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# Rank Keywords Marketing Group

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## Case Study Maggi





# Maggi

In June 2015, the national food safety regulator had **banned** the sale of Maggi noodles and directed Nestle to withdraw the product.

As the flagship product went up in flames—38,000 tonnes, literally—Maggi-branded jams, ketchups and beverages too took the heat.

From commanding 80% share of India's noodles market Maggi went **down to zero in just a month.**



# Now How Maggi Regain Its Brand Value???

New  
Product  
Or  
Marketing



# Maggi

## New Strategy As Follows:

1. **360• Marketing Campaign**
2. **Communicate as much as possible with the consumer directly**
3. **Enter into new segments of noodles and masala**
4. **Focus on health and product advertisements**
5. **Save the other products of Nestle from Maggi ban.**

# Maggi Advertisements

Nestle India has always been a low spender on advertisements. Between 2010 and 2014, its spending on advertising and sales promotions was 4.2-4.8% of its total income, according to its annual reports.

**In 2015, the company spent Rs 525.21 crore on advertising and promotions.**

# Maggi

## Social Media Contest

### 3. Choose 4 Flavours And Click On Submit Vote



Introducing MAGGI Masalas of India



Pick the 4 flavours you think MAGGI is launching! You can vote everyday. Voting ends midnight on Fri, Apr 21.

Submit vote

4 of 4 votes remaining



Amritsari Achari



Bengali Jhaal



Gujrati Khaman



Kashmiri Dum



Kochi Malabari



Mumbaiya Chatak



Naga Jolokia



Super Chennai



# Results

**60,000 Maggi kits sold in 5 minutes on Snapdeal Flash sale**

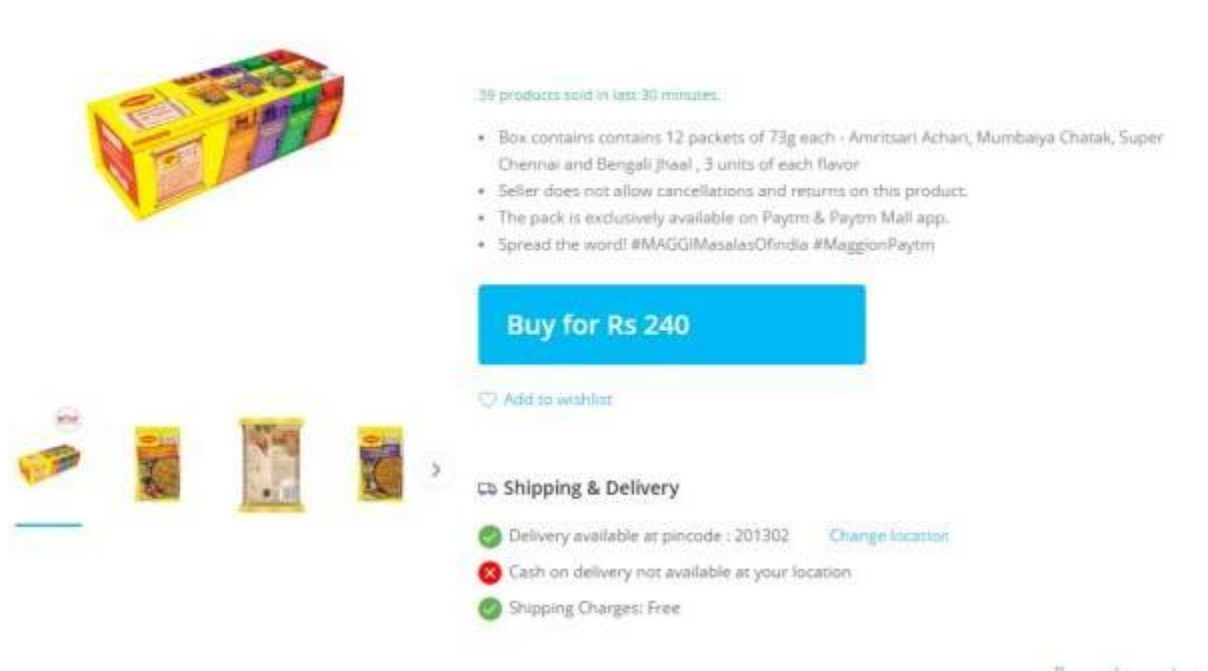
After comeback Maggi rocked the market and competitors.





# Results

PayTm Mall announced that it has sold more than 150,000 Maggi Masalas of India packets as customers rushed to the platform to buy the new variants of their favorite 2-minute instant noodles.



39 products sold in last 30 minutes.

- Box contains contains 12 packets of 73g each - Amritsari Achari, Mumbaiiya Charaki, Super Chennai and Bengali Jhaal, 3 units of each flavor
- Seller does not allow cancellations and returns on this product.
- The pack is exclusively available on Paytm & Paytm Mall app.
- Spread the word! #MAGGIMasalasOfIndia #MaggiOnPaytm

**Buy for Rs 240**

[Add to wishlist](#)

**Shipping & Delivery**

- ✓ Delivery available at pincode : 201302 [Change location](#)
- ✗ Cash on delivery not available at your location
- ✓ Shipping Charges: Free