

Godrej Discussion

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Where is the Brand today?

- In the brand a market leader?
- Is the brand No 2?
- Is the brand No 3?
- Is the brand relevant at all?

Knowing India

- Urban
- Rural
- Youth
- Digital
- **Urban Poor**
- Rural Rich

Knowing India

- **The Kirana Merchant**
- **The Modern Store**
- **The Online channel**
- **The Chemist**
- **The speciality food, cosmetics , other stores**
- **Fancy Store**

Innovation

**The best and surest
answer separating a
brand from commodity.**

Innovation

The FMCG category sees 6 to 7 innovations in 100 years. The Tech industry sees 6 almost every year.

Innovation Sieve

- 1. Is it on STRATEGY?**
- 2. How big is the OPPORTUNITY?**
- 3. Is it RESOURCE INTENSIVE?**
- 4. Will we need new competencies and capabilities for this?**
- 5. Will it give us a sustainable competitive advantage?**

Innovation

Product

Process

Business Model

Advertising

**Make the familiar
strange and the strange
familiar.**

Advertising

Motivating Arguments

Advertising

Discriminating Arguments

Advertising

Attention

Branding

Communication

Varianting

- **Philosophy**
- **Pricing**
- **Cutting**
- **Distribution**
- **Cannabalisation**

Is this branding clear?

- Gillette Fusion Power Phantom

Growth

Growth Hypothesis

- **Grow with Market, hold share**
- **Grow ahead of market, gain share**
- **Where can I variant the brand?**
- **Where can I extend the brand?**

Brand Health

- **Image scores**
- **Core Functionality Scores**
- **Distribution Width**
- **Consumer Consumption**