



Comparative Case Study



Client Brief

- ◀ To compare the advertising and marketing strategies of both the brands
- ◀ To do a comparative consumer behavior research
- ◀ To do a 360 degree media planning for both the brands



Atta brand

Owned by- ITC Ltd.

**Launched on- 27th May 2002
in Jaipur and Chandigarh**

Market share- 56%





Products

- ▶ Atta
- ▶ Salt
- ▶ Spices
- ▶ Instant mixes

Variety

- ▶ Aashirvaad Select atta
- ▶ Aashirvaad Sugar control atta
- ▶ Aashirvaad Multigrain atta
- ▶ Aashirvaad Whole grain atta





Controversies

A video went viral in March 2018 with the claim that flour had plastic, which turned out to be fake

Current Strategies



A

Sharbati.

For a select few.

Additional Text: Sharbati. The King of Wheat!



Distillation

Acquisition

Accounting






A
AASHIRVAAD
SUGAR CONTROL ATTA

Take control, naturally.

Let nature help you and your family be healthier

Aashirvaad Sugar Control Atta is a blend of quality whole wheat and ragi (millet) for healthy weight and long life. The added ragi is a GI friendly carbohydrate which helps to digest food & control blood sugar. The ragi also acts as the beneficial "good" fiber, too.





Launched in market in 1970

Owned by- Shakti Bhog foods limited

Market share- 20%

**Available in international market
Countries- USA, New Zealand,
Australia, UAE, Qatar, etc.**





Products

- ▶ Whole wheat flour
- ▶ Chana besan
- ▶ Makki atta
- ▶ Mustard oil



Controversies

- ◀ Was declared bankrupt by SBI in February 2018

Current Strategies



SHAKTI BHOG

FOUR GENERATIONS OF TRUST AND TASTE...
Apne Desh ka No.1
Atta

SHAKTI BHOG
ATTA
Purest of Purest

SHAKTI BHOG
ATTA
Purest of Purest

White Wheat Chakki Atta

100% Purest of Purest
100% Purest of Purest

We Care for your health.





Competitors

- ▶ Pillsbury
- ▶ Annapurna
- ▶ Patanjali
- ▶ Local brands\ Chakki atta

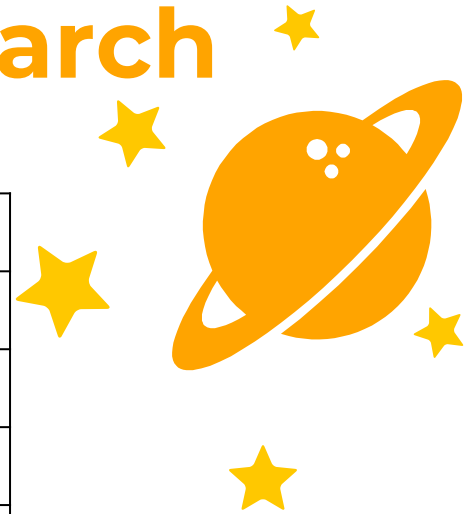




Target Audience

- ▶ Housewives
- ▶ Househusbands
- ▶ Restaurants
- ▶ Food chains

Consumer behaviour research



Name of the brand	Aashirvaad	Shakti Bhog
No. of people know about the brand	48	40
No. of people use the brand	28	16
No. of people who use other brands	6	6
Average rating that people gave to the brands (in 5)	4	3
No. of people who got to know about the brands through ads	45	33

Sample size- 50

SWOT Analysis of Aashirvaad

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none">• Brand awareness• Quality• Variety• Innovating packaging• Distribution system	<ul style="list-style-type: none">• Cost• Less focus on rural market• Less TV and media promotions• Less concentration on rice dominant regions• No collabs with fast food chains	<ul style="list-style-type: none">• Brand awareness and reliability• Increasing healthy product variety of aata• Produce new products for rice dominant regions	<ul style="list-style-type: none">• Local aata brands- “Chakki Atta”• Less Online and media presence• Less market presence in rice dominant regions

SWOT Analysis of Shakti Bhog

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none">• Brand awareness• Quality• Cost• Distribution system	<ul style="list-style-type: none">• Less variety• Less TV and media promotions• No collabs with fast food chains	<ul style="list-style-type: none">• Produce more variety• More Ads• Increase the market by focusing on urban market more	<ul style="list-style-type: none">• Local aata brands- “Chakki Atta”• Less Online and media presence• Not much variety



Advertising Strategies

- ◀ Print ads
- ◀ Hoardings
- ◀ Hashtags
- ◀ AV
- ◀ Radio jingle
- ◀ Events
- ◀ Sponsoring events

My Strategies



Hoarding




AASHIRVAAD



Hume khayal hai apki sehat ka



Other strategies

#rishtonkaswad

Tagline- Kyunki rishte badal rahe hain aur hum bhi

Target Audience- Families

#bharosekawaada

Tagline- Aapko sapno ka saathi

Target Audience- Local food stalls and restaurants

Sponsor events related to cooking and health issues

My Strategies



Print Ad

Kisan ke khet
se apki
plate tak

SHAKTI BHOG





Other strategies

#Badlawekipahal

Tagline- samay badlaw ka

Target Audience- Everyone

#swaadbhiswasthbhi

Tagline- Aap khas hain

Target Audience- Families

Organize event to spread the awareness about
wasting food and starvation

Thank You

