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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



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 Chatak, 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