

Design Strategy for Branding and Promoting Coconut-based Health Drink



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Abstract:

We live in a world where market is filled with wide range of products. India is the 3rd largest producer of coconuts in the world; yet we don't have a domestic brand selling coconut-based health drinks. The people's perception towards coconut is geographically different in different regions of India. The growing market share of soft drink products, competitor product gap and new metro life style was the reason for selection of this topic. The aim of the project is to develop a Strategic Business Plan for Branding and Promoting Coconut-based Health drink in India.

Project work started with primary research on literature, raw material availability, case studies of the successful similar products in the international market and patent study. Market study has been conducted to evaluate the major players and competitors in the industry. Using secondary research qualitative data are collect from ethnography, user study and personal interview. Situation analysis was carried to understand feasibility of coconut-based health drink in India market.

Four different concepts have been generated for coconut-based health drink using Blue ocean strategy and Strategic competitor product gap. Final concept was selected through weighted ranking method. Final selected concept named Coco Boon and the brand is available in four different flavours to sell Tier 1, Tier 2, Tier 3 cities and target Y-generation. Final concept has been derived by using Strategic Brand plans, Brand tactics, Promotions and Financial Plans. Representation model is designed using Photoshop and Adobe Illustrator. An appearance model of the final concept has been made to validate the selected concept.



Business model



Digital rendering



Mock-up model of branding and promoting coconut-based health drink