

PROJECT REPORT

“OREO IN INDIA – LAUNCHING AND ESTABLISHING A GLOBAL
BRAND IN INDIA USING INTEGRATED MARKETING
COMMUNICATIONS”

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
Prof. Kamlesh Thote

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



CERTIFICATE

This is to certify that “**FAZAL HASAN SAYYAD**“ has submitted the project report titled“**OREO IN INDIA – LAUNCHING AND ESTABLISHING A GLOBAL BRAND IN INDIA USING INTEGRATED MARKETING COMMUNICATIONS**”towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Prof. Kamlesh Thote
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



DECLARATION

I here-by declare that the project with title **“OREO IN INDIA – LAUNCHING AND ESTABLISHING A GLOBAL BRAND IN INDIA USING INTEGRATED MARKETING COMMUNICATIONS”** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

(FazalHasanSayyad)

Place: Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr.N.Y.Khandait**, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

(FazalHasanSayyad)

Place: Nagpur

Date:

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Introduction

Introduction

Oreo is an American cookie brand, owned by Mondelez International & Cadbury Milk. Back in the year 1912, this biscuit was developed by the National Biscuit Company in New York. And in the year 2011, this biscuit was brought to the Indian Market by Cadbury India. Now it is having 6% of the market share in the biscuit segment, though it is quite costly as compared to other biscuits and is considered a luxurious biscuit in India.

Oreo is a sandwich cookie consisting of two wafers with a sweet crème filling of various flavours like chocolate, milk, red velvet, etc. The company sells its products in over one hundred countries with different packaging and limited edition offers.

For most of its 100-year plus existence, Oreo was consistently America's best loved cookie, but today it is a well-established global brand. Mondelez International moved it into emerging markets quickly learning the rules of success in these hitherto unfamiliar markets, changing and refining the brands strategy and ultimately triumphed in winning over consumers. This case demonstrates how Oreo brand's successful entry into the Indian market was well orchestrated using the Communication Mix elements such as Advertising, Sales Promotion, Events and experiences and Public Relations to establish the brand during the launch phase and subsequently stabilize and grow the brand in India.

Oreo is a well-established brand globally but new to India. The distribution channel of Cadbury, which was established over many decades in India, was used to ensure product placement at the retail level. The all-round promotion campaign was led by a TV advertisement showing the bonding between a father and his daughter. The pricing was such that although the unit price was kept at a premium small package sizes allowed consumers from all economic strata to consume an Oreo. “Between January-September 2011, Cadbury India’s sales grew 40%, thanks to the successful launch of world’s largest selling cookie Oreo in March as well as double digit growth of most existing Cadbury brands”, says Cadbury India Managing Director Anand Kripalu (Malviya and Vyas, 2012).

Any company entering an alien market in a multinational environment is bound to face challenges. Kraft-Cadbury is no exception. The Indian biscuits market is dominated by Parle, Britannia and ITC. There are also many prominent regional players like Bisk Farm, Priyagold, Cremica and Anmol. To add to the competition, there is a large unorganized market for biscuits in India.

Cadbury will have to be wary of more MNCs entering India with products in the biscuits category. Many are going to compete with Kraft, Britannia and Sun feast directly and making the market more competitive than ever. In the last two years, Britain’s United Biscuits and GlaxoSmithKline Consumer Healthcare have launched several products aimed at the Indian market.

Kraft Foods

Kraft Foods Group Inc. is a North American grocery manufacturing and processing conglomerate, which is headquartered in Northfield, Illinois, a Chicago suburb (Wikipedia, 2013c). Kraft Foods Inc. (Kraft Foods) manufactures and markets packaged food products, including biscuits, confectionery, beverages, cheese, convenient meals and various packaged grocery products. Its product categories span breakfast, lunch and dinner meal occasions, both at home and in foodservice locations. The company sells its products to consumers in approximately 170 countries (Forbes, 2013). Kraft Foods operates in three segments: Kraft Foods North America, Kraft Foods Europe and Kraft Foods Developing Markets. As on December 31, 2010, Kraft Foods had operations in more than 75 countries and made its products at 223 manufacturing and processing facilities worldwide (Forbes, 2013). In February 2010, the company announced that it has acquired the control of Cadbury plc. The company operates in five segments: US Beverages, which manufactures packaged juice drinks, powdered beverages and coffee; US Cheese, which manufactures processed, natural and cream cheeses; US Convenient Meals, which manufactures processed meats and lunch combinations; US Grocery, which manufactures spoonable and pourable dressings, condiments, desserts, packaged dinners and snack nuts, and Canada and NA Foodservice, which sells products that span all of its segments and includes the Canadian and Puerto Rico grocery business, the North American Foodservice operations and the North American Grocery Export Business (Reuters, 2013). Kraft Foods wants 40% of its revenues to come from emerging markets

and is particularly keen to expand its presence in the BRIC countries—Brazil, Russia, India and China (Ahmed, 2012). Kraft Foods acquired Cadbury Plc. to further develop its footprint in the developing countries. The Chicago-headquartered parent company in 2010 said the combination of Kraft Foods and Cadbury provides the scale necessary to grow sales and distribution in new and existing markets, delivering \$1 bn in incremental revenue synergies by 2013 (Malviya and Vyas, 2012).

Company Profile

The Oreo logo is displayed in a stylized, 3D font. The letters are white with a blue outline and a blue shadow effect, giving it a three-dimensional appearance.

Product type	Sandwich Cookie
Owner	Mondelez International
Produced by	Mondelez International, Nabisco, Cadbury
Country	United States
Introduced	March 6, 1912; 110 years ago
Markets	Worldwide
Tagline	"Wonder filled", "Milk's favorite cookie", "Only Oreo"
Website	www.oreo.com

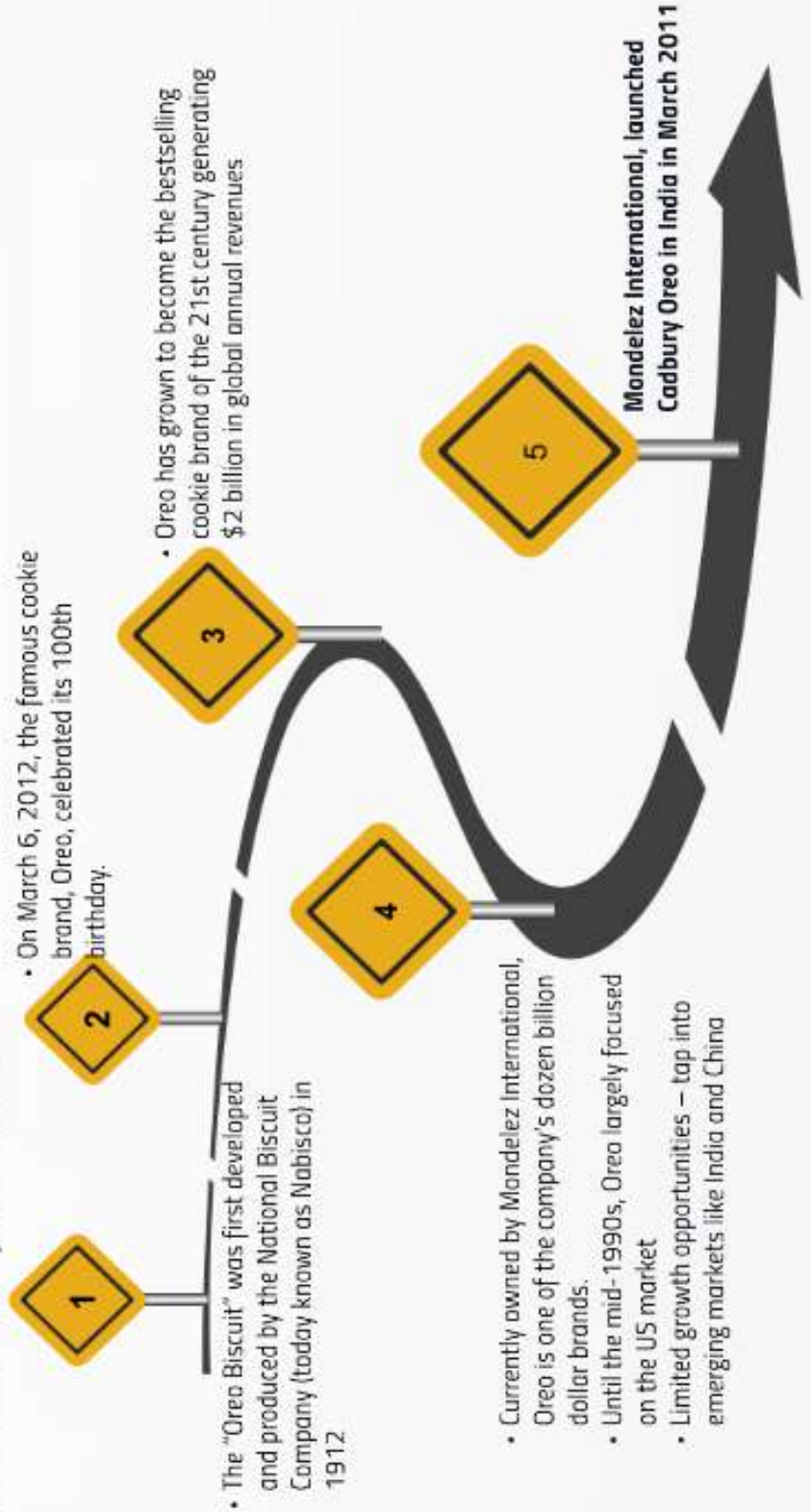
Company Profile

The “Oreo Biscuit” was first developed and produced by the National Biscuit Company (today known as Nabisco) in 1912 at its Chelsea Manhattan factory in New York, US. This factory was located on Ninth Avenue between 15th and 16th Streets. Today, this same location of Ninth Avenue is known as “Oreo Way.”

On March 6, 2012, the famous cookie brand, Oreo, celebrated its 100th birthday. From humble beginnings in a Nabisco bakery in New York City, Oreo has grown to become the bestselling cookie brand of the 21st century generating \$2 billion in global annual revenues. Currently owned by Mondelez International, Oreo is one of the company’s dozen billion dollar brands.

Until the mid-1990s, Oreo largely focused on the US market — as reflected in one of its popular advertising slogans from the 1980s, “America’s Best Loved Cookie”. But limited growth Opportunities in the US Market spurred the company to turn to emerging markets like China and India. Mondelez International launched Cadbury Oreo in India in March 2011.

BRIEF ABOUT JOURNEY



Ingredients

The ingredients of Oreo cookies have remained largely unchanged from the original, although numerous alternative varieties and flavors have emerged over time. The classic Oreo cookie is made using eleven main ingredients:

1. Sugar
2. Unbleached enriched flour (wheat flour, niacin, iron, thiamine mononitrate (vitamin B₁), riboflavin (vitamin B₂), folic acid)
3. High oleic canola oil or palm oil
4. Cocoa (treated with alkali)
5. High-fructose corn syrup
6. Leavening agent (baking soda or monocalcium phosphate)
7. Corn starch
8. Salt
9. Soy lecithin
10. Vanillin
11. Chocolate

Research Study

STATEMENT OF PROBLEM

Oreo has been introduced recently in the market, it has reached quickly through its advertisement twisting the biscuit open, licking the cream, and then dunking the biscuit in milk among the public especially with children had created good reputation in the market.

This reputation raises the following questions:

- What factor influence to buy those biscuits?
- To what extent the consumers are satisfied? Hope this study would help to find answers for these questions.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of the respondents.
- To study the factors influencing to buy the Oreo biscuits.
- To ascertain the satisfaction level of the consumers towards Oreo biscuits.

Hypothesis

H0-Marketing Strategies are so effective to attract consumers and increase the sales of the company.

H1- Marketing Strategies are not so effective to attract consumers and increase the sales of the company.

SCOPE OF THE STUDY

This study is an attempt to examine the factors which influence the consumers to buy Oreo biscuits. It is also to find out the consumer satisfaction towards Oreo biscuits and also expectations of consumers with this biscuits.

Research Methodology

Research methodology and data collection

Research is scientific and systematic search for pertinent information on a specific topic. In fact search is an art of scientific information. Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability

Collection of data

- Primary data
- Secondary data

Primary data:

Primary data is a type of data that is collected directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from. It is a data which is collected fresh and firsthand and for first time which is original in nature.

Secondary data:

The secondary data are those which are collected by web-based, publication in the newspapers, Magazines and information available in the Internet. Various tools and techniques have been used to depict the data using graph and pie charts.

The present study is based on secondary data which is collected using BOOKS & WEB.

Literature Review

MARKET BACKGROUND AND BRAND STRATEGY IN INDIA

Mondelez was present in India in the Chocolates, Beverages and Candy categories. The company entered the Rs 17,000 crore, competitive India Biscuit market with their lead brand Oreo in 2011. The Biscuits category was growing at 17% in India. While the Oreo launch presented opportunities, it also posed great challenges. From being a leader in the Chocolates category in India, Mondelez was now a challenger in the Biscuits category.

The challenge was to launch Oreo and peg it against three Biscuit category titans – Parle (41%), Britannia (26%) and ITC (8%), who dominated the biscuit market with a total of 75% market share. These players had been present in the market for many years and had a strong portfolio of established household brands. And the Biscuit category was a very competitive market - only two brands (Parle-G and Britannia Good Day) in a pool of about 1000 brands had garnered more than a 5% market share. Even established brands like Hide and Seek, Monaco and Bourbon had less than 2% market share. This shows the seemingly insurmountable task that a new brand had to circumvent to establish its credentials in this category in India.

Cream biscuits are primarily consumed by households with children. Cream being the central component and biscuit just the shell, the focus for a brand was obvious and undisputable – Cream! It was also known that consumers did not find any differentiation between brands. Therefore, the key challenge for Oreo was to decide on how to get a firm foothold in a fiercely competitive category ruled by familiar household brand names with firmly entrenched buying and consumption habits.

Oreo was launched in India in March 2011. It entered the market as Cadbury Oreo because Cadbury is a strong brand name in India, and initially focused on generating awareness and rapid trials. The key objectives of the launch were:

1. Gain a 1% share of the Biscuit category in the first year.
2. Build awareness, 40% trials and 40% repeat purchase in priority markets.

FOCUS ON DISTRIBUTION & IN-STORE PRESENCE: LAUNCH PHASE

Early launch focus was on building strong distribution and adequate availability in Traditional Trade & Modern Trade. However, availability with an emphatic presence at Point of Buying was the need of the hour for Oreo to break through the highly cluttered and fiercely competitive Biscuit Category. In Traditional Trade, a host of unique Point of Purchase (POS) devices were developed to ensure Oreo stands out when stocked within the category. And for the first time, POS devices were executed that brought Oreo outside the category into the front-of-store in a Traditional Trade store. Counter-top POS devices ensured the brand stands out and is easily spotted by the shopper.

In Modern Trade also a similar strategy was followed. Emphatic in-category presence combined with clutter breaking out-of-category POS visibility was executed. This virtually created a “**Wall of Blue**” effect in the trade channel emphasising and enhancing the brands compelling presence. The primary focus during the in-trade launch was on building the presence of brand Oreo and hence no promotions for trade or consumer were executed in the launch phase. All trade investments were focused on improving the on-shelf presence for Oreo.

OREO BRAND ADVERTISING AND COMMUNICATION

Communication and advertising have been consistent across many markets as the core customer and the brand truths remain the same. The company focused on using the “moments of togetherness” proposition for Oreo in India, with television forming the main medium of communication. In addition, other media platforms were tapped as well. Oreo was present in digital media as well with the Oreo Facebook page adding fans at a rapid rate. The company also created an “Oreo Togetherness Bus” which toured 9 cities and brought alive the Oreo togetherness concept with consumers. A similar campaign was also run with Vans in smaller towns. Oreo strategy was to drive point-of-purchase sales with store displays and in-store consumer activations to generate trial and build consumer preference for the brand.

The brand touch points used for communication included packaging, TV (Spots and programme Sponsorships), Radio spots (including radio programme content), Digital website and social networking sites, host of Out-of Home advertising activities such as hoardings, at airports, in transit communication and billboards. Merchandising, POP, sales promotion, retailtainment to build brand trials and ambient marketing was used to create buzz around the brand launch.

COMMUNICATION STRATEGY THAT ADDRESSES THE MOTHER

In the cream biscuit segment, mothers are the buyers and household with kids form a majority of the consumption. The insight that was leveraged was: mums value the opportunity to create simple, delightful moments for the family to be together. There is nothing that warms the mother's heart more than seeing her kids share a joyous moment, a smile or a hearty laugh with their dad, siblings or grandparents.

ADVERTISING THEME: BRINGING PEOPLE TOGETHER THROUGH THE OREO RITUAL OF 'TWIST, LICK AND DUNK'-TLD

Rituals play a central role in the lives of Indians, and they follow them with zeal and enthusiasm. Rituals also help in bringing people together. So this created an opportunity for Oreo to bring families together. The Oreo ritual of 'Twist, Lick and Dunk' became a platform to connect with people beyond the product, and bring about taste, joyousness and family bonding.

Oreo's communication message focused on creating:

1. A '**Ritual of Pleasure**' for the child, centred on the joy of consumption.
2. A '**Ritual of Emotion**' for the parent, that sparks these slowed-down moments of togetherness and enhances the bonding between child and parent.

IMPLEMENTING THE BRAND COMMUNICATION STRATEGY

Creating simple, everyday family bonding moments became the trump card of the brand's creative strategy. Therefore, the big idea was: *'Oreo's eating ritual elicits childlike delight and creates family moments of togetherness'*.

FATHER-CHILD RELATIONSHIP THE MOST UNIQUE

Unlike the mother, the father spends far lesser time with the kids. So when the father is around, kids want to grab every opportunity they can to spend time with him. Children do this by constantly engaging with the father and bringing him into their world. Fathers, in turn, join in and cherish these delightful poignant moments by becoming childlike themselves and giving in to the kids' requests.

The Oreo launch TVC captured the nuances of this relationship. The TVC depicted an everyday situation in the home, where Oreo fostered simple family bonding moments through the 'Twist, Lick, Dunk' (TLD) ritual that elicited childlike delight.

Oreo twisted, licked and dunked its way into Indian hearts. The communication medium were selected based on their affinity with mothers who were the TG for the communication.

TV CAMPAIGN

Oreo TV campaign was launched in March 2011. The first wave of trials happened based on strong in-store presence of the brand. This trade presence was further amplified with the TV investments scaling-up. The brand had one of the highest SOV (Share of Voice) on-air during this phase in the Biscuit category. The brand's communication also created disruptive aston (ticker) bands and pushback banners during highly popular Cricket World Cup and IPL series to grab attention and create brand saliency amongst the viewers. This further fuelled the fire at the retail trade level through enhanced brand trials.

OUTDOOR

Billboards, bus wraps, seat backs and handles, backlit boards inside malls and train wraps were swathed in Oreo blue and TLD messaging. Oreo packet-shaped bus shelters strikingly caught the passer-by's attention. Oreo 'Twist, Lick and Dunk' ambient innovation on mobile vans showed the Oreo cookie being dipped into a glass of milk to bring alive the TLD ritual

AMBIENT INNOVATION

Oreo 'Twist Lick Dunk' Innovation on mobile vans showed the Oreo cookie being dipped in a glass of milk to bring alive the TLD ritual.

SHOPPER ACTIVATION

Oreo engaged thousands of families with fun games and TLD-based sampling in malls and modern trade stores.

OREO 'TOGETHERNESS MOVEMENT'

Oreo initiated a 'Togetherness Movement' through activities like TQ Quiz, TQ Survey, Togetherness Pledge and TQ Bus, to encourage parents and kids to spend time together. The Oreo Togetherness Bus visited 9 cities across India. The bus gave families an opportunity to bond over the 'Twist, Lick and Dunk games', a cookie corner to sample Oreo, a photo corner to capture fun family moments, and a Togetherness wall where parents and kids could make a pledge to spend more time together.

DIGITAL ENGAGEMENT

Activities were shown on the Oreo India website, on Facebook and online TLD games and contests created fun moments for people to engage with Oreo.

BRAND PERFORMANCE AGAINST OBJECTIVES

Brand Share

Oreo's target 1% share was achieved within the first 6 months of its launch in the market.

Building Brand Trials and Repeats

Brand trials and repeats exceeded targets for both children and adults within four months of the brand's launch.

Brand Awareness Scores

Oreo Brand Awareness beat other cream biscuits brand's awareness.. and Oreo performed better than norms on brand linkage.

With a strategy focused on rapid brand awareness and extensive distribution, the Oreo India launch story has been a success so far.

OREO LAUNCH - FACEBOOK RESULTS

Oreo among TOP 30 brands on Facebook in India

Oreo India Facebook Community crossed 45,000 members in just 9 weeks

Within 5 months of the launch, the Oreo India Facebook had 5,00,000 fans

Marketing Mix of Oreo

A marketing mix is a comprehensive series of actions used by a company to introduce or promote its products. It includes 4Ps, Product, Place, Price & Promotion. It helps companies achieve business goals & objectives, and it is widely used to define strategies. Let's see how Oreo is using its marketing mix.

1. Product Strategy of Oreo

Oreo is a leading biscuit brand and having a presence in various countries across the globe. One of the major products of Oreo is the Chocolate Sandwich. The product is also customized as per the target market. There are a lot of varieties available but not all the varieties are available at every location. Most of the Oreo Variants are available in the USA, in India, you can't see much variety of flavours.

They are experimenting with flavours in India, recently they launched red velvet and chocolate-flavoured cookies, and are working on more varieties.

The packaging says a lot about the product because it attracts the customer to purchase it and the same has worked for Oreo very successfully. The packaging style of the company has played a significant role in increasing its popularity, and the design of various products of different varieties has attracted a large customer base for the company.

2. Place Strategy of Oreo

Oreo started its operations in Birmingham, UK and now it has covered different overseas markets like the United States, India, Ireland, Australia, Canada, and New Zealand.

It uses its parent company Mondelez's distribution network for availing the product to its end consumers. As it has manufacturing facilities available at each of the continents for different products meeting the demands of the customer.

Oreo is doing great in the urban market as compared to the rural market. It follows the traditional method of distribution in which products are transferred from manufacturing units to distributors via the agents and then to retailers. In India, the channel through which each of these products is sold includes shopping malls, centres, mom and pops stores, retail outlets, etc.

3. Price Strategy of Oreo

Oreo uses a mid-premium pricing policy, it offers quality products and prices them at mid-range which has helped it to gain a loyal customer base. In India initially, they opted for a lower marketing pricing strategy to gain a higher market share, but eventually, as they saw the popularity for the products increasing, they increased the pricing accordingly.

The company also wanted to enter new markets and hence choose a penetration pricing policy initially to attract new customers. People in urban cities prefer high-quality products and don't mind paying more for these products therefore the brand can generate high revenues.

4. Promotion Strategy of Oreo

The Oreo-Cadbury partnership has launched rigorous marketing campaigns displaying creative and innovative themes with different activities to build a connection with the customers and leave a lasting impact on them.

The main target audience for the company is children and youth due to which it promotes on Tv and social media heavily, it has used every advertising tool like print media, visual media, and digital media,

The packing also helps the consumer in identifying the brand easily. Milk's Favorite Cookie is one of the famous hook lines of Oreo. The company also participates and organizes different events to interact with the customers directly and believe strongly in community activities.

SWOT Analysis of Oreo

A SWOT analysis determines a company's strengths, weaknesses, opportunities, and threats.

Strengths of Oreo

- **Large Distribution:** Cadbury has a widespread distribution. It has retailers and a chain of distribution from rural to urban areas. The company with a large distribution chain makes the biggest brand in the country.
- **Global Market:** As oreo is owned by Cadbury and Mondelez International. It has a huge market that is spread worldwide. One of the plus points of oreo is it connects to the target audience through digital marketing.
- **Good Quality Packaging:** As it was stated earlier Oreo has a good marketing team that helps the brand to become big. According to the market, they adapt the edition and packaging that helps the brand to make it international.
- **Brand Trust:** Cadbury Oreo has been in the Indian market for more than 10 years. Over the years it has gained its trust from loyal customers which makes the Cadbury Oreo gain high brand equity.

Weaknesses of Oreo

- **Limited Target Group:** Oreo has a limited target audience that prefers creme biscuits.
- **Competition is High:** With the changing market environment, many products are coming into the cookies industry.
- **Expensive Advertisement:** Cadbury's Oreo spends a huge amount of money on advertising. As advertising is an important part of sales they have to make sure that advertising is done properly.
- **Criticisms:** As the biggest brand in the industry it has to go through criticisms. Bad publicity can damage the image of the brand. Some people consider cookies bad for health.

Opportunities for Oreo

- **The Growing Market for Cookies:** As per the growing trend there is a boost in the cookies industry. There is huge potential in the market to grow. As the industry is booming, it brings a huge market for Oreo. In the future, there is vast potential for the brand.
- **Helping Economy:** As the biggest market that comes with the billion-dollar revenue, it helps the economy grow. The biscuit industry is growing day by day and Oreo is one of the largest biscuit companies that is growing rapidly and boosting the economy.
- **Limited Offers with Different Schemes:** Oreo must come with the limited offer edition according to the season and changing needs of the targeted customer which will help the brand to grow and make a way for new opportunities.

Threats to Oreo

- **Competition:** One of the biggest threats for Oreo is tough competition. As per the growing demand for this industry, there are various substitutes available in the market. As the competition increases it will affect the growth of the company.
- **Not So Healthy Ingredients:** Oreo contains unhealthy ingredients such as fats, sugar, fructose, and harmful ingredients that are used for storing it for a long time. In today's era, people are switching towards healthier products which can lead to a decrease in demand for Oreo.
- **Lack of Recognition in Remote Areas:** Many places in the country lack the recognition of the Oreo brand, they still don't know much about Oreo and the products that are offered by the brand.

Data Analysis & Interpretation

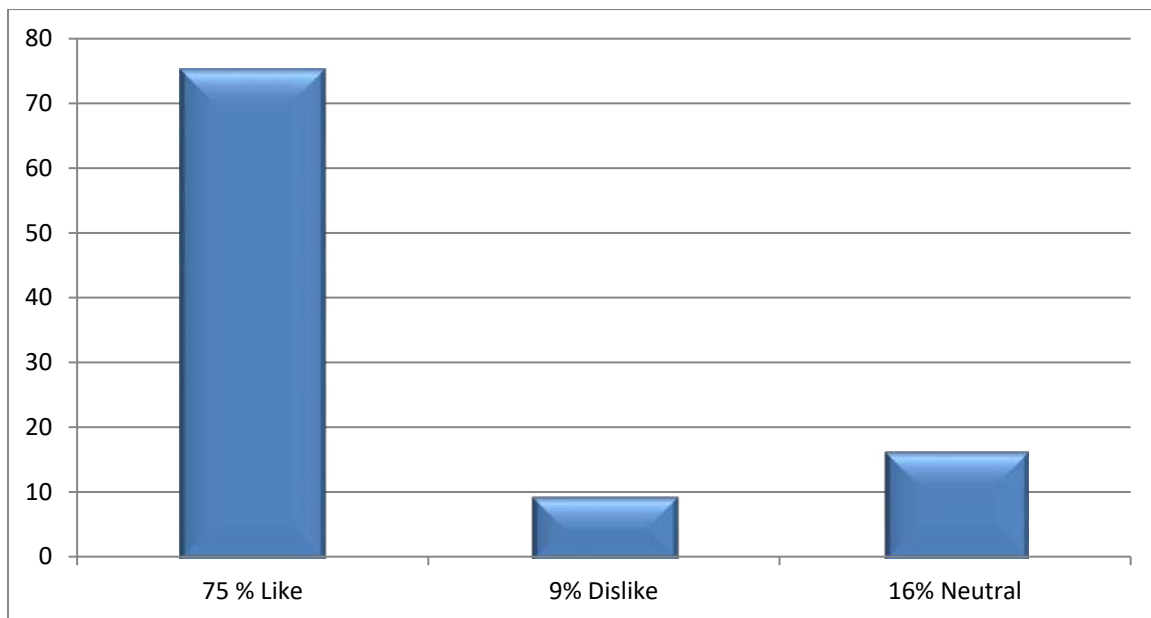
Data Analysis & Interpretation

1. Do you like Oreo biscuit?

- (a) Like
- (b) Dislike
- (c) Neutral

The following results were observed

- (a) 75% people Like Oreo
- (b) 9% people Dislike Oreo
- (c) 16% people are Neutral



2. Do you buy Oreo biscuits?

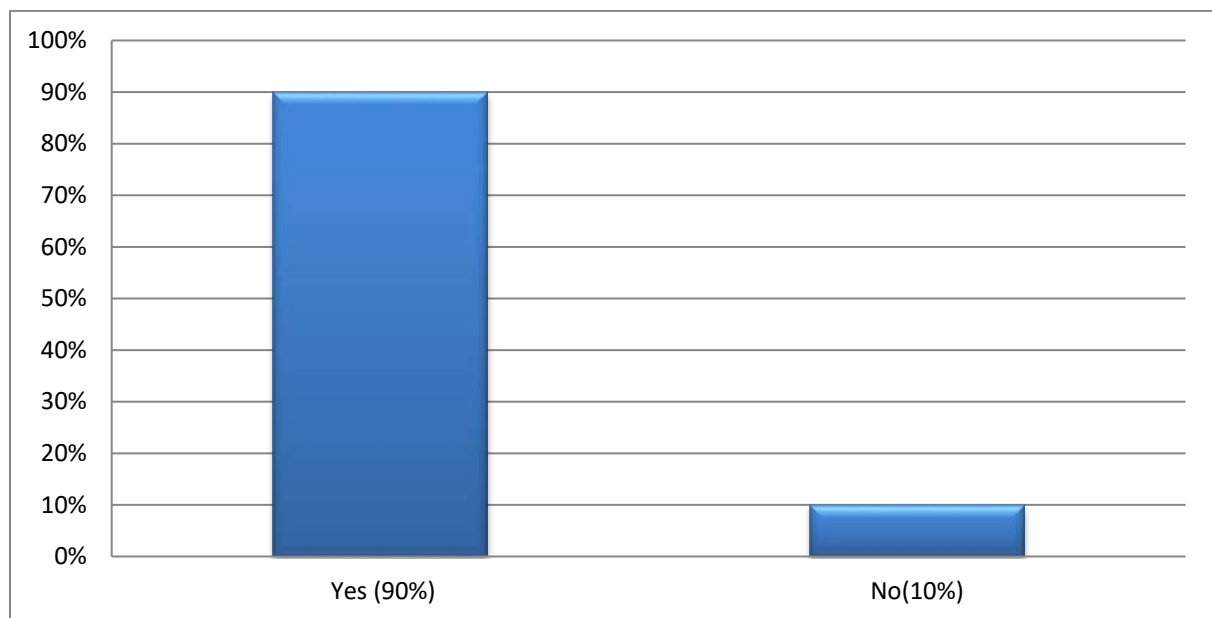
(a) Yes

(b) No

The following results were observed

(a) 90% people said Yes

(b) 10% people said No

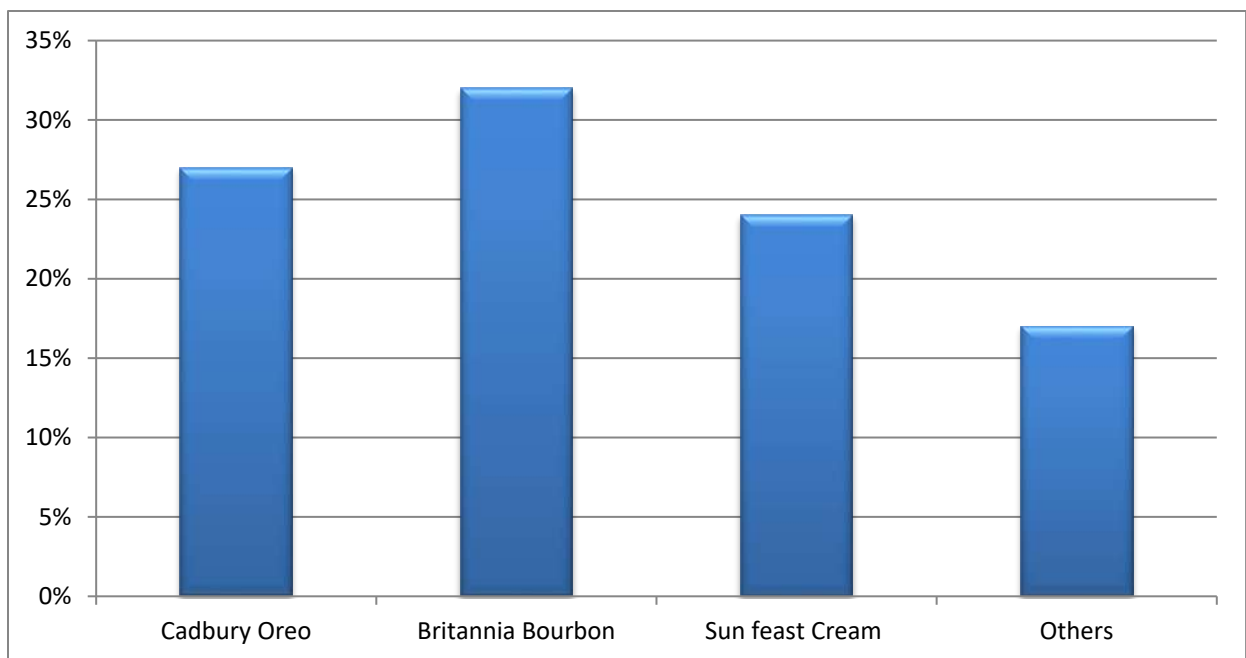


3. What brand cream biscuit do you like?

- (a) Cadbury Oreo
- (b) Britannia Bourbon
- (c) Sun feast Cream
- (d) Others

The following results were observed

- (a) 27% people said Cadbury Oreo
- (b) 32% people said Britannia Bourbon
- (c) 24% people said Sun feast Cream
- (d) 17% people said others

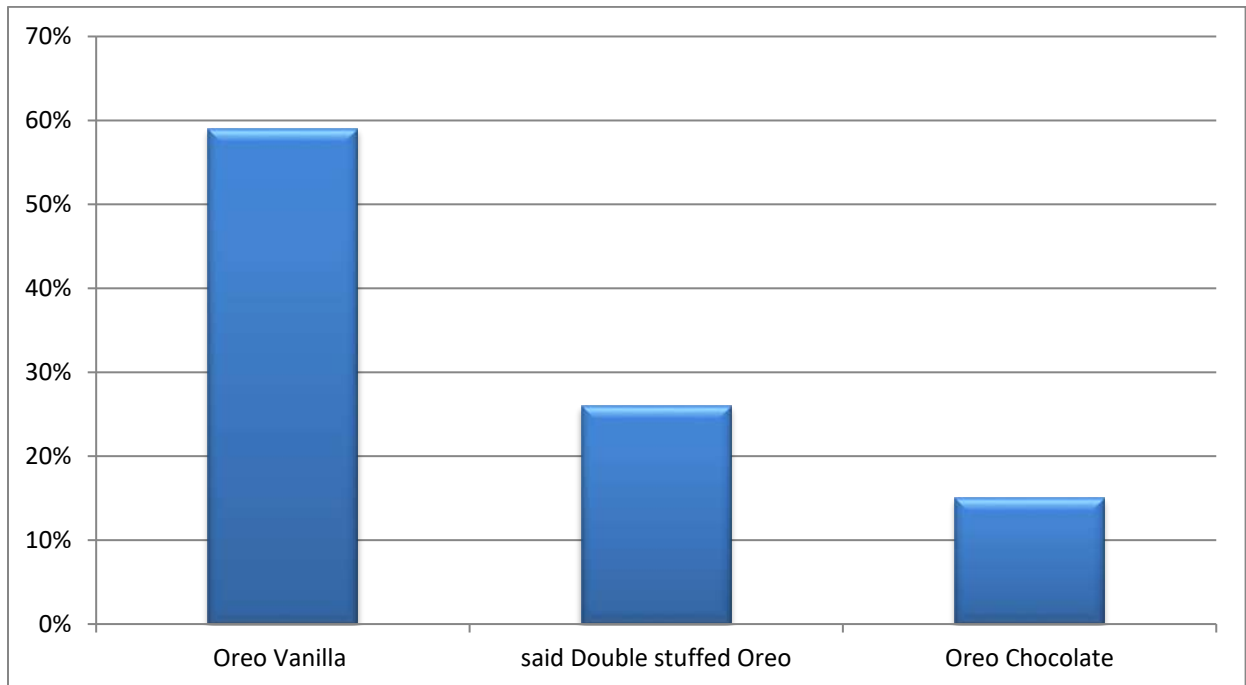


4. What type of Oreo biscuit do you buy?

- (a) Oreo Vanilla
- (b) Double stuffed Oreo
- (c) Oreo Chocolate

The following results were observed

- (a) 59% people said Oreo Vanilla
- (b) 26% people said Double stuffed Oreo
- (c) 15% people said Oreo Chocolate



5. Do you think Oreo biscuit is expensive?

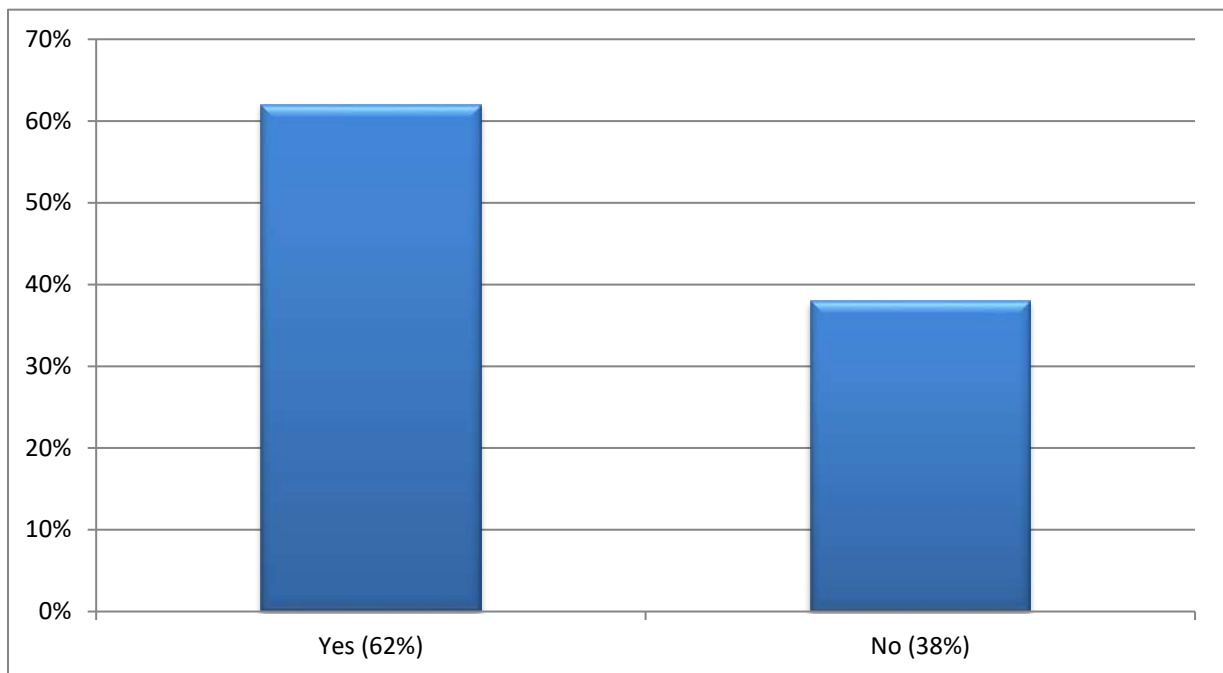
(a) Yes

(b) No

The following results were observed

(a) 62% people said Yes

(b) 38% people said No

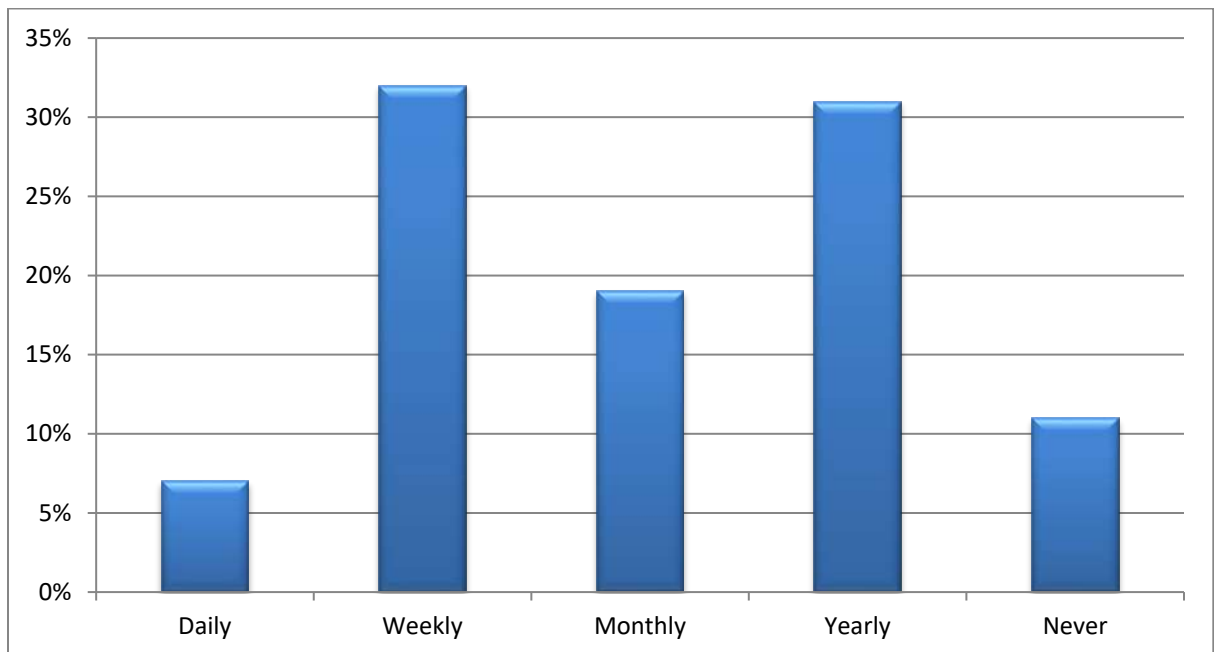


6. How often do you buy Oreo biscuit?

- (a) Daily
- (b) Weekly
- (c) Monthly
- (d) Yearly
- (d) Never

The following results were observed

- (a) 7% people said Daily
- (b) 32% people said Weekly
- (c) 19% people said Monthly
- (d) 31% people said Yearly
- (e) 11% people said Never



INDIAN BISCUIT INDUSTRY MARKET ANALYSIS



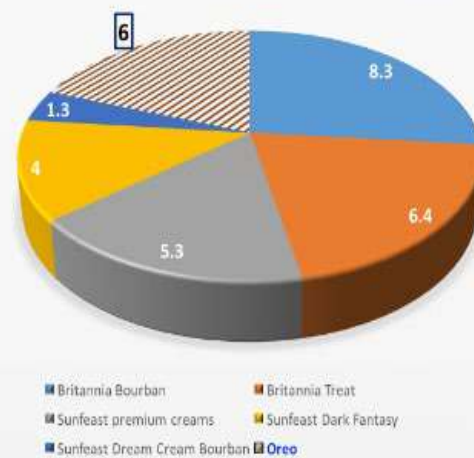
Source : Times of India
 Source : Business Standard

OREO - MARKET GROWTH & STRONG PLAYER IN CREAM BISCUITS

Oreo - % Market Share YOY Growth



Oreo - % Market Share (Cream biscuit)



Source : Nielsen

Findings

Findings

The data collected through 100 questionnaires is analyzed.

- It is observed that 75% of people like Oreo, 9% people dislike Oreo and 16% of people are just neutral about them.
- It is observed that 90% of people once bought Oreo and 10% of them never bought Oreo.
- It is observed that 27% people like Cadbury Oreo, 32% people like Britannia Bourbon, 24% people like Sun feast Cream and 17% people like Other cream biscuits.
- 59% people like Oreo Vanilla, 26% people like Double Stuffed Oreo and 15% people like Chocolate Oreo.
- 62% people think that Oreo biscuit is expensive while 38% people think Oreo is not expensive.
- It is observed that 7% people buy Oreo daily, 32% people buy Oreo weekly, 19% people buy Oreo monthly, 31% people buy Oreo yearly and 11% people just never buy them.

Hypothesis Testing

Hypothesis Testing

H0-Marketing Strategies are so effective to attract consumers and increase the sales of the company.

H1- Marketing Strategies are not so effective to attract consumers and increase the sales of the company.

From the above research study it is found that Marketing Strategies are so effective to attract consumers and increase the sales of the company. Hence the hypothesis number H0 has been accepted where as Hypothesis number H1 is rejected.

Conclusion

Conclusion

Oreo has been able to get a very firm foothold in the highly competitive biscuits market in India by creating compelling differentiation at every level - in product offering, in-store in the Traditional and Modern Trade channels, in leveraging a unique consumer insight, in addressing consumers' desires and in establishing a new ritual. This differentiation was amplified and communicated to the target consumers using a plethora of cherry-picked integrated marketing communications tools and techniques- mass media advertising, consumer contact programmes, radio, bill boards, POS material to generate trials and brand conversion, social media networking sites, creating buzz through ambient media communications, exploiting the brand's website, Out-of Home media etc. All this has been orchestrated to single-mindedly create differentiation at the consumer level for Oreo brand.

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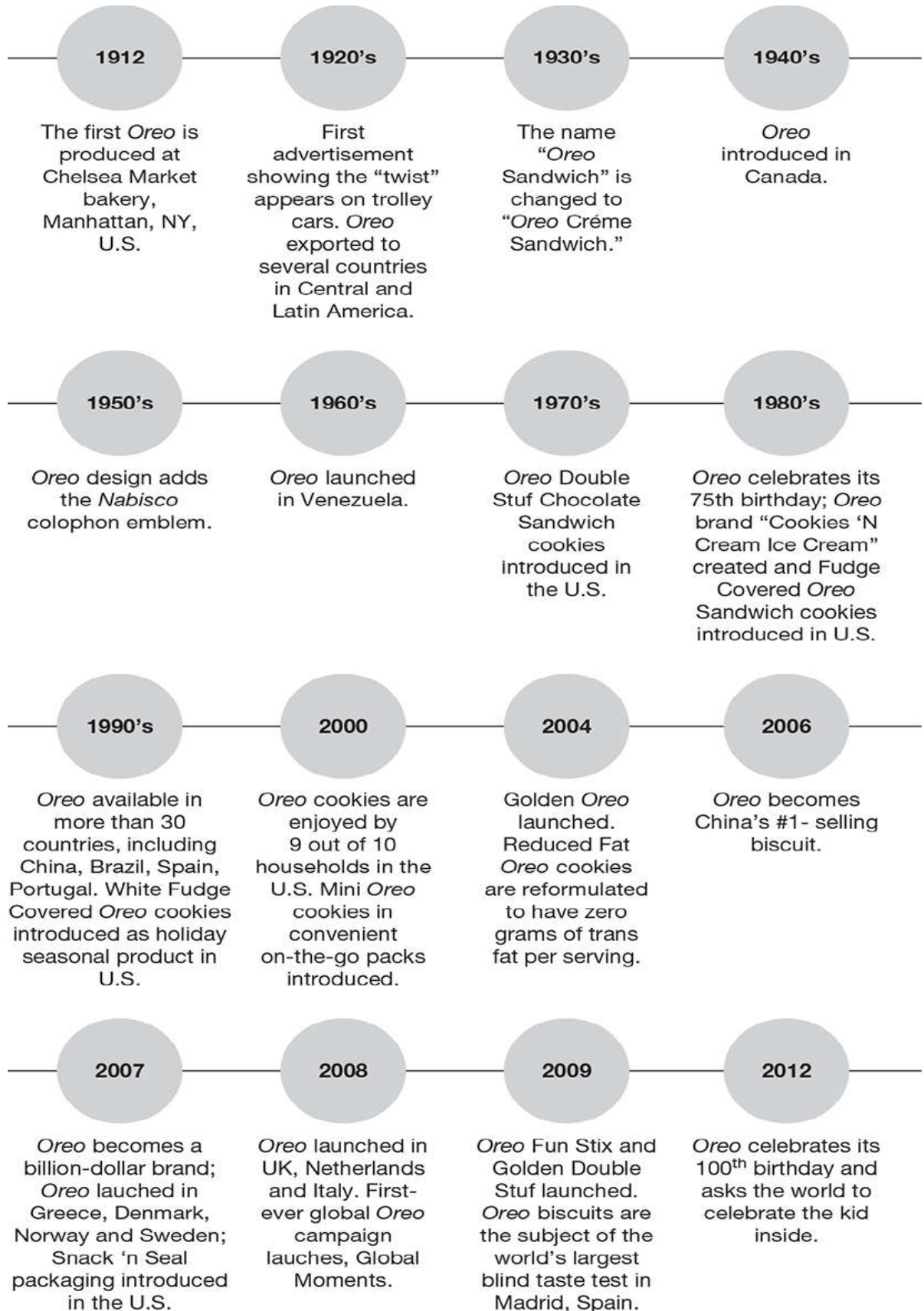
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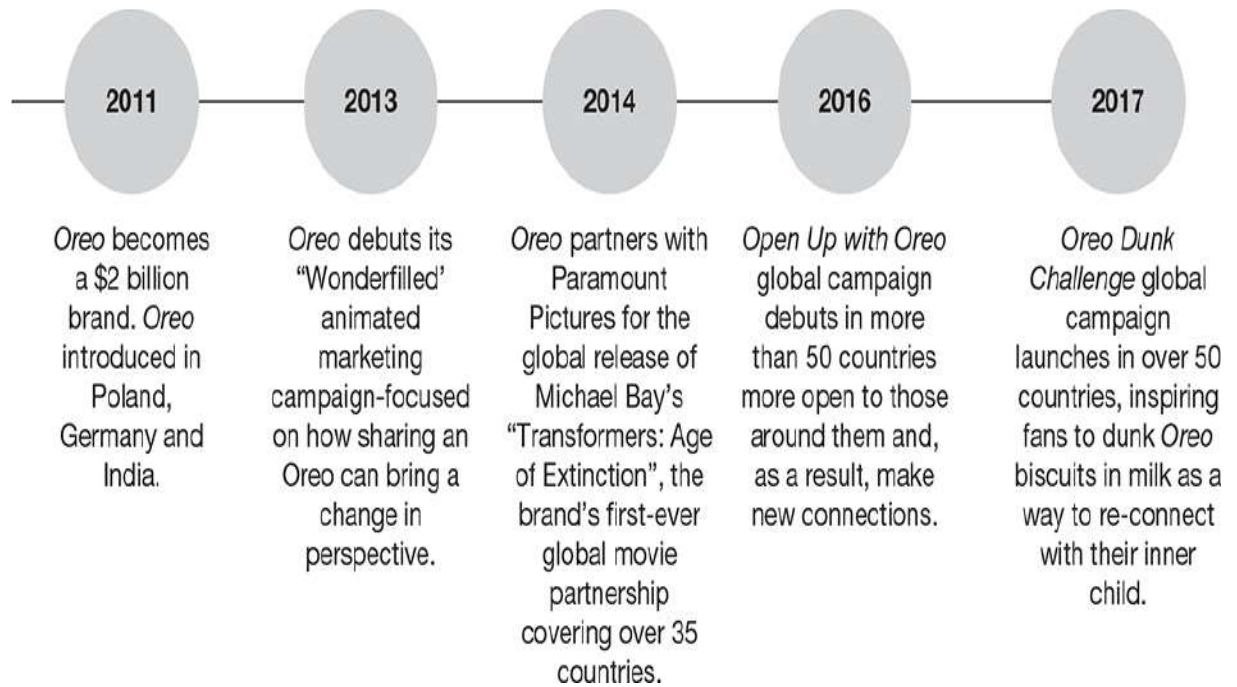
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Appendices

Data Collection

HISTORY OF OREO GLOBALLY





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