

Design Strategy for Branding and Promotion of Traditional Snacks



R. Praveen Kumar

praveen.kumar5421@gmail.com
Ph. No: 0 97912 36172

Student's Name	R. Praveen Kumar	SPDM (FT-2012)
Academic Supervisor(s)	Chiranjith Barui and Srinivasa	
Industrial Supervisor(s)		

Keywords: Snacks, Traditional, Branding, Promotion

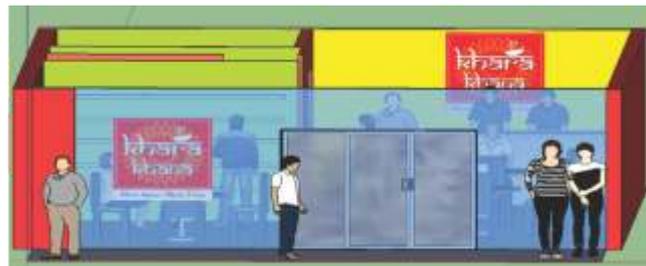
Abstract:

In today's world taste plays an important role while having food with a small side dish also known as snack. The snack may be had in the evening or while having the day meal. Everybody needs a little bit of taste to savour the time and dish. The snack even acts as food had for passing the time. The snacks are of different category such as Indian snack which is traditional and there are Mexican and Italian also. In India most of them prefer traditional snacks since it acts as a light meal and many prefer to have with coffee or Tea. The Indian traditional snacks such as rice crispness, crunchy, nuts and others are very popular. These snacks are homemade and they are not given preference in selling in outlet, unlike the other popular dishes. These are usually sold in small condiment and provision stores. This product could be promoted and branded to increase the sales. In order to achieve the success of traditional Indian snack a design strategy has to be followed. In this project a strategy was carried out by making an outlet like the other cuisine outlets and it is promoted like the other popular brands. In developing the strategy market research was conducted to know the current market trends in snacks products, customers requirement, interaction with the users and finally based on the design survey a brand was created and the steps in promotion was specified.

To achieve the branding and promotion a scale model of the outlet created where there is a space for customer to eat and also with products take away and door delivery is there. The brand logo was created and the steps in making the brand recognizable were shown.



Concepts



Final model of branding and promotion of traditional snacks