

STP of Britannia Biscuits

A case of a successful
Differentiation strategy



TIGER
Nutri Glucose Biscuits

- ▶ **Tiger, launched in 1997, became the largest brand in Britannia's portfolio in the very first year of its launch and continues to be so till today.**
- ▶ **Tiger is more aptly described as a "nutri-glucose" biscuit, and comes with the added goodness of wheat and milk.**
- ▶ **It is for modern mothers who play an enabling role for their children to compete in today's world and thus want the best.**
- ▶ **Over the years, Tiger has become the mass-market face of Britannia symbolizing fun and energy in both urban and rural India, and transcending glucose biscuits.**
- ▶ **Tiger Coconut was launched in 2001 and Tiger Creams was added to its repertoire in 2002. Tiger Cream comes in 4 flavours (Orange, Rose Milk, Kesar and Elaichi) and promises to bring more fun and more energy to children across the country.**



Din chale halka halka



Britannia Marie Gold

- ▶ Britannia's oldest brand enjoys a heritage that spans the last 50 years.
- ▶ Today, the ever-popular Marie Gold is synonymous with the 'Tea Time Biscuit'. Its taste, crispiness and lightness make it a must for every tea break.



- ▶ **Little Hearts** was launched in 1993
- ▶ targeted the growing youth segment.
- ▶ completely unique product, it was the first time biscuits were retailed in pouch packs like potato wafers. The launch message introduced a special taste experience that made the unlikeliest characters - like Dracula and Frankenstein - melt.
- ▶ In 1997, the 'Direct Dil Se' campaign encouraged youngsters to openly express their feelings.
- ▶ And in 2003, two variants called Little Hearts Chocolate and Little Hearts Sesame were rolled out with a campaign "Dil sabka actually sweet hai".



- ▶ **Britannia Good Day** was launched in 1986 in two delectable avatars - Good Day Cashew and Butter.
- ▶ Over the years, new variants were introduced - Good Day Pista Badam in 1989, Good Day Chocochips in 2000 and Good Day Choconut in 2004.
- ▶ This rich biscuit enjoys a fan following of consumers across **all ages**, loyal to the brand promise of a great taste evident from the **visibly abundant ingredients**.
- ▶ The brand is synonymous with everyday treats that infuse happiness into people's daily lives



50-50

TASTY - TASTY BISCUITS

- ▶ **Britannia 50-50** is the leader in its category with more than one-third of market share.
- ▶ The versatile and youthful brand constantly aims to provide a novel and exciting taste experience to the consumer. As a result, in 2001, the delicious Maska Chaska was launched as a variant of the original brand and became an instant success.
- ▶ Recently, another offering from the 50-50 stable was introduced - Pepper Chakkar. This thin and crisp snack came with a distinctive peppery flavour and a mysterious ingredient that left everybody wondering "What it eez?"
- ▶ With a brand name like 50-50, the brand symbolizes fun. Launched in 1993, 50-50 belongs to the family of crackers and is considered "very very tasty tasty"



*Nice
Time*
SUGAR SHOWERS
COCONUT BISCUITS

- ▶ **Britannia Nice Time** was the pioneer of sugar sprinkled biscuits in India.
- ▶ Especially popular amongst children, Britannia Nice Time has managed to create a loyal franchise for itself and is a strong brand loved by people of all ages.



GROW UP WITH
Milk Bikis!

Now with
4 vital
vitamins
and iron

NEW



- ▶ **In 1996, Milk Bikis** launched a variant called Milk Cream.
- ▶ These round biscuits come with smiley faces and are full of milk cream that makes them very popular with children. Milk Cream also promoted the idea of 'eating milk' in a yummy way, which makes mothers happy as well.
- ▶ To keep pace with the demands of the new generation and to bring milk nutrition to the masses in a delightful form, Milk Bikis, went one step further in the last quarter of 2006 in providing not just energy but 'developmental fuel' for children.
- ▶ With a unique and attractive honeycomb design and an enhanced product experience, the new biscuit is now fortified with SMART NUTRIENTS – 4 vital vitamins, iron and iodine, proven to aid mental and physical development in growing kids.