

R 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???





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.



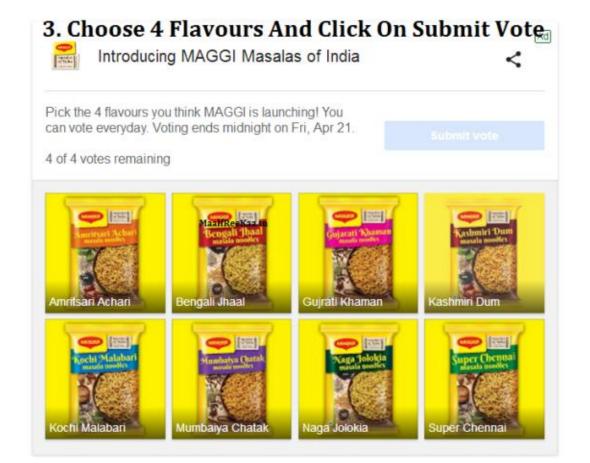
Maggi Advertisements

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





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.

