma's leaf-chewing experiment never made it to the general public at the time.

Another (Japanese) myth about the meditative Buddhist monk, Bodhidharma, describes how he threw his drooping eyelids to the ground in frustration at his inability to stay awake. Tea bushes sprang up where the eyelids fell. The leaves of these new bushes miraculously cured his fatigue².

Muhammad Altaf Borra, chairman of the Pakistan Tea Association said that during 2004-05, 130 million kilograms of tea was imported, which was 10.16 percent higher than the 118 million kilograms of tea imported during 2003-04, cushioned by a major duty cut in the last fiscal budget³. These figures show the growing consumption of tea and as a

² www.food-info.net/uk/products/tea/history.htm

³ http://www.dailytimes.com.pk/default.asp?page=story_2-8-2005_pg5_6

complimentary product to tea industry, Tarang can for sure cash on the increased consumption trends, if it manages to position itself well. .

1.5 Engro Chemicals Pakistan (Engro)

Engro Chemical Pakistan (Engro) is the second largest urea manufacturing company in the country, with a domestic market share of around 20%. The company has diversified stakes in PVC manufacturing, bulk chemical terminal, milk processing, fertilizer imports and business and industrial automation. The company is also planning to setup another urea plant (subject to gas supply from government) as well as looking to invest in the power generation sector. At current market Engro is trading at CY06 projected PE and EV/EBITDA of 15.9x and 8.3x respectively.

1.6 Engro Foods Pakistan

Engro Foods, a wholly owned subsidiary of Engro has officially launched its packaged UHT milk, *Olpers* on 20 Mar, 2006 , a month ahead of its deadline. Though the launch is no doubt aggressive, competition has turned even tougher.

Following are the Brands offered by Engro Foods Pakistan.

1.6.1 OLPERS

Olpers is a carton milk product recently introduced into the market by Engro Foods Ltd. The company Engro is very popularly known in the field of fertilizers. And the deviation towards the milk industry would have confused lot consumers. But Engro Foods was clever enough that during the entire promotional campaign it was never mentioned that Olpers was an Engro Foods Ltd brand. The company intelligently only promoted the brand and was extremely successful in doing so. Brand Olpers in short span of time has gained a reputation of good healthy all-purpose milk.

1.6.2 Olwell

After the success of Olpers, the company came up with another milk brand, this time targeting a niche segment. The brand “Olwell” was launched with a richly textured campaign and an exclusive target segment. Olwell faced a lot of criticism and its success or failure is still to be seen. However, the brand promotion was no doubt a superlative form of innovation. Road side banners, activities and awareness creating activities, all left no doubt in the consumer’s mind that the company takes innovation seriously and is planning to take the branding to an all new dimension.

1.6.3 Tarang

Tarang is the third brand in the same line from the player. This time it is a tea whitener which is meant to give traditional cup of tea a new style. The brand was recently launched, with a variety of innovative promotional activities that are a trademark of the player by now. Whether the product is well received or not is still to be found. However this report encapsulates an analysis of the promotional campaign and brand positioning.

2 LITERATURE REVIEW

2.1 Section Overview

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within a certain time period.⁴

2.1.1 Purpose

In this section, a number of published articles, books and information from other sources will be brought into light to reach the thesis statement for this document. Personal comments, ideas and objections will be kept aside and data from the source will be published here as it is. On the basis of the findings and facts from this literature review, a hypothesis statement will be generated to carry out further thesis research and analysis.

2.2 Branding

Branding is the direct and indirect activities undertaken by a company to imprint and influence a 'desired reputation' upon its audience. These specific activities shape the hearts and minds of a company's targeted and non-targeted audience. A company's LEADERSHIP becomes responsible for the management of these activities to guide and grow the Brand and its value⁵.

A direct Branding activity is one that a company intentionally designs. A company designs and controls its message and how it is delivered. Examples of direct Branding includes developing BRANDING ARTIFACTS such as company name, logo, business philosophy, ad campaigns, website, publicity, events, sponsorships and charity involvement.

⁴ "UNC"; <http://www.unc.edu/dept/wc.web>, 2007

⁵ "All about Branding"; <http://www.allaboutbranding.com/index.lasso?article=454,2007>

An indirect Branding activity is one where a company has little to no control over its message and how it will be delivered, received or shared. It is how an audience experiences a company. Indirect activities range from the company's daily business to handling of crisis issues, and how these OPERATIONS are perceived and received by customers, staff and the marketplace. How it communicates, compensates, relates to employees and customer service and supplier relations all affect this perception. Everything a company does forms and alters the company's Brand. Thus, a Brand is constantly changing.

It is therefore critical to have a consistent, clear and concise MESSAGE. This is an efficient way for a Brand to remain consistent over time, expressed by all staff and implemented in all operations. This message is the Business Philosophy Statement. With a business philosophy, based on the leaders or family's legacy, a company's actions become congruent with its promotions, operations and values.

2.3 Importance of Branding

Branding is a name, term, sign, symbol or design, or a combination of these, that identifies the maker or seller of a product or service and seeks to differentiate them from those of competitors. Branding began with the great ranch-owners and cattlemen in communicating a clear message to others, which said 'hands off, this is mine'. Today it has completely opposite purpose. It says "hands on' this is for you'.⁶

A brand is a singular idea or concept that a product owns inside the mind of the prospect. The successful seller must surround his generic product with a cluster of value satisfaction. The seller must provide a total proposition; the content of which exceeds

⁶ “JRS Consulting”; http://www.jrsconsulting.net/freearicles_12.html, 2007

what comes out of the production line. Branding is particularly important as 'people choose the brands in the same way they choose friends'.⁷

A strong brand is about building and maintaining strong perceptions in the minds of customers. This takes time to establish and many resources to keep entangled⁸.

2.3.1 Visual Brand Image and client Perspective:

Researches show that costumers build a brand image primarily on the basis of the visual images and whatever they see rather than what they hear. Citing prominent scholars of the human brain -- like Steven Pinker and Antonio Damasio -- Mr. Zaltman argues that consumers can't tell you what they think because they just don't know. Their deepest thoughts, the ones that account for their behavior in the marketplace, are unconscious. Not only that, he insists, those thoughts are primarily visual as well⁹.

2.4 What Brands Talk About?

Brands talk to consumers. They literally do. Brands are the façade to any product that provides it an interface to communicate with their consumers. The quality, strength and competitive position of any product is translated to the consumers through this interface and therefore, a strong brand reflects a strong product. This is particularly why “branding” is a universal buzz word and millions of dollars are annually spent on building and maintaining great brand value in mindsets and mainstreams.

The first key target for brand management is to build brand loyalty that can translate into brand equity.

2.5 Dairy Industry in Pakistan

Despite immense potentials the dairy sector in Pakistan has been victim of criminal neglect by the successive governments in the country. Even at its present lowest-in-the-world yield per milk cattle, Pakistan is surplus in milk production; but due to lack of proper planning, collection and distribution facilities, a major portion of the total

⁷ “JRS Consulting”; http://www.jrsconsulting.net/freearticles_12.html, 2007

⁸ “Brand channel”; http://www.brandchannel.com/brand_speak.asp?bs_id=81, 2007

⁹ “Corporate Life” ; <http://www.cooplife.coop/documents/ncb-moca-report-v.9/moca-research-methodology>, 2007

production is consumed, per force, by the producers in the far-flung areas. As against this we are importing 25,000 tonnes of powder milk annually to meet the demand of the urban areas at a cost of above 300 million dollar.

Pakistan ranks 7th among milk producing countries, with an estimated 21 billion liters of milk produced annually. Although this level of milk production is more than adequate on a per capita basis for today's population, lack of processing and poor distribution system in a long hot weather (milk has a shelf life of only four hours under moderate temperatures) keeps it from reaching consumers in areas that are either deficient in milk production, particularly the urban centers, or those that are difficult to access.

The milk yield per cow in the neighboring country is about 3000 liters per lactation period as against 1000 liters in Pakistan. In Western Europe the average exceeds 5000 liters, in USA 9000 and Israel exceeds 7000 liters per lactation period. After extensive research Indian Livestock Ministry has introduced a program to gradually replace buffaloes with cows, which give more milk, by educating their farmers through their well-established cooperatives and successfully carried out the replacement program during the last decade or so. During this period India has almost doubled its milk production from 38 to 72 billion liters and now ranks at No. 2 after USA with 74-billion liters in milk production. Despite feeding its huge population, India is exporting huge quantity of powder and processed and packed milk. To increase its yield of milk, India has made full use of Israeli expertise who have been trained by the US. Through artificial insemination India had developed a new breed of cows which yield 3000 liter per lactation period instead of previous record of 1200 liters.

Pakistan's tremendous potential to increase its milk production has so far remained unexplored due to the inactivity of the government and the related bodies which were created with much of fanfare.

Presently in Pakistan only about 22 per cent of milk production is processed, about 57.5 per cent is supplied to urban areas in raw form in most unhygienic conditions causing real health hazards. Rest is consumed by the farmers, mostly per force, specially in the far-flung areas for lack of proper facilities to take it to deficient areas. About 75 per cent of the total production of raw milk is produced in Punjab, 14 per cent in Sindh 10 per cent in NWFP and only 1 per cent in Balochistan¹⁰.

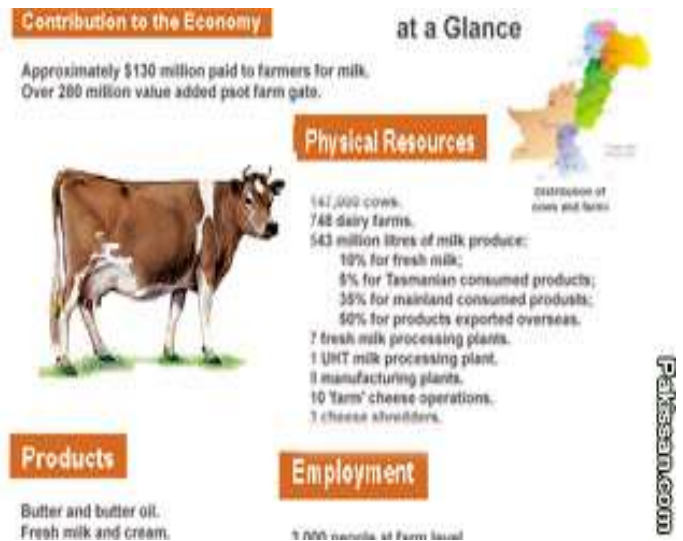


Figure 1: Livestock in Pakistan

2.6 Dairy Industry's Inflation

With the every passing day, dairy products are becoming costlier because live stock farming has not scientifically grown with the increase in population and also it did not match with the pace of urbanization.

Recently, milk prices in Karachi increased without any reason. In a short time of two years, milk prices have gone up from Rs 20 per liter to Rs 25, showing a 25 percent increase. Moreover, meat prices have also risen to about 25 percent in the last six months.

In such a situation, the only way to control prices is to develop the dairy industry on scientific lines, which will not only provide meat and milk in abundant quantities to the domestic consumers but extra quantities can also be exported.

¹⁰ Pakistan.com

In spite of having a large population of LIVESTOCK, the country is spending some \$40 million annually on the import of formula milk only, which is the highest amount spent by any country in the world on this particular commodity.

2.7 Hypothesis

Following hypothesis is generated after the literature review on the subject:

1. Choice of IMC elements is based on careful target market analysis
2. Tarang can capitalize on its sister brands (Olpers & Olwell) which are already well received
3. The TVC for Tarang appropriately defines and communicates with its target market

3 RESEARCH METHODOLOGY

3.1 Marketing Research

Research is the scholarly or scientific practice of gathering existing or new information in order to enhance one's knowledge of a specific area. Research has many categories, from medicine to literature.

Market research techniques resemble those used in political polling and social science research. Marketing research, or market research, is a form of business research and is generally divided into two categories:

- consumer market research
- business-to-business (B2B) market research, also called industrial marketing research.

3.1.1 Exploratory Vs Conclusive Research

A similar distinction exists between *exploratory research* and *conclusive research*. **Exploratory** research provides insights into and comprehension of an issue or situation. It should draw definitive conclusions only with extreme caution. **Conclusive research** draws conclusions: the results of the study can be generalized to the whole population¹¹.

Exploratory research is conducted to explore a problem to get some basic idea about the solution at the preliminary stages of research. It may serve as the input to conclusive research. Exploratory research information is collected by focus group interviews, reviewing literature or books, discussing with experts, etc. This is unstructured and qualitative in nature. If a secondary source of data is unable to serve the purpose, a

¹¹ http://en.wikipedia.org/wiki/Marketing_research

convenience sample of small size can be collected. Conclusive research is conducted to draw some conclusion about the problem.

Exploratory research is also conducted to simplify the findings of the conclusive or descriptive research, if the findings are very hard to interpret for the marketing manager.

3.2 Types of Research Methods

Following are some of the major types of research methods adopted in the fields of marketing and social sciences¹²:

- **Survey:** A survey is a structured list of questions presented to people. Surveys may be written or oral, face to face or over the phone. It is possible to cheaply survey large numbers of people, but the data quality may be lower than some other methods because people do not always answer questions accurately.
- **Interview:** An interview may be highly structured or it may involve less structured narrative. It may include survey methodology. It usually involves people responding orally to questions or talking about their thoughts on a topic.
- **Case study:** A case study involves extensive observations of a few individuals. Data collection may include watching behavior, interviews and record searching. Case studies may be retrospective and/or prospective. Usually case studies are employed where the behavior or situation is so rare that other methods, involving larger groups of participants, are not possible¹³.
- **Analysis:** classes of data are collected and studies conducted to discern patterns and formulate principles that might guide future action.

¹² http://www.phcris.org.au/publications/infobytes/research_types_defined.php

¹³ faculty.plattsburgh.edu/katherine.dunham/Chapter%200.doc

- **Comparison:** two or more existing situations are studied to determine their similarities and differences.
- **Correlation-Prediction:** statistically significant correlation coefficients between and among a number of factors are sought and interpreted¹⁴.
- **Evaluation:** research to determine whether a program or project followed the prescribed procedures and achieved the stated outcomes.
- **Status:** a representative or selected sample of one or more phenomena is examined to determine its special characteristics.
- **Theory construction:** an attempt to find or describe principles that explain how things work the way they do.
- **Positioning research** - how does the target market see the brand relative to competitors? - what does the brand stand for?

3.3 Data Collection Methods for Research

A company collects **Primary Research** by gathering original data. **Secondary Research** is conducted on data published previously and usually by someone else. Secondary research costs far less than primary research, but seldom comes in a form that exactly meets the needs of the researcher.

Research agencies' methods of collecting the necessary primary data fall into two main categories — qualitative and quantitative research¹⁵.

¹⁴ <http://www.utas.edu.au/scienceskilling/exdesign/TD2.HTM>

¹⁵ <http://www.ipsos-mori.com/rmu/whatis.shtml>

- **Qualitative Research**¹⁶ is usually undertaken using in-depth interviews or discussion groups (focus groups) among a relatively small number of people. Its purpose is to provide exploratory, explanatory and diagnostic information — the how and the why — in depth. Such interviewing needs to be conducted by experts, preferably face-to-face, although telephone and on-line methodologies are also used.
- **Quantitative Research**¹⁷ incorporates the statistical (how many?) element, designed to quantify the extent to which a target group are aware of, think this, believe that or are inclined to behave in a certain way¹⁸.

3.4 Key Considerations in Approach Selection

Following key questions help in designing a research plan for any project. Before starting with the thesis research plan, these key elements must be visited with ample focus¹⁹:

- Who are the audiences for the information from the research, e.g., funders / bankers, upper management, employees, customers, etc.
- For what purposes is the research being done, i.e., what do I want to decide as a result of the research?
- What kinds of information are needed to make the decisions needed to make and/or to enlighten the report intended audiences.
- From what sources should the information be collected, e.g., employees, customers, groups of employees or customers, certain documentation, etc.?

¹⁶ “Info Bytes”; http://www.phcris.org.au/publications/infobytes/research_types_defined.php

¹⁷ “Info Bytes”; http://www.phcris.org.au/publications/infobytes/research_types_defined.php

¹⁸ <http://www.ipsos-mori.com/rmu/whatis.shtml>

¹⁹ www.management.usm.my/daing/AGW621-RM-Class1-0607.ppt

- How can that information be collected in a reasonable fashion, e.g., questionnaires, interviews, examining documentation, observing staff and/or clients in the program, conducting focus groups among staff and/or clients, etc?
- When is the information needed (so, by when must it be collected)?
- What resources are available to collect the information?
- How trustworthy are the sources of information?
- How much induction and deduction is permissible for finding a good result.

3.5 Appropriate Research Method

Selecting the most appropriate research methodology is a critical factor in creating quality content. Following research methodologies are appropriate with respect to the topic under study:

3.5.1 Hypothesis- Testing Research Method

In deductive research, a Hypothesis is necessary. It is focused statement which predicts an answer to your research question. It is based on the findings of previous research (gained from your review of the literature) and perhaps your previous experience with the subject. The ultimate objective of deductive research is to decide whether to accept or reject the hypothesis as stated. When formulating research methods (subjects, data collection instruments, etc.), wise researchers are guided by their hypothesis. In this way, the hypothesis gives direction and focus to the research²⁰.

Here is a sample HYPOTHESIS:

The "Bowen technique" will significantly improve intermediate-level, college-age ESL students' accuracy when pronouncing voiced and voiceless consonants and tense and lax vowels.

Sometimes researchers choose to state their hypothesis in "null" form. This may seem to

²⁰ http://linguistics.byu.edu/faculty/henrichsen1/researchmethods/RM_2_13.html

run counter to what the researchers really expect, but it is a cautious way to operate. When (and only when) this null hypothesis is disproved or falsified, the researcher may then accept a logically "alternate" hypothesis. This is similar to the procedure used in courts of law. If a person accused of a crime is not shown to be guilty, then it is concluded that he/she is innocent.²¹

The chain of reasoning and systematic steps used in hypothesis testing that are outlined in this section are the backbone of every statistical test regardless of whether one writes out each step in a classroom setting or uses statistical software to conduct statistical tests on variables stored in a database.

Chain of reasoning for inferential statistics ²²

1. Sample(s) must be randomly selected
2. Sample estimate is compared to underlying distribution of the same size sampling distribution
3. Determine the probability that a sample estimate reflects the population parameter

<u>The four possible outcomes in hypothesis testing</u> ²³		
	Actual Population Comparison	
	Null Hyp. True	Null Hyp. False
DECISION	(there is no difference)	(there is a difference)
Rejected Null Hyp	Type I error	Correct Decision
Did not Reject Null	Correct Decision	Type II Error

²¹ http://linguistics.byu.edu/faculty/henrichsenl/researchmethods/RM_2_13.html

²² <http://www.acastat.com/Handbook/9.html>

²³ <http://www.acastat.com/Handbook/9.html>

Regardless of whether statistical tests are conducted by hand or through statistical software.

3.6 Research Plan

3.6.1 Duration

The duration of this research is 5 weeks.

3.6.2 Inclusion Criteria

The research deals with the entire brand image related issues and aspects of the campaign and the impact of launch promotions on consumer mindset. The focus of this research is the marketing process and brand activation scenarios only and it tends to analyze all the related factors, mainly in perspective of IMC elements. The research takes into account all the brand activation activities for Tarang.

3.6.3 Exclusion Criteria

This research excludes all the other issues related to sister brand performance indicators, sales volume, product history, monetary health of the player or its international/national orientation.

3.7 Data Collection Process

Data for this research will be collected from both primary and secondary sources.

Primary data sources will include product and service features, discussions with the people regarding the brand promotions, opinions of consumers about the product and opinions of people from the field of brand management.

On the other hand, secondary sources will include articles from newspapers, journals and websites. Researcher will try to include only the articles from authentic sources and well known workers in the field. All the secondary sources will be quoted in bibliography as well as in footnotes.

3.8 Data Sources

Following information sources will be used in writing this research report:

3.8.1 Online Resources

Many websites will be traced for any secondary information on the said topic. The information will be traced to check its validity, relevance and date of publication to make sure that the research findings are accurate and up to date. All the secondary sources will be quoted in bibliography as well as in footnotes.

3.8.2 Newspapers and publications

Following newspapers and local publications will be included in secondary research:

- Business Recorder
- Aurora
- Pakistan Times
- The News

3.8.3 Discussions with Target Segment Representatives

Another important source of data is the first hand information from people who are targeted as the primary consumers of the product. The opinion of this segment is of vital importance as they are the actual audience for the campaign.

3.9 Research Limitations

A few factors acted as resistance in this research. Following limitations are inherent/ unavoidable in this research:

- Strict Deadline and short Time period
- Unavailability of quality secondary data regarding the campaign as the brand is typically in its infancy right now. Not many critics have aired their opinions regarding the product and thus little information, if any, is available on the internet. The product don't even have a website of its own
- Limited research resources and access to research libraries/ resources. Firstly, the equipment needed for report compilation was limited. I had just one computer which was being used by two students for their respective projects. Secondly, I had to manage between my office timings and family obligations and thus giving ample time to research was a challenge.
- Unique nature of research perspective also made data gathering a challenge for the researcher.

4 FINDINGS AND ANALYSIS

4.1 Section Overview

In order to make this research more comprehensive, the findings are analysed in this chapter with the help of multiple ranking tools and grids. After critically evaluating the brand elements and image, the hypothesis are accepted or rejected. No hypothesis is exclusively tested and a combined result is included in the conclusions section.

4.2 Hypothesis Testing and Analysis

The following hypothesis were developed in section 2 for analysis:

- H1 -Choice of IMC elements is based on careful target market analysis
- H2- Tarang can capitalize on its sister brands (Olpers & Olwell) which are already well received
- H3- The TVC for Tarang appropriately defines and communicates with its target market

In order to reach conclusive results, all the findings are analysed to accept or reject all or any of the three hypothesis. The hypothesis testing comprises of two parts:

- Findings – a listing of all the facts and realities that emerge as a result of the research.
- Analysis – a critical evaluation off all the findings to reach conclusive results.

On the basis of the analysis, the hypothesis is tested and a result is generated. The result either declares the hypothesis true or null. A null hypothesis is a hypothesis with zero correlation.

4.3 The Campaign and IMC

The campaign in focus is the launch activity for a new brand from Engro foods, after success of Olpers and Olwell. Tarang is a tea whitener which is meant to give traditional cup of tea a new style. The brand was recently launched, with a variety of innovative promotional activities that are a trademark of the player by now. Whether the product is well received or not is still to be found. However this report encapsulates an analysis of the promotional campaign and brand positioning.

Following is a brief overview of the indoor and outdoor IMC elements used in this Campaign.

4.3.1 The Outdoors

Like before, Engro foods came up with a lot of innovative activates that marked the outdoor media. Following IMC areas appear to be in focus for outdoor activities:

- **Billboards and Hoardings-** interesting teasers were followed by nice billboards with disco lights for décor. This was eye catching as it was unique and innovative.(see Annex 1)
- **Vehicle Wrapping-** the colorful vehicles where carriers of brand image to places far off.(Annex 1)
- **Point of Purchase display-** Many plastic boards, mountings and even cash carrier boxes were seen in karyana and general stores in the markets. (Annex 1)
- **Street-side selling and promotions** – Use of motorcycles was an innovative idea. Each motorbike had a small cabin attached with it , carrying a young lady. (Annex 1)
- **Posters and banners-** A few posters of the product were also found in some shops during the research. Most of them were torn by now. It appeared that the player lost interest in this activity rather quickly.

The following elements are not used in the campaign:

- **Publications and publicity**- no article on or about Tarang is currently found on internet. No shopkeeper hosts any written brochures or stickers about the product.
- **Sponsorship** – Till date, Tarang is not marked on any back drop for concerts or mega events. The player hosts Tarang-events in some villages but no sponsorship activities are recorded.
- **Direct Marketing** – None is observed so far in any regions
- **Discounts and Coupons**- Probably these are yet to be explored because the brand is all new and already positioned on low price. No deal is offered as yet.

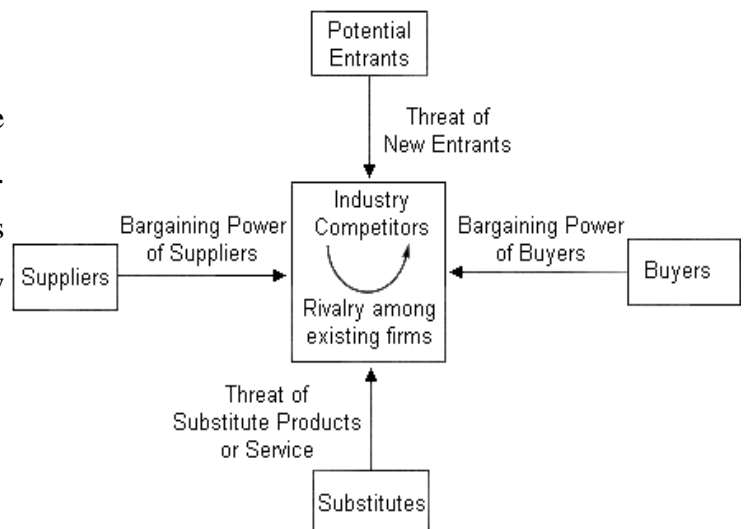
4.3.2 The Indoors

A TVC is mostly all from the brand in this domain. A radio ad followed but it was based on the same script so nothing much can be said about it. A detailed analysis of TVC is, however, included.

4.4 Industry and Situational Analysis

4.4.1 Porter's Five Forces Model for Industry Analysis

Porter's Five forces model is used to analyze and quantify the status of market quality. Each dimension of the five forces model is analyzed and graded as either high or low on the quality grid.



1). THREAT OF NEW ENTERANTS

Threat of new entrants entails switching cost of customers. Threats from new competitors depend particularly on the access barriers and how the established companies are generally expected to react to a new company in the sector.

As tea is the hot favorite beverage in Pakistan, so people do like to experience a lot with their tastes. In fact, this might be the only category that enjoys fierce brand loyalty from consumers. This is evident from the failure of flavored tea in our country. Amongst many other reasons, one major hampering factor to the establishment of such products is the fact that underlines the loyalty to tea tastes. Therefore, a tea whitener must promise a traditional taste instead of an innovative blend in order to sustain market shares in his domain. Fortunately, the local milkman's milk is the standard to compete with. Therefore, without worrying much about "brewing up" a new innovative taste, the player only needs to promise the same old aroma wrapped in quality and style. Pakistan is 3rd biggest producer of milk and therefore availability of "raw material" or an industry player is no issue. Cost of setting up a plant and creating a distribution channel are considerable but availability of huge potential market seems to justify the investment. This all points towards a high threat from new entrants into the market.

2). THREAT OF SUBSTITUTES

Substitute products include products from other sectors that may cover the same need and thus displace the company's product from the market.

Tea Whitener is substituted commonly by the milkman's open milk or, with emerging sophistication and awareness, the branded milk labels. There are many players in milk industry that offer a substitute to tea whitener. Olpers, a sister brand of Tarang, is itself an "all purpose milk" and promises a good taste and strength for the traditional tea cup.

Another aspect of the substitute market comprises of all the products that tend to replace tea altogether. Despite, and probably because, tea being the most traditional and affordable beverage in Pakistan, it is now getting a perception as being old fashioned and less functional than some substitute products. Malt drinks like MILO, Coffee and Carbonated drinks are emerging as strong substitutes, but even now nothing can replace the tradition of an evening cup of tea together. In many families tea is consumed almost as a religious ritual. Soft drinks also represent a significant threat to the ongoing dominance of tea in the longer-term, with aggressive marketing campaigns from leading multinationals successfully persuading many young consumers to migrate from tea to soft drinks for various drink occasions.

Therefore, threat from substitutes in Pakistan is High for the tea whitener industry.

3).BARGAINING POWER OF SUPPLIERS

The bargaining power of the suppliers depends on how easy it is for the company to switch suppliers and whether the supply risks becoming a restriction of the development of the company.

Pakistan is the world's 3rd largest producer of milk. With the Government's new policies to support livestock business and dairy industry in the country, the milk industry is flourishing like never before. This brings a high supplier density for the tea whitener and packaged milk industry. There is a low concentration of organized buyers in this market as few major players are currently venturing in packaged milk product domains. This translates into a low bargaining power in the hands of the suppliers.

4). BARGAINING POWER OF BUYERS

The more dependent the company is on individual customers, the greater the bargaining power of those customers and thus the possibility for them to put pressure on the price and make requirements for the product. The bargaining power of customers is also

dependent on the extent of product differentiation in the sector and how easy it is for customers to switch to a competitor.

Bargaining power is higher with the buyers of tea whitener industry. This is so because the substitute is available easily and at much lower price. Moreover, the consumer will only focus on packaged tea whitener if it offers traditional taste, perfected but ritually treated, packed in high quality and available easily in convenience packaging. All these attributes will help support a tea whitener against the substitute market.

5). INTENSITY OF RIVALRY:

The level of competition within the sector depends, amongst other things, on how many competitors there are and their size in relation to each other. Moreover, it is important if the sector is experiencing growth and the market is increasing, or if there are internal battles over a stagnating market. In addition, it is significant for competition if the products of the sector are very similar and where it is easy for customers to change from one product to another. Very homogeneous products lead to a higher risk of price competition and reduce the loyalty of customers because it is easy for them to switch to a competing supplier.

The structure of competition is tough as Tarang is to face major competition from older, more experienced players like Haleeb, Milkpack and Olpers to name the few. Also as there is product differentiation so rivalry is intense. All the major players have aggressive growth strategies and want to be ahead of other and none of them are just milking money to be in market and play smoothly.

4.5 Customer Analysis:

The entire population of Pakistan loves its cup of tea. As of now, the per capital consumption there is just under a kilogram. Compared to this, in India, annual consumption is less than 250 grams per person²⁴.

4.5.1 Primary Target Audience

- Households from lower, middle and upper middle class with a handsome average disposable income and an insatiable love for quality tea.
- Every regular tea drinker of Pakistan who prefers a traditional taste and aroma in his/her cup of tea, along with quality and style.
- ‘lady of the house’ who makes tea for family union times, relaxation purpose or just a fun cup any time.
- Students and professionals who seek a cup of tea during their tiring day long activities.

4.5.2 Secondary Target Audience

- Hotels, chai-khanas and tea bars in major cities, local towns and roadsides.
- ‘tea for guests’ as a phenomenal drink.

4.5.3 VALS 2 Framework

Innovators

Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services. Innovators are successful, sophisticated, take-charge people with high self-esteem. Innovators are targeted by

²⁴ <http://www.teaauction.com/news.asp?newsid=156>

TARANG; the reason is that innovators prefer more sort of niche products and try to be different in everyday life..

Experiencers

Experiencers are motivated by self-expression. As young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities. Tarang targets these consumers by bringing forward an innovative, out of the traditions promotions campaign. The use of edgy and loud humor in the campaign can also be a point to attract the experiencers to try something boldly branded.

Strivers

Strivers are trendy and fun loving, they are motivated by achievements. They strive to reach their goals and take life very ambitiously. Their serious approach to life makes them consumers of products that promise consistency and yet provide innovation with time. Tarang is not for such consumer set.

Makers

Like Experiencers, Makers are motivated by self-expression. They express themselves and experience the world by working on it. They have not many resources, but have the tendency to switch brands regularly. With a bold campaign and a promise of trendy brand with traditional values, Tarang appears to be aiming at this section of consumers as well.

Survivors

Survivors live narrowly focused lives. With few resources with which to cope, they often believe that the world is changing too quickly. They are comfortable with the familiar and are primarily concerned with safety and security. They represent a very modest market for most products and services. This segment is not targeted by Tarang,

4.5.4 AIOD

Benefit	Activities	Interests	Opinions	Demographics
Quality assurance	<u>Work:</u> housewives Businessmen, individualistic, <u>Social Events:</u> Dinners, parties and sports. <u>Hobbies:</u> watching news channels, reading magz, family gatherings <u>Shopping:</u> influenced by peers.	<u>Fashion:</u> trendy, executive <u>Recreation:</u> parties, get- togethers <u>Food:</u> fast food, cuisines	<u>Themselves:</u> image conscious <u>Products:</u> branded and certified	<u>Age:</u> 20-50 <u>Stage in lifecycle:</u> single or married with half or full nest
Freshness and taste	<u>Work:</u> students, employed, housewives <u>Social Events:</u> family gatherings, parties <u>Hobbies:</u> reading, adventures and watching TV. <u>Shopping:</u> traditional, impulse driven	<u>Fashion:</u> trendy, urban, exclusive <u>Recreation:</u> <u>Food:</u> Exclusive, premium priced, notorious and healthy.	<u>Themselves:</u> image conscious, adventurous, family oriented <u>Products:</u> Branded or natural	<u>Age:</u> 20-55 <u>Stage:</u> single/ married and settled in life
Convenience, and Easy to use, package varieties	<u>Work:</u> Housewives and professional women. middle and high level managers. corporate world <u>Social Events:</u> Business dinners, family outings <u>Hobbies:</u> reading, watching movies and TV at home <u>Shopping:</u> thoughtful, frequent	<u>Fashion:</u> trendy, sophisticated, unique <u>Recreation:</u> with family and business partners <u>Food:</u> fast food and easy to cook meals	<u>Themselves:</u> Image conscious, planning oriented, ambitious <u>Products:</u> branded	<u>Age:</u> 26-50 <u>Stage:</u> single/newly married/Full Nest I, II, III <u>Income:</u> 30,000 onwards
Affordability, value for Money,	<u>Work:</u> housewives, <u>Social Events:</u> family gatherings, parties on festivals <u>Hobbies:</u> cooking, watching dramas, contributing to the society <u>Shopping:</u> household items, budget conscious. dynamic	<u>Fashion:</u> casual, subtle <u>Recreation:</u> Family get together, functions and vacations <u>Food:</u> traditional and continental.	<u>Themselves:</u> Not self conscious, socially responsible. <u>Products:</u> branded/un- branded	<u>Age:</u> 18-65 <u>Stage:</u> Newly married/ Full Nest I, II, III <u>Income:</u> 15,000 – 50,000

4.5.5 Brand as a Person

Brand Personality is one of the core dimensions of brand equity. Brand personality refers to the emotional side of a brand image. It is created by all experiences of consumers with a brand, but advertising plays a dominant role in personality creation²⁵

Gender: Tarang is classified as a young male. This may be a little surprising as this is a completely female oriented product. However, identifying the brand gender transcends just these factors and looks at the whole picture. When the whole Tarang brand is concerned, it has a decidedly male feel to it.

The typology of the brand, TARANG in its logo is strong, dynamic and muscular. The colors orange, red., green and yellow, the predominant color in the Brand logo are more associated with energy, power and strength, generally considered to be male traits.

Moreover, all the elements of promotional campaign are bold, loud and witty instead of classy sophisticated and emotional. All these traits reflect a masculine personality for the brand.

Age: Tarang is representative of youth but still encapsulates a lot of maturity in terms of what it stands for. Tarang offers an understanding of traditions but in youthful spirit. He can be classified as a man who is imaginative, family oriented and cheerful. These traits, along with the choice of colors, logo and tagline, suggest that tarang is in his late twenties.

4.5.6 Personality Statement

Tarang is a 28 years old young man from a village of Punjab. He was raised in a combined family system and was educated in a school located in the nearest district. Living in village, Tarang experienced the true colors and joys of life in his childhood. He loved his family, his village and his life on the whole. However, unlike the other guys of his age, Tarang was blessed with a cheeky and insightful boldness that differentiated him

²⁵

from the rest of the crowd. He was daring and caring and highly imaginative. Tarang is a fan of local cinema and wants to be a comedian when he grows up.

Single as yet, Tarang is full of dreams for a happy family where he can raise his kids in the same place he shares with his other siblings. He have a secret crush on a local, Punjabi film star and plans to marry her in near future.

Currently he is running a ‘truck driver hotel’ on the GT road near his village. His good humor wins him many friends and a lot of admiration from even the competitors. Although he is a serious person when it comes to running the business, Tarang have this strange habit of dressing up in his grand pa’s shirts and *lungi*. His dress up often comprises of such odd mix and match that surprises his friends and customers. For Tarang, orange shirt is a perfect match with green *lungi*. As nothing else about the guy is bizarre, so this grabs him a lot of attention. He believes this is a cheeky choice but it makes many wonder his sanity. However his hotel is known across the masses as a hub for good chat and quality tea. Tarang is currently cashing on a good word of mouth when it comes to business.

4.6 Product and Brand Analysis

4.6.1 Façade Analysis:

For a brand to be successful, it must build enduring relationships with its different audiences. Integral to this relationship is the visual image of the brand the consumer carries in his/her mind. Tarang’s Brand Image is created through the consistent application of a carefully developed visual identity, which helps Tarang’s distinguish itself in a cluttered market. Tarang’s visual identity helps create instant brand recall and strengthens the relationships that its audiences have with it.

Evaluation of Visual Image Elements:

- **Brand LOGO:**

Through the shift of logo from one dimension to the other, one thing remains the same: extensive use of Vibrant colors that have a desi feel to them. Orange color dominates the packaging and is most prominent in the logo as well. Tarang log consists of the word “Tarang” written in Urdu with four colored stripes in the background. The stripes are of vibrant and exciting colors donating elation and a feel of celebrations. Four colors in the stripes are glowing red, fresh orange, purple and parrot green.



Salient Features:

Image:

- Brand logo for Tarang relies strongly on typography and uses no imagery as such. Just the four color stripes in the background constitute the complete imagery for the brand.
- The image successfully represents emotional appeal and power. It also suggests a desire to innovate and a commitment to reach out and radiate confidence.

Typography:

- “”Tarang” is branded with typography.
- White color is used for the font which depicts boldness and innovation. White is also the color of milk so the product attributes are reinforced through the choice of typography.
- Using Urdu as a primary language on the logo depicts not only a patriotic commitment to the heritage but also marks out the target market of the product. even when the main font for Tarang is written in English, an Urdu slogan goes with it.
- All the letters are in curvy font and no angles are used. In terms of Typography, the brand gives a female image that is soft, delicate, stylish and trendy. It also adds an air of confidence and joy to the brand image.

- **Slogan**

An interesting and appealing slogan suggesting dimensions for growth and evolution. “yehi hai chai ka asal jour” is a statement that summarizes the whole brand philosophy in one mantra. The brand promises to give its customers a taste that is traditional and yet innovatively packaged and safely packaged.

4.6.2 Packaging

Holding the Pack in your hand is an experience in itself, when compared with the packages of competitors. High quality packing material differentiates the product by dictating a stance for quality and style. Tarang has been consistent in using vibrant colors in all its IMC elements. Same is true for the packaging where the package can be traced easily amongst a clutter of products. Wrapping a milk product in such vibrant colors is in itself a bold step, typical of Engro foods.

Tarang is offered in a 200 ml pack where the pack is slim, box like structure. All the good things about the packaging are the front and the back sides of it. The logo with its background vibrant colors is accompanied by a joyous color splash throughout the package as background.

A traditionally rich cup of tea is shown on both the sides, exactly segmenting the product and stating what it actually is: a tea whitener. Product attributes like the fact that it is UHT treated, has a quality seal, and is packed by tetra-pack are all evident on the package. Most text on the pack is in Urdu. The complete brand positioning statement takes one flip of the pack, stating all the attributes that the brand promises as a “*chai ka sahi jour*”.

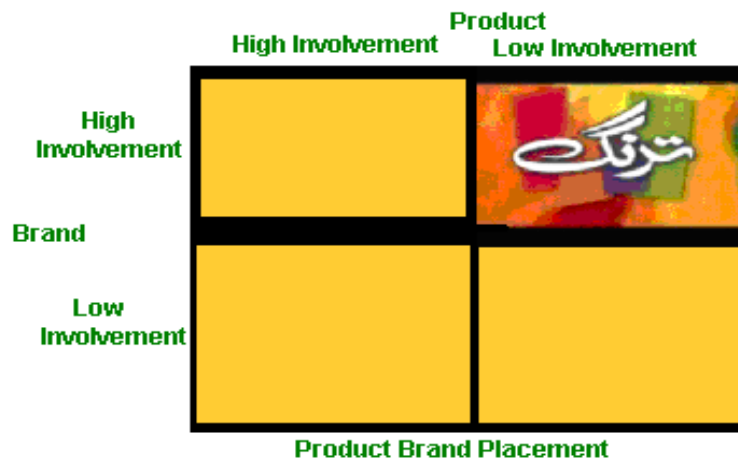
Ingredients are also listed on the same side, however in English. On the other flip side, a prominent logo of “Engro Foods” shows the brand heritage. This is interesting because Olpers and Olwell never enjoyed such a proud display of “parenthood” from Engro on their launch. Top flip is all blank, almost. This kind of looks strange. The flip is plane

orange containing no element associated with brand and looks like a flip of any medicine bottle's top flip.

4.6.3 Product and Brand Placement

Tea is a vital part of every Pakistani household. Almost every adult Pakistani consumes a significant amount of tea daily. Tea whitener is a supplementary product to this high consumption product category. However, usual choice for low income groups is the open milk cooked with tea for a strong desi flavor. More sophisticated tea drinkers prefer a whitener instead of milk to go with tea as a separate add-on. Moreover, different people prefer different taste, aroma and strength of their tea. So the tea drinkers are very choosy in terms of what they put in their cup of tea. Therefore, tea whitener can safely be categorized as a high involvement product.

Tarang is a brand from the makers of well received milk brands like Olpers and Olwell milk. **brand** is positioned as a low involvement brand. This is evident from pricing, positioning, promotions and placement of the brand.



4.6.4 Ansoff Matrix

To identify possible opportunities in the marketplace the product / market expansion grid, or Ansoff matrix can be useful. The Ansoff matrix was devised by Igor Ansoff, to provide a logical framework for the understanding and development of marketing

objective. The basis of the matrix is the degree of newness of the products to be sold, and of the markets to be targeted. A company should consider possibilities for market expansion, market development, product development and diversification.

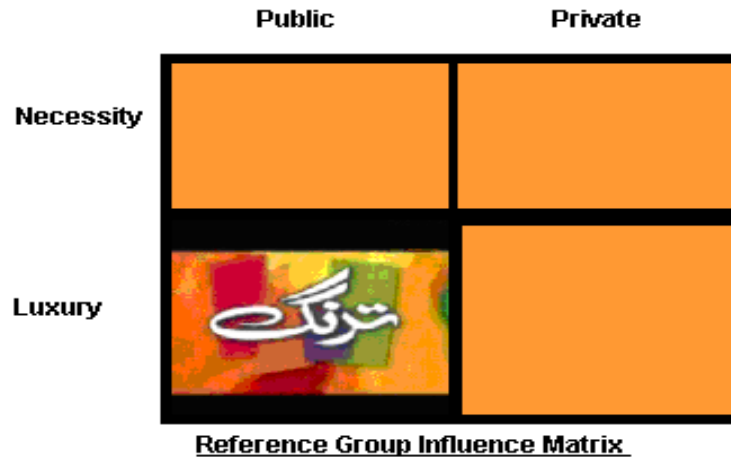


4.6.5 Reference Group Influence Matrix

The reference group influence matrix basically tells whether the particular brand under discussion is a luxury good or a necessity. It also talks about whether it is public or private. These four attributes give rise to four quadrants which then makes it easier to place the product or the advert at a particular position

Public: Tea is a public commodity, being a part of our cultural festivity and hosting traditions. A tea whitener therefore qualifies for the same influence group categorization.

Luxury: Tarang is a luxury although tea is a necessity in our region. I hold this view because majority of tea drinkers use milk as a tea whitener. Using a higher amount, exclusive product for the sole purpose of adding flavor to tea is definitely a luxurious choice. As te whitener is not essential for every cup of tea, Tarang therefore qualifies as a candidate for public luxury grid on a reference group influence matrix.



4.6.6 Distribution Management by Engro Foods

Packaged Milk’s market is far from saturated as yet. This gives the leverage in designing the distribution channels as n5they do not experience a cutthroat competition in this domain. Almost anything is good enough to win a good sales volume in a market where demand always exceeds supply. This is probably why Haleeb Milk, one of the oldest local players in this market, is maintaining good profits even when its quality has noticeably declined. Milk Pack and Olpers enjoy an added advantage of having huge distribution networks backed by multi product company profiles. This has always proven fruitful for Milk Pack which can be found in every store that hosts Nestle Products. However Engro Foods seems to be less focused on developing distribution networks. This was evident with the launch of Olpers when huge promotional activities drove the consumers to the stores only to find the product missing on the shelves. Same product shortage affected the image of Olwell in the market. Another weakness in distribution network was traced by critiques because Olwell was available in every store selling Olpers. The company appeared to be focusing on saving costs by using one distribution network for both the products, completely ignoring the difference in target markets. This caused some damage to the brand image of Olwell which was supposed to be targeting a niche market.

When the researcher conducted a survey in the local markets, he came across the same distribution blunders from Engro Foods in case of Tarang as well. The product was found missing on the shelves in majority of the stores that reported a good sales turnover for Tarang. Majority of small *Kiryana Stores* proprietors felt that the product was a success in the target market. A tea whitener claiming a traditional taste in colorful packing only in Rs. 10 is not a bad deal to try at least once. However larger stores either never hosted the product or else reported a poor sales volume.

This might be the result of a low esteem attached to the brand image. However, keeping in view the fact that Tarang is targeted at the lower band of the society, this can hardly be taken as a negative performance indicator. The player nevertheless needs to focus on establishing efficient and well planned distribution network to keep the product on the shelves and in the consumers' mind. They cannot continue to save costs on the distribution of the three sister brands as the target market for each one of them resides at different bank of the river (especially true in the case of Olwell and Tarang).

4.7 Competitor Analysis

In tea whitener industry, Tarang faces competition from one giant player, Nestle everyday as primary competitor and Haleeb, Olpers, good milk and open milk as the secondary competitors.

All of the players are well established as brands and are enjoying healthy market segments. Interestingly, Olpers is a sister brand of Tarang and thus there is a fair chance of one sibling cannibalizing on the market share of the other.

4.8 Advertisement Analysis

4.8.1 Introduction to Advertisement:

Product: Tarang Milk

Client: Engro Foods

Agency: Adcom (Pvt) Ltd.

Year of Launch: 2007

4.8.2 Frames and Duration

The ad has 66 frames or more aptly scenes. This ad is 61 seconds long which is relatively long for an ad. Even if an ad is extremely captivating and interesting, repeated playback results in loss of viewer interest. Such ads are almost always shortened which results in confusion about the message being portrayed.

4.8.3 Significance of Advertisement

After success of Olpers and Olwell in their respective target markets, Engro Foods came up with yet another diversification in the milk line: a Tea whitener. The product has huge potential market capacity based on the fact that Pakistan is one of the highest Tea consumption zone in the world. ‘Tarang tea whitener’ is ‘Engro food’s offering for a good, aromatic, Desi-flavored” cup of tea. The advertisement is part of the launch activity of the brand. The basic purpose of this advert is to create brand awareness amongst the target consumer market.

4.8.4 Story Board of TVC

Following is a scene to scene storyboard of the TVC. Description is accompanied by analysis of the scene to add a broader understanding to it. TYPE of the scene is also mentioned here. CU stands for “Close UP”, MS refers to “Middle Shot” and LS is abbreviation of “Long Shot”. The type of shots plays an important role in deciding what amount of focus is placed on what aspects, from cinematographically view point.

Table 1: Storyboard

Description:

Type:

The Ad opens with a cluster of animated colorful stars that lead to the product logo.



Description

Type:

Then the product logo appears where product name is written in Urdu, white in color while the background continues to be full of yellow green red and blue colors.



Description

Type: MS

In the following two images, it's one scene that starts from the tea set with one Tarang pack in close up and mother with her young daughter in the background and then camera moves away from the tea set and the father sitting alongside them appears.

VO: "JORAY TO AASMANO PE
BANTAY HAIN"



Description

Type: CU

A part of the last scene is taken in close up where the mother's hands can be seen working on her daughter's hair. The hair style is the first clue that the advert is not pictured in any 21st century settings and is rather something from 70s or 80s.



Description

Type: LS

The next scene shows an old fashioned car and a large palace like building in the background and the daughter playing something. The house and car both cleverly lace the advert in a 70s setting.



Description

Type: LS

Then a boy is seen sitting on a tree. He is wearing a yellow shirt- bright and styled to represent a lower middle class.



Description

Type: MS

The girl in red and white is standing besides the tree looking above her at the boy in the tree. Seems like they are friends. the shot angle is a clever one placing the viewer at the point where the boy is sitting.



Description

Type: MS

The boy looks down at the girl too in this clip. Here we can see a “Taweez” in his neck- again a get-upp item for certain income class.



Description

Type: MS

Then the girl and the boy are seen playing with a toy tea set acting like tea is being served. The “play-ground drama” is a depiction of childhood in local cultural settings.



Description

Type: CU

The boy bring out from his pocket a pack of Tarang tea whitener in style. He appears to be surprising the girl with something delicious. The close up shot is so placed that the packet can easily be seen.

Another interesting element here is the fact that the product first appeared on the tea teable of the rich family.. now it is ‘conjured’ out of the pocket of a poor guy. The placement here suggests a target market beyond the borders of classes.



Description

Type: CU

The scene is disrupted by the entry of the girl’s father who is wearing a green shiny coat and the palace like building and the car in his background. Clothing here again depicts a certain high class in 1970s.



Description

Type: LS

The same sequence shows the father with angry expressions in further close up says “YE KOI JOR NAHI”.



Description

Type: CU

We then see parting of the boy and girl by showing the two stretched out hands going away from each other. This is a highly ‘filmy’ scene and if any viewer was still in confusion about what is going on, now he can be sure that we are watching an old Pakistani Movie.



Description

Type: MS

Now we see the girl is being dragged by the father into the palace, The car’s front can be seen in close up.



Description

Type: CU

The scene ends with white spirals that lead to the next clip. The spirals are a clever imitation of milk dissolving in something, specifically tea. Moreover this is a good way to tell that one ‘chapter’ of the story is over, in scenarios like this where one ad can have many chapters.



Description

Type: MS

We enter the second chapter with the next scene. Now we see the grown old boy in street style cloths riding his bicycle and the bicycle is full of decorative objects- something common in movies to represent the lower income class.



Description

Type: LS

Then we see a long shot of the bicycle stopping in way of a stylish convertible white car with a lady driving it.



Description

Type: CU

The boy looks at the girl with a bright smile. This is a close up scene of Moammar Rana showing his get up more clearly. He looks like Muhammad Ali of his times.the orange muffler around his neck cleverly brings the product colors into the scene.



Description:

Type :CU

The girl also looks at the boy stylishly. The girl is wearing orange. The hairstyle and get up successfully places the girl in the era portrayed in the story. A flying duppata in the background, theglasses and hair style, all symbolize a rich girl from some filmy setting of 1970s.



Description

Type: CU

The screen is filled with animated flowers with the boy in the background who has a large smile on his face now. Again a very filmy scene. The use of bright colors again metaphorically represents the product.



Description

Type: MS

After the flowery transition, two men with colorful scooters block the way of the girl and laugh wickedly. This is a typical entry of a villain into a love triangle movie.



Description

Type: MS

One of these men is shown now looking at the girl with wild expressions. This is the representation of a perfect villain in old Pakistani movies.



Description

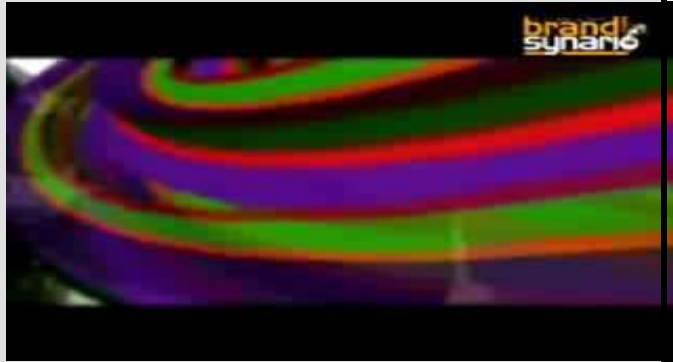
Type: MS

The boy jumps into the scene blocking the girl and the girl can be seen in the background with expressions of amazement. Again a very upbeat filmy situation. The scene is rich in orange color.



Description
Type: CU

The scene to scene transition happens with the help of rainbow like animation which is very colorful. Here the user I given an overdose of colors and now the spirals are rather disruptive



Description
Type: MS

We then see a worm view of the scooters and the two men falling all over the place.



Description
Type: MS

The scene changes with the same colorful stars with which the ad started. The transaction leads to yet another 'chapter' of this lengthening story.



Description
Type: MS

The girl is seen in a cafeteria like space pouring tea into the cup. The clip can be mistaken for an urdu movie easily.



Description
Type: MS

The boy looks at the girl and brings out a pack of Tarang in same style as in his childhood.



Description

Type:CU

Then we see Tarang milk being poured into the cup of tea. The background is a table cloth with black and white checks.



Description

Type: MS

Bingo!! The girl realizes that it's the same boy and calls out his name "RAJU". The name is again a very firmly one and this scene opens the humor element to the viewer. We tend to smile on seeing the overdone film-ism here.



Description

Type: CU

The boy also realizes and calls out her name "SHABBO". This is again a name associate much with old time cinema.



Description

Type: CU

The two of them are now seen looking at each other romantically in a circular frame surrounded by disco lights.

BGM: "DIL DHARKAY MAIN TUM SAY"



Description

Type: LS

A long shot with moon and clouds in the background and white shiny floor can be seen while the boy and the girl can be seen dancing wearing elegant white cloths.



Description
Type: MS

A medium shot of the same dance is the next frame and now the moon can be seen from close and the blue of the background dominates the frame.



Description
Type: CU

A further close up of the romantic dance shows the boy and the girl coming closer to each other.



Description:
Type :CU

Similar to the previous entry of the father, the white car is in the background and the father interrupts the whole romantic scene and again says "YE KOI JOR NAHI".



Description
Type: MS

Again the two hands are shown going away from each other with the same camera angle as previously used.



Description
Type: MS

The girl is again being dragged by her father. A very filmy scene indeed.



Description

Type: MS

The scene again ends with the same white spirals.



Description

Type: CU

The boy can now be seen sneaking into a window of a kitchen and secretly places there a pack of Tarang. VO: In a voice similar to Muhammad Ali the movie star, the voiceover talks about the product as “CHAYE KA SAHI JOR”. This narration continues till end of ad.



Description

Type: CU

We see the close up of the Tarang back with the circular disco lights in background in the next frame.



Description

Type: LS

We now see some ladies coming downstairs and the girl is in her bridal red. The scene is placed in a large lavish interior similar to the sets in Pakistani movies.



Description

Type: LS

Then we see a long shot from above and a piano and a chandelier can be seen in the frame.



Description

Type: LS

Now it's a close up of a tray with four cups of tea and a Tarang pack in it. in background we can see a different boy in groom's outfit and the girl's father.



Description

Type: MS

Now we see tea being made. A transparent cup of tea without milk can be seen and Tarang milk can be poured into the cup and the tea changes its colors.



Description

Type: LS

The same scene is now put in the same circular frame with disco lights.



Description

Type: MS

Father can now be seen having a cup of tea.



Description

Type: CU

We can see him now holding the cup and his expressions are that of pleasure as if the cup of tea was very good.



Description
Type: MS

He pints at the tray with Tarang in it and says the line “*YAH! HAY SAHI JOR*”.



Description
Type: MS

The father’s finger pints towards the boy (who is wearing black clothes) because he is behind the tray of Tarang’s tea and gives expressions of surprise as if the father is talking about him as *SAHI JOR*.



Description
Type: CU

The girl in her bridal is looking surprised too. The bridal do can be clearly seen in this shot



Description
Type: CU

The groom behind his sehra looks shocked at the comment. He is recognizable here as the “villain” from university scene.



Description
Type: CU

A lady in the hall is also seen shocked at the comment. She appears to be the girl’s mother but there is no definite clue to unveil her identity.



Description

Type: CU

A picture of probably the girl's grandfather is shown moving and is surprised at the event. Again a touch of filmy comedy.



Description

Type: CU

In no time the boy is seen behind a sehra and looking happy as a groom.



Description

Type: CU

The bride blushes and smiles at this sudden change.



Description

Type: CU

The previous groom and some boys wearing formal suits start dancing. This is again a humorous scene. Where the groom turns into a pal at the time of wedding.



Description

Type: CU

The ending frame shows the wedding celebrations in the background a Tarang pack in close up. The whole scene is surrounded by the circular disco lights. Alongside Tarang's pack the tagline "CHAYE KA SAHI JOR" is written in Urdu.



4.8.5 Story Board Analysis:

The TVC is a launch ad for Tarang tea whitener which is Engro food's new dairy product. The ad's duration and the number of frames suggest that there is a lot of message cluttering here. As observable from the story board, the advert hosts a series of sequences that represent a complete film story from old times. Rolling up a whole story in an advert certainly a risky venture because there is always a probability of going over board or missing the message altogether.

In the case of this advert, the choice of cast is the foremost plus point. Each player did his/her role justice to the level the script provided. Moreover, the theme was not all too harsh when considered in isolation. Momir Rana, Jamal and Raisham are all well received by the target market of the product and thus their presence in the advert can be a good factor that will favor the success of the brand. Moreover, all the players are from film industry so this again adds to the filmy flavor of this advert.

Choice of colors is also very cinema like and bright enough to grab attention. Brand color is used but not overdone. Seems like the brand is not cashing on just one color, but it attempts to own the complete spectrum of all colors that are bright.

The choice of using a movie line might not be all that bizarre. However, the viewer is bombarded with one clip after the other, each rich in bright colors, disco lights and flashy spirals. This kind of distracts the viewer from elementary area and results in a lot of noise in communication.

"yeh hi hai chai ka asal jor" was the message that the advertiser wanted to bring home to the viewers. However linking the tea whitener with a love trio is kind of a far fetched fairy tale. How exactly can we relate the product with the scenario?

When talking to different people about the advert, I came across one other interesting observation. Placing the advert in an old time setting and bring in the product leaves

many wondering if the advertiser tends to make the point that the product is in the market since black and white era!!

Whether the use of a concept that resembles the storyline of old times and markets a product that focuses on novelty in terms of developing a target market is a decision yet to be proved right or wrong. The branding aspect and critical analysis of advertisement, however, brings forward many missing links. In a nutshell, the advert is a victim of communication noise, message cluttering, unclear objectives, and overdone 'cheek-ism'.

5 CONCLUSIONS AND IMPLICATIONS

Brands are the façade- the power that keeps a product on shelf, in minds and on the balance sheets. If the right elements for the brand are used in right manner to communicate the right message, brand identity is the outcome and brand scores good on valuation score.

The study carried out in this report features just the same results. With effective brand building strategies and good brand communication, TARANG could have built a better position for itself in the minds of consumers. Only by understanding the consumer needs well and choosing the right blends of IMC elements can a brand head towards the mark of excellence with no speed breakers in sight.

5.1.1 Hypothesis Acceptance and Rejection

The following hypothesis were developed in section 2 for analysis:

- H1 -Choice of IMC elements is based on careful target market analysis
- H2- Tarang can capitalize on its sister brands (Olpers & Orwell) which are already well received
- H3- The TVC for Tarang appropriately defines and communicates with its target market

On the basis of research, findings and the accompanying analysis in last section, hypothesis 1 is accepted. The following facts from the analysis support this choice:

- Use of disco lights and motorbikes in the outdoor campaign goes with the target class well.

- Pricing is in relevance to the income group that is targeted.
- For indoor campaign, use of local cinema line is again an element that attracts the middle income cluster of the market.
- Use of flashy colors on packaging also depicts an understanding of the cultural traditions.
- All the information on the package is in Urdu, placing the product in the class it targets primarily.

H1 is, Therefore, ACCEPTED

Hypothesis two tests the impact of sibling brands on the success or failure of Tarang. This hypothesis is tested with respect to distribution networks, market image of sibling brands and their target markets. As the target market for Olwell is completely opposite of the target market of Tarang, and Olwell qualifies as a competitor for the product, so the impact of one brand on another can be negative, if anything.

H2 is thus REJECTED.

In case of Hypothesis three, the TVC was evaluated for the effectiveness in terms of communicating to the right market. A complete analysis of advertisement along with a clip to clip storyboard was carried out. The findings here generated two elements of consideration:

- The TVC **does** define the target market appropriately. It can easily be traced from the TVC that which class of viewers is it exactly heading for.
- The TVC, however, **does not** qualify as an effective product communicator. It is evident from storyboard analysis that the TVC is a victim of communication noise, message cluttering, unclear objectives, and overdone ‘cheek-ism’.

Now both these results refer to no part of the hypothesis. One part is therefore true while the other is false. However, according to the basis statistical and boolean rule for an

“AND” between two parts of a statement, both need to be true for the overall statement to be accepted.

Hypothesis 3 is therefore REJECTED

Thus on the basis of research findings and analysis, one hypothesis is found to be holding waters while the rest are rejected because no evidence is enough to support them.

5.1.2 Conclusive Note

In conclusion, the present study shed light on the linkage between marketing appropriateness and consumer perception of a brand. Right blend of integrated marketing communication tools and right message for the target audience is exactly what can constitute a good branding strategy. It appears that Tarang is managing well in terms of integrating its branding efforts, however going overboard and creating a message clutter is probably the set back in terms of an image for the brand. A 60 sec TVC with 66 frames, so many characters is found to be one problem with the brand. Poor distribution network is probably the other hampering factor.

Many branding activities are highly innovative, bold and very much aligned with the target audience. In short, the performance of the brand in the market over time will be the only indicator that can mark the brand as success as failure. However, the branding efforts need a lot of focus and subtlety by the brand managers to get a good position on market shelves as well as consumer mindset.

5.1.3 Managerial implication

This project critically evaluates the launch campaign of one product amongst million that compete for shelf space in our world today. The product is a household item and thus can emerge as a cash cow for the maker. The product enjoys a healthy ‘background’ in terms of parenthood and siblings. The product is a promise for freshness and taste in every cup

of tea that is brewed for a traditional taste. The product is capable of winning its family the status of 'market leaders' in dairy products'. The product is therefore of vital importance.

The campaign is also exceptional in more than one ways. It is a unique blend of indoor and outdoor activities. It combines innovation with traditions. It is the center of discussion amongst many. The campaign is a subject of heated debates amongst the branding experts and marketing gurus.

The report that you hold in your hands is just a glimpse into the campaign in perspective of the product and what it promises. This is by no mean a milestone, nor was it intended to be a foundation for some research. However the critical appraisal is definitely a researcher's contribution to the world of branding, where a gap between product image a product attributes can be a serious crime. The research is compiled to make others think and providers the readers with enough facts to make a judgment of their own.

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ANNEXURE

ANNEX 1: Outdoor Marketing And Promotions For Tarang Launch



Figure 2: Use of disco lights on Billboards



Figure 3: outdoors for Tarang- chor chok





ANNEX 2: Packaging- Tarang



Figure 8: Packaging Tarang



Figure 9: Package Close up