

# LIVE PROJECT 1: MARKETING FOUNDATIONS



**NOTO**  
ICE CREAM THAT LOVES YOU BACK

# AGENDA



1. INTRODUCTION

2. CUSTOMER JOURNEY

3. BUYER PERSONA

4. COMPETITOR ANALYSIS

5. SWOT ANALYSIS

6. BRAND POSITIONING

7. AGENCY

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# INTRODUCTION

**NOTO: Where Indulgence Meets Health**

- **Delightful & Healthy:** Crafted with finest natural ingredient's.
- **Nutritious & Flavorful:** Ensuring each scoop is as nutritious as it is flavorful.
- **Guilt-Free:** Each scoop is under 100 calories.
- **Popular Choice:** Over 1.5 lakh units sold.
- **Founded in 2019:** By Chef Varun Sheth and Designer Ashni Shah.



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# 7 P'S

## 1. PRODUCT

- Health-Conscious Ingredients
- Variety
- Packaging
- Nutritional Information Transparency
- Flavor Innovation

## 2. PRICE

- Value based pricing
- Promotional pricing

## 3. PLACE

- e-commerce platforms
- Strategic Collaborations with gyms and yoga studios



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## 4 PROMOTION


- Content Creation
- Seasonal Campaigns
- Interactive Engagement
- User-Generated Content

## 5 PROCESS

- Low-Temperature Pasteurization
- Rigorous Quality Control
- Freshness Packaging
- Transparent Sourcing (CRM , TMS)
- Continuous Innovation

## 6 PEOPLE

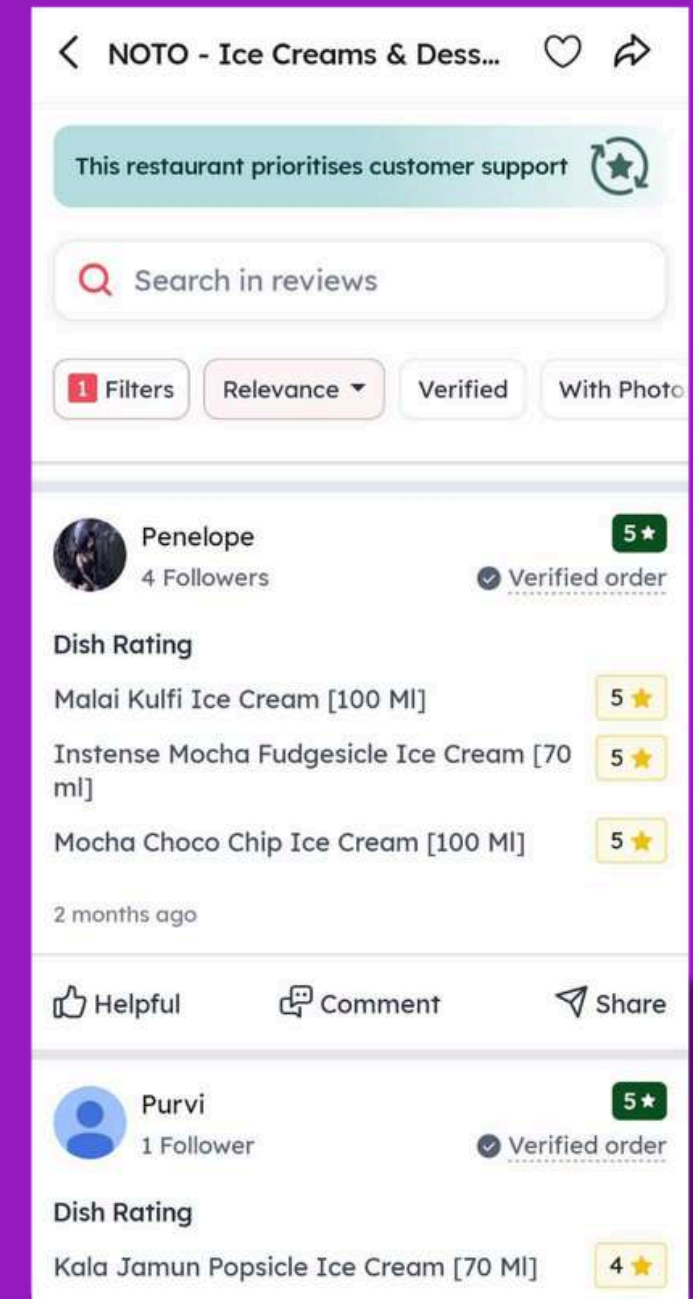
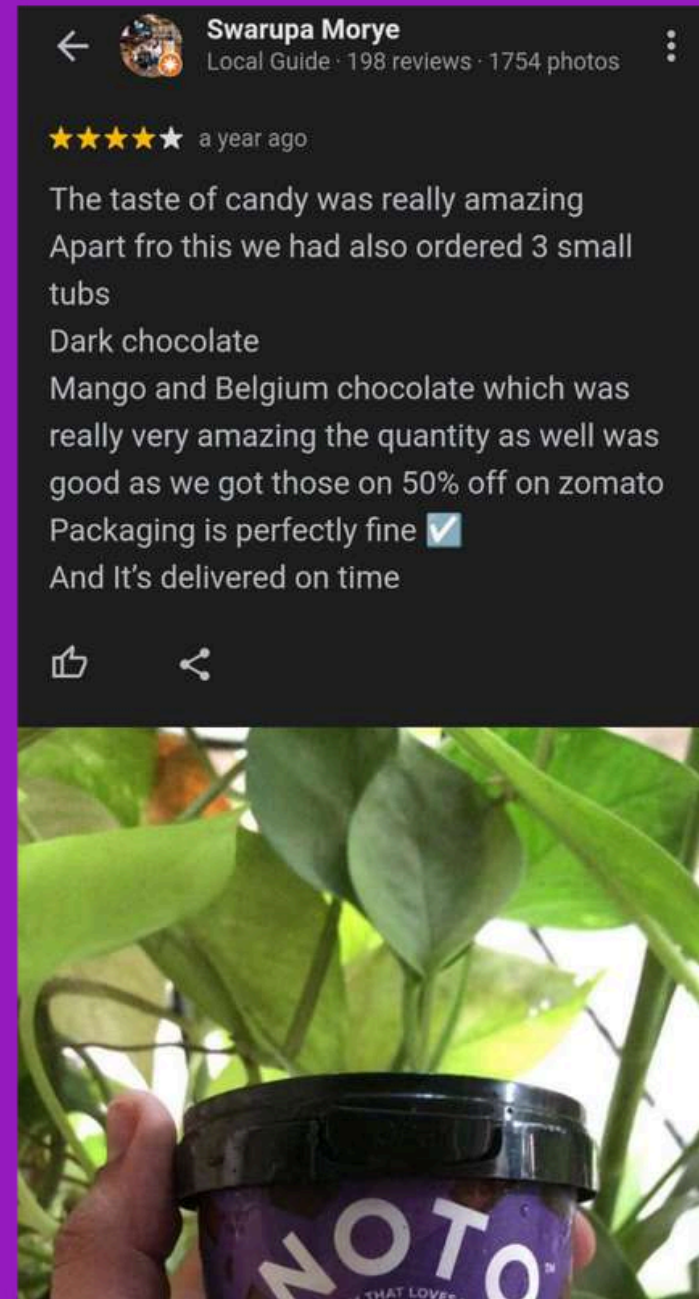
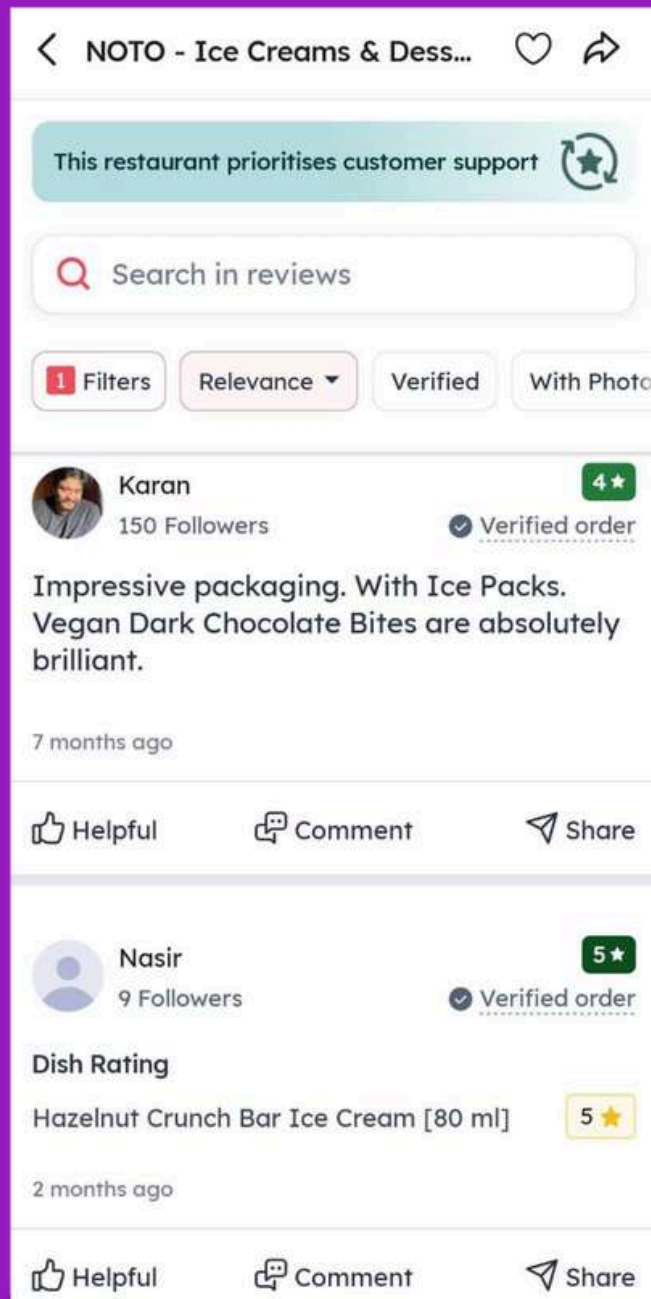
- Employees
- Customers
- Influencers



**Count  
your  
scoops,  
not calories.**



# PHYSICAL EVIDENCE







STP





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# STP

## SEGMENTATION

- **Demographics**

Age  
Income

- **Psychographic**

Lifestyle (dieticians,  
nutritionist, health  
enthusiasts )  
Values

- **Behavioral**

Occasions  
Usage

## Platform

- Health  
conconscious  
millennials
- Fitness  
enthusiast
- Diabetic
- Diet concious  
consumers

## POSITIONING

" HEALTHY  
INDULGENCE  
WITHOUT  
COMPROMISE"  
Differentiation  
(reduced sugar )





# CUSTOMER JOURNEY



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# DISCOVERY & INTEREST





# RESEARCH & BROWSING


The screenshot displays the NOTO website interface. At the top, the NOTO logo is centered, with a navigation menu below it containing links for Home, Ice Cream Library, Greek Yogurt Cheesecakes, Festive Gifting, About Us, and Contact. Below the navigation is a section titled "CHOOSE YOUR TREAT" with six circular icons representing different product categories: Waffle Ice Cream Sandwich, Ice Cream Bars, Popsicles, Ice Creams, Mini Bites, and Ice Cream Cake. Each icon has a corresponding label and a right-pointing arrow.



The main content area is titled "WAFFLE ICE CREAM SANDWICH" and features a grid of four product boxes. Each box is labeled "Now" in the top left corner. The products are:

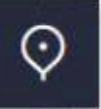

- CHOCO TACO NOTO** (NET QTY 180ML): A box with a light blue and white design, featuring a "4" in a green circle and the text "ANYTHING BOX".
- CHOCO TACO NOTO** (NET QTY 180ML): A box with a purple and white design, featuring a "4" in a green circle, the text "CHOCOLATE", and "105 CALORIES".
- CHOCO TACO NOTO** (NET QTY 180ML): A box with an orange and white design, featuring a "4" in a green circle, the text "SWEET CARAMEL", and "115 CALORIES".
- CHOCO TACO NOTO** (NET QTY 180ML): A box with a brown and white design, featuring a "4" in a green circle, the text "COFFEE", and "100 CALORIES".

On the right side of the product grid, there is a WhatsApp icon and a scroll-up arrow.


# SELECTION & CHECKOUT


**SECURE CHECKOUT**HelpUser

**Logged in** 

**Delivery address** CHANGE

**KIARA**  
1,IIDE, 3VFP+Q53, Ali Yavar Jung, Kurla West, Kurla, Mumbai, Maharashtra  
400070, India  
30 MINS

**Choose payment method**

**NOTO - Ice Creams & Desserts**  
Scruz Bandra East

<input checked="" type="checkbox"/> Dark Chocolate Ice Cream [100 MI]	- 1 +	₹93 ₹69
<input checked="" type="checkbox"/> Mangoes And Cream Ice Cream [100 MI]	- 1 +	₹93 ₹69
<input checked="" type="checkbox"/> Salted Caramel Ice Cream [100 MI]	- 1 +	₹93 ₹69

“ Any suggestions? We will pass it on...

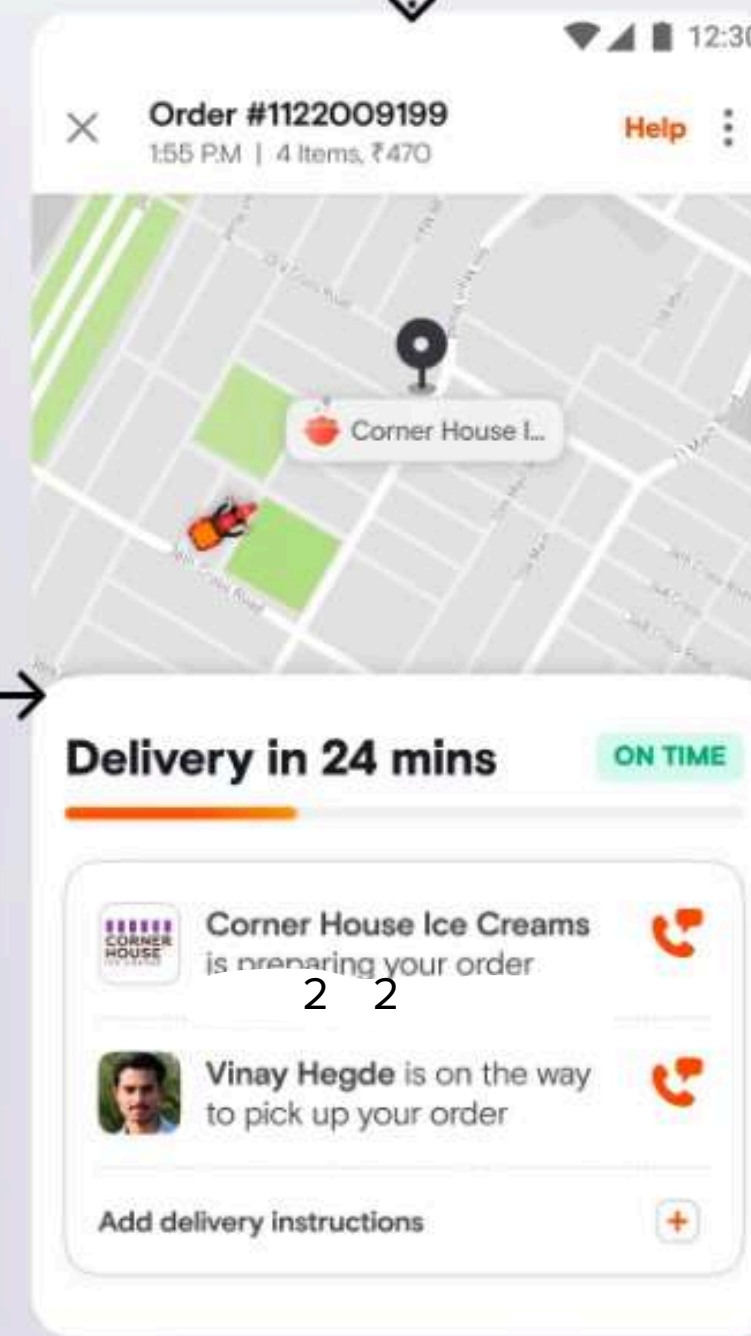
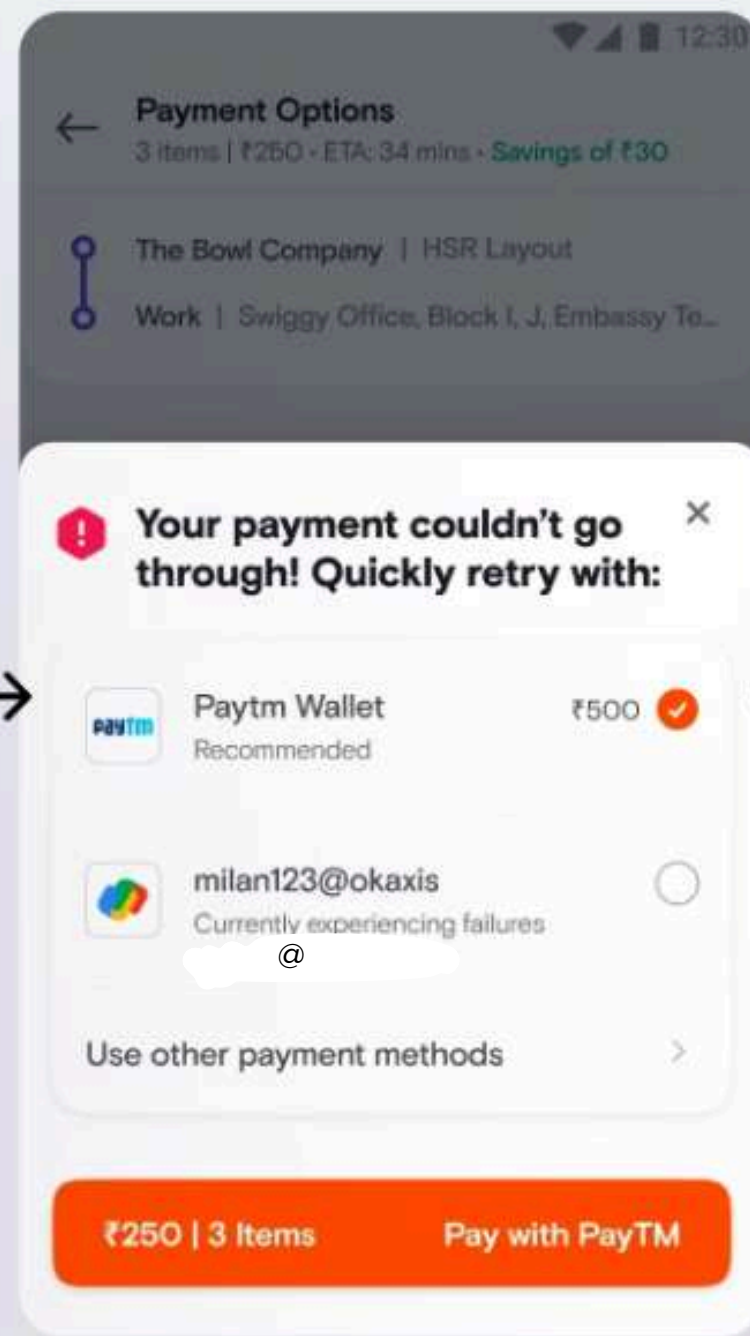
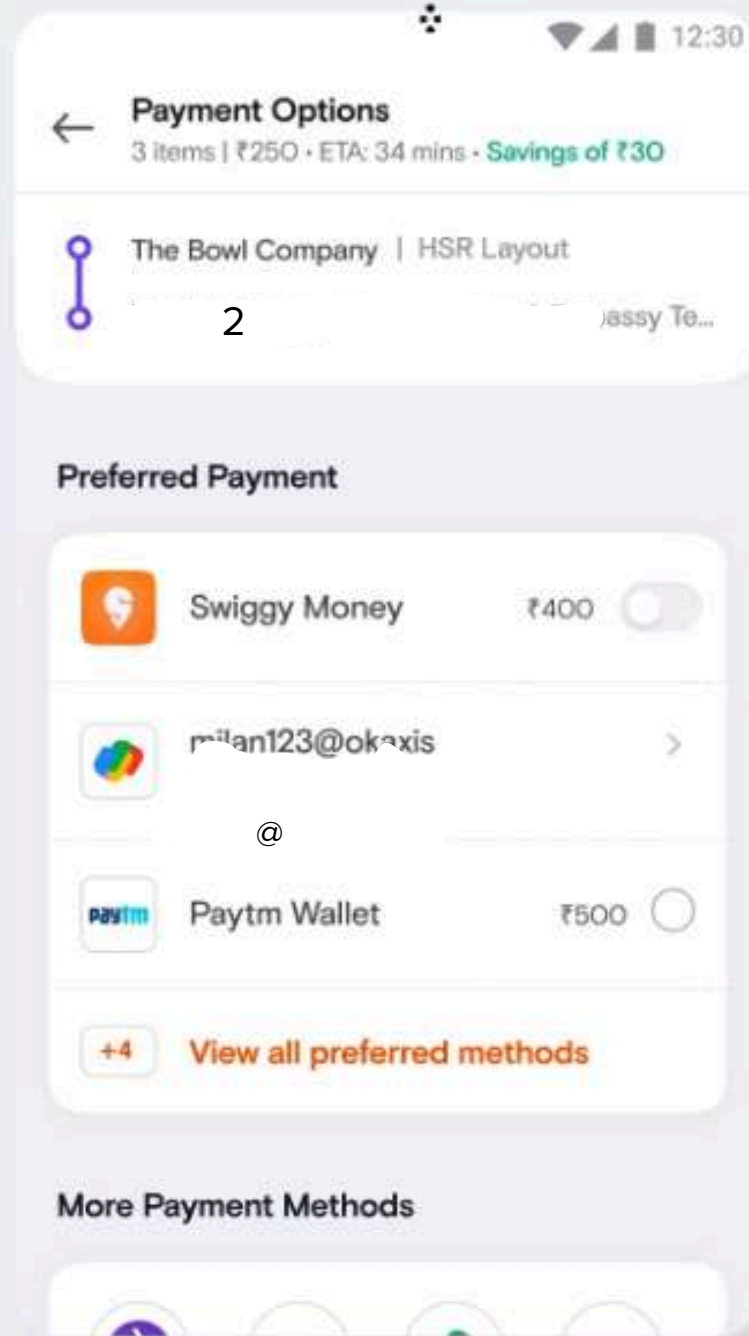
**Opt in for No-contact Delivery**  
Unwell, or avoiding contact? Please select no-contact delivery. Partner will safely place the order outside

**TO PAY** **₹270**



# DELIVERY

desired path





# SHARING & LOYALTY



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# EXPERIENCE



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# JOURNEY REFLECTION



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# CONSUMER JOURNEY







# BUYER PERSONA







# Alex Decosta

**Age:** 25

**Location:** Bangalore,  
Karnataka

**Occupation:** Software  
Engineer

**Income:** ₹8,00,000 per  
annum

## BIO

- Alex Decosta is passionate about coding he is an IT student who likes gaming and spends his majority of his time on pc he likes ongoing fashion

## BUYING BEHAVIOUR

- COMFORT
- STYLE
- QUALITY
- REVIEWS

## PAIN POINTS

- Strain on eyes
- setting up with the current trend

## INTERESTS

- CODING
- GAMING
- CONTENT CONSUMPTION

## MEDIA TOUCH POINTS

- INSTAGRAM
- YOUTUBE
- REDDIT
- BUMBLE/HINDGE

## TRIGGERS

- Recommendations from fitness influencers she follows.
- Promotions and discounts on food delivery apps.



# Kavya Iyer

**Age:** 35

**Location:** Chennai, Tamil Nadu

**Occupation:** Yoga Instructor

**Income:** ₹4,50,000 per annum

## BIO

- A firm vegan, Kavya is passionate about maintaining a diet that aligns with her health goals. She finds time to explore new vegan recipes and often shares her culinary creations.

## ONLINE BEHAVIOUR

- Active on Instagram and Pinterest; follows vegan and health food influencers; frequently uses health and wellness apps.

## PAIN POINTS

- Limited availability of truly healthy and tasty dessert options; difficulty in finding desserts that align with her vegan diet.

## NEEDS

- Desserts that align with her healthy lifestyle; dairy-free or plant-based options; products that she can recommend to her clients.

## BARRIERS

- Concerns about the product's alignment with her strict vegan diet.
- Limited flavors or options that cater to her specific dietary preferences.

## TRIGGERS:

- Endorsements from trusted health and vegan influencers.
- Opportunities to sample the product through events or collaborations.





# Rajesh Patel

**Age:** 42

**Location:** Mumbai,  
Maharashtra

**Occupation:** Marketing  
Manager

**Income:** ₹15,50,000 per  
annum

## BIO

- Rajesh leads a comfortable lifestyle, balancing his professional responsibilities with a strong commitment to his family's health and well-being. Maintaining a balanced diet is crucial for Rajesh.

## ONLINE BEHAVIOUR

- Regularly browses health and wellness blogs; active on Facebook and WhatsApp; uses online grocery shopping platforms like BigBasket.

## PAIN POINTS

- Struggles to find healthier alternatives that satisfy his family's sweet cravings; concerned about the nutritional content of regular ice creams.

## NEEDS

- Healthy desserts that fit into his family's balanced diet; products that can be enjoyed by his children and himself without health concerns.

## BARRIERS

- Limited awareness or skepticism about the health claims of the product.
- Preference for brands that offer bulk buying options or family packs.

## TRIGGERS:

- Positive reviews and recommendations from other parents.
- Availability of the product in his preferred online grocery stores.





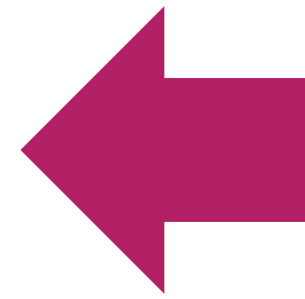
# COMPETITORS ANALYSIS



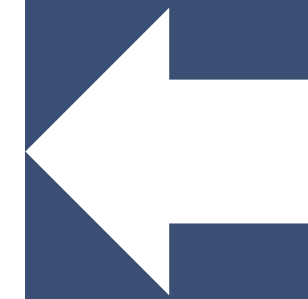


**GO** GUILT FREE  
INDULGENCE  
**ZERO**

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**DIRECT  
COMPETITORS**

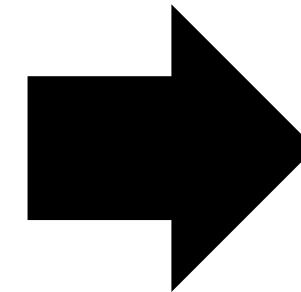


**DIRECT  
COMPETITORS**

THE  
**Brooklyn**  
CREAMERY



**ASPIRATIONAL  
COMPETITOR**





**GO** GUILT FREE  
INDULGENCE  
**ZERO**

**USP : A REVOLUTION CALLED ZERO.**

## **PRICE**

**Competitive Pricing  
&  
Value- Based Pricing**

## **PROMOTION**

**Events and Sampling**  
Social Media Campaigns  
**#GoZERO**  
**Collaboration with  
Influencers.**

## **PRODUCT**

Low- Calories, High  
Protein, Zero Sugar and  
Vegan **ice-creams,**  
**popsicles, cheesecake,**  
**Ice cream bites, etc.**

## **PLACE**

**125+ Dark Stores**  
across **16 Cities**  
E-Commerce –  
**Zomato, Zepto, etc.**

**NOTO**

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**GO** GUILT FREE  
INDULGENCE  
**ZERO**

**USP : A REVOLUTION CALLED ZERO.**

## **PROCESS**

Production Process:  
Focus on **sourcing and using natural ingredients.**  
Maintain **Vegan Certification.**

## **PEOPLE**

Dedicated **Ice Cream Makers**  
**Partners and Suppliers.**

## **PHYSICAL EVIDENCE**

**Packaging Design**  
**User-friendly Interface**  
**Customer Testimonials.**





**USP : TO HIT THE SWEET SPOT EVERYDAY WITH ITS GUILT-FREE INDULGENCES.**

## **PRICE**

**Premium Pricing  
&  
Bundle Pricing**

## **PROMOTION**

User-Generated Content Campaigns:  
**#BrooklynCreameryLove**  
Health and Fitness Magazines.

## **PRODUCT**

Low- Calories, No Added Sugar and Vegan **ice-creams, Yogurt popsicles, Protein rich Milk, Ice cream bites, etc.**

## **PLACE**

**Supermarkets & Gourmet Food Stores  
E-commerce- Zomato and Swiggy.**





**USP: TO HIT THE SWEET SPOT EVERYDAY WITH ITS GUILT-FREE INDULGENCES.**

## **PROCESS**

**Within 24hr to 48hrs  
Delivery  
Effective CRM.**

## **PEOPLE**

**Well- Trained staff at  
Stores**

## **PHYSICAL EVIDENCE**

**Premium Packaging  
Texture and Flavor  
Customer Testimonials**





Get-A-Way!

USP : TO FACILITATE HEALTHY AND CONSCIOUS CHOICES THROUGH GUILT FREE INDULGENCE.

## PRICE

**Premium Pricing  
&  
Discounted pricing**

## PROMOTION

**Celebrity Endorsement-  
MALAIKA'S FAVOURITIES.  
Influencer marketing (Health  
& Fitness coach)  
Collaborations with food  
Bloggers.**



## PRODUCT

High- Protein, KETO,  
Vegan, Low Calories-  
**Ice cream Bars,  
Sandwich, Ice pops,  
Kulfies, Chesscake.**



## PLACE

**+100 Stores**  
Healthy food Stores- eg.  
**Natures Basket  
Supermarkets  
Zomato, Blinkit, Zepto.**

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# USP : TO FACILITATE HEALTHY AND CONSCIOUS CHOICES THROUGH GUILT FREE INDULGENCE.

## PEOPLE

**Trained In-Store Staff**  
**Fitness Enthusiasts, Health-conscious Families, GYM Freaks.**

## PROCESS

**Efficient health-Conscious Production Process**  
**Streamlined online Ordering.**  
**User-friendly Website interface.**

## PHYSICAL EVIDENCE

**Sustainable Packaging**  
Subscription & loyalty programs  
**Testimonials** from Fitness Experts and Nutritionists.  
Featured and Awarded at multiple Events & TV Shows.



# PERCEPTUAL MAP







**S**

**W**

**O**

**T**

**ANALYSIS**

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S

**STRENGTHS**

W

**WEAKNESS**

O

**OPPORTUNITIES**

T

**THEARTS**

● Health-Focused Products

● Strong Online Presence

● Positive Brand Image

● Vegan and Keto Options

● Higher Price Point

● Limited Physical Availability

● Limited Brand Awareness



● Expanding Product Range

● Partnerships and Collaborations

● Improved Distribution Channels

● Increased Health Awareness

● Competition

● Market Volatility

● Seasonal Demand Fluctuations

● Market Saturation



# SUMMARY

- **Brand offering delicious, healthy ice creams**
- **Focus on low-calorie, natural ingredients**
- **Health-conscious individuals**
- **Fitness enthusiasts**
- **Aspirational Competitor: Get-A-Way**
- **Direct Competitors: Go Zero, Brooklyn Creamery**





## BRAND REPOSITIONING



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## BRAND REPOSITIONING STATEMENT

**“For health-minded individuals seeking balanced indulgence, NOTO Ice Cream delivers pure satisfaction. With rich flavors, creamy textures, and significantly fewer calories and sugars, enjoy every scoop with confidence and joy.”**

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## MARKETING STRATEGY

- **Campaign Name: Skip The Guilt with NOTO**
- **Objective: Create brand awareness.**
- **Mechanics: Encourage participants to create a healthy dessert using NOTO ice cream and post it on Instagram with the hashtag #HealthyTreatsWithNOTO and Tag NOTO**
- **Rewards: All participants receive a 20% discount on their next order.**
- **5 participants with the best recipes will win NOTO goodies/family packs.**
- **Promotion: Collaborate with a famous fitness influencer to promote the challenge.**





**AGENCY**







**AGENCY**

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Cost-Effective  
Scaling

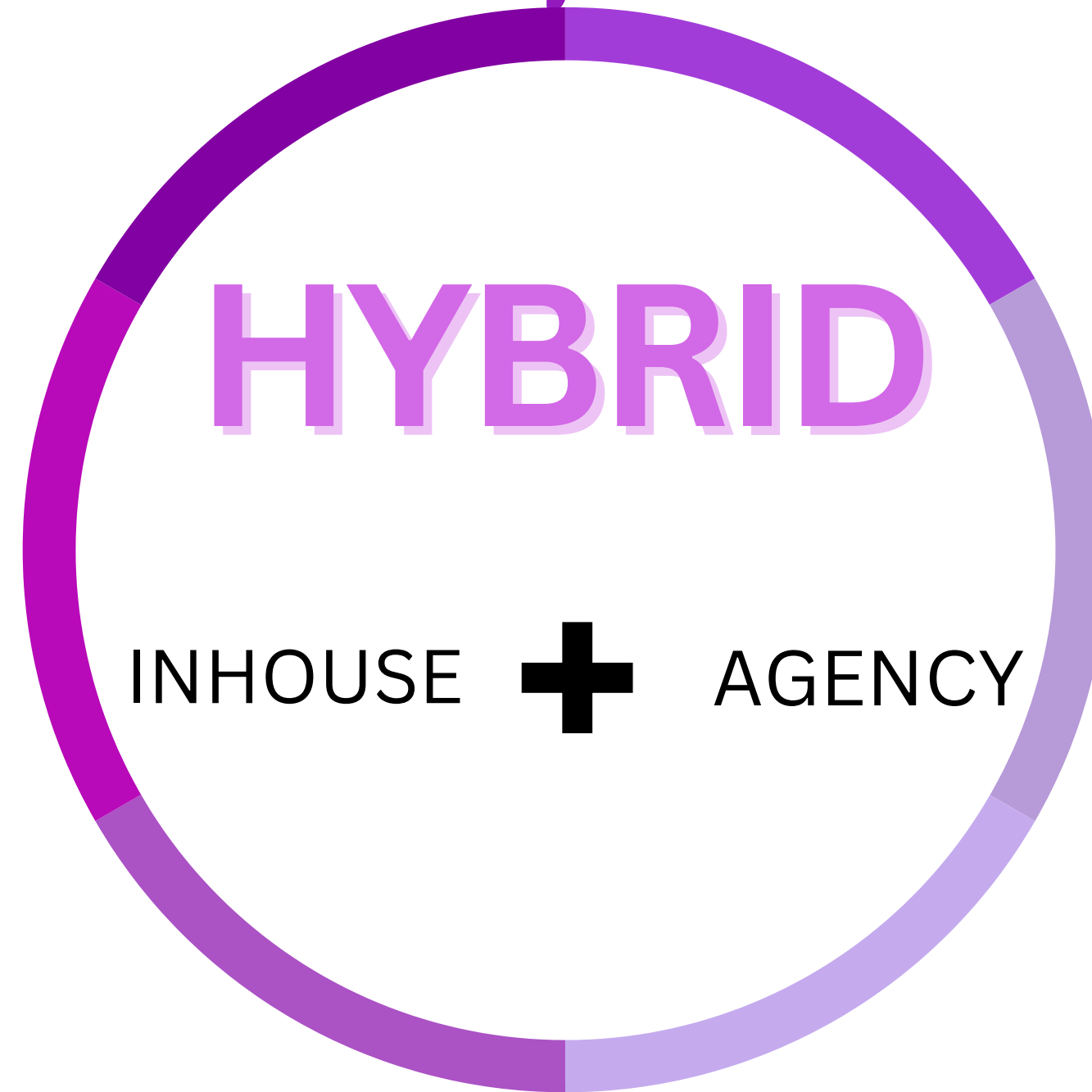
Optimized Resource  
Utilization

Flexibility and  
Agility

Comprehensive  
Coverage

Enhanced Creativity  
and Innovation

Better Data Integration  
and Insights



**HYBRID**

INHOUSE + AGENCY





**ANY QUESTIONS?**



# Marketing Team



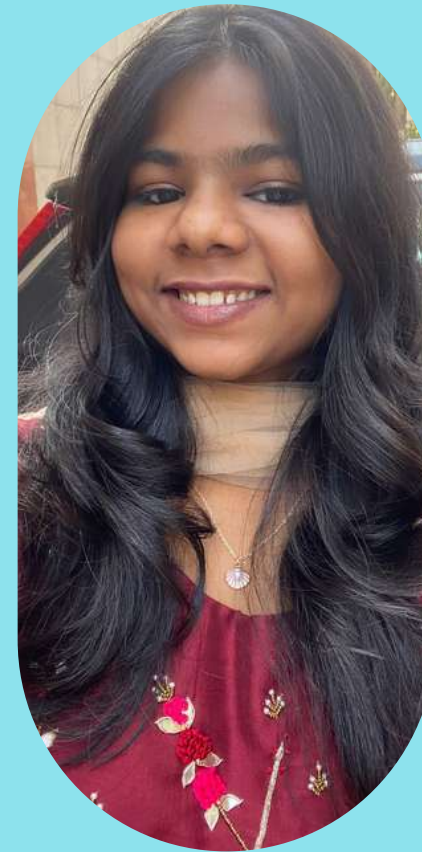
**SAHIELL THAKKAR**



**SHERYA LAPASIA**



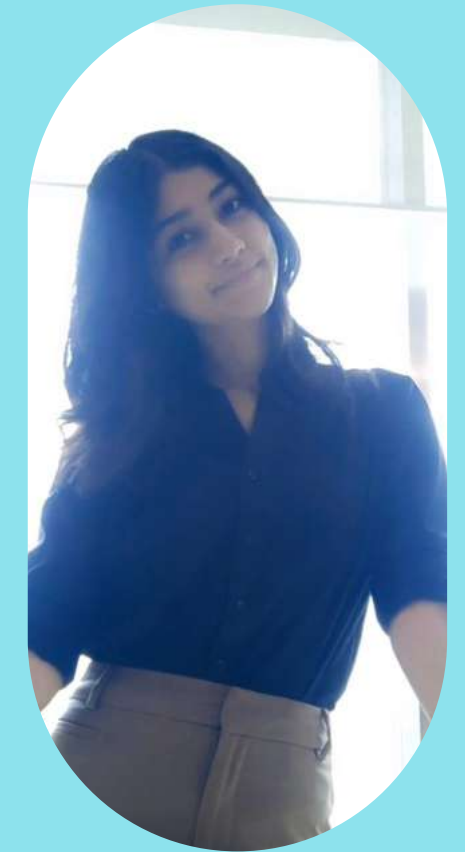
**ANUSHA PAMECHA**



**STEPHI NADAR**



**TRICIA DSOUZA**



**TISHA KAKRECHA**





**THANK YOU**

