

ADVERTISING RESEARCH HELPS AMUL CHALLENGE KWALITY WALLS



Brand: Mehta Solutions

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Short Description

BUSIADVERTISING RESEARCH HELPS AMUL CHALLENGE KWALITY WALLSNESH ETHICS case study

Description

The caselet discusses the 'Flavor of the Month' advertising campaign carried out by Gujarat Cooperative Milk Marketing Federation (GCMMF), for its ice cream brand Amul Ice-creams. The campaign was aimed at increasing ice-cream consumption of its brand by focusing on the take-away segment. The caselet describes advertising research initiatives undertaken by the company to improve sales volumes. The caselet also examines the market surveys conducted by the company and the results of the surveys in detail.

Issues:

- » Ice-cream market in India
- » Advertising research and its importance
- » Promoting Ice-cream brands in India

Introduction

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), a dairy products company established in 1946, is a market leader in various dairy product categories including baby food, dairy whiteners, cheese, and butter. The company entered the 100 million liter per annum ice-cream business in 1997 with the Amul brand of ice-creams and has made steady gains to become a leading brand in the ice-cream segment within a short span of time. HLL's Kwality Walls was the undisputed market leader in this

segment till Amul Ice-creams began to give it a tough fight after its launch. Kwality Walls emerged as a mother brand after HLL acquired Kwality, Dollops and Milkfood and merged with its own brand — Walls. Amul has been steadily increasing its market share over the years.

Questions for Discussion:

Advertising research can help a company design an effective advertising campaign. Why did GCMMF ask FCB-Ulka to undertake a survey? How far has advertising research helped in designing the ‘Flavor of the month’ ad campaign?

There is a marked increase in the popularity of the ‘eating out’ concept and impulse buying among Indian consumers. In light of this, to what extent is GCMMF right in focusing its communications on the ‘take-away’ segment and launching variants like the mega-bite almond cone (the largest volume cone in the country)?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers