

Marketing Plan of Innocent Drinks

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1.0 Introduction

A marketing plan is a strategic document that outlines the goals and objectives of a company, its target audience, messaging, and tactics for promoting its products or services. An innocent drink is a chosen company which is a UK-based company that produces a range of healthy drinks and blends every type of fruit, and sells them across Europe in over 30 countries (LinkedIn, 2023). It is now focusing on adding a variety of soups in the category of Broth-based Soups. The marketing plan of a company will be prepared for the purpose of promoting products and services of a company with the help of situation analysis, strategies, tactics, action and control.

2.0 Situation Analysis

2.1 SWOT Analysis

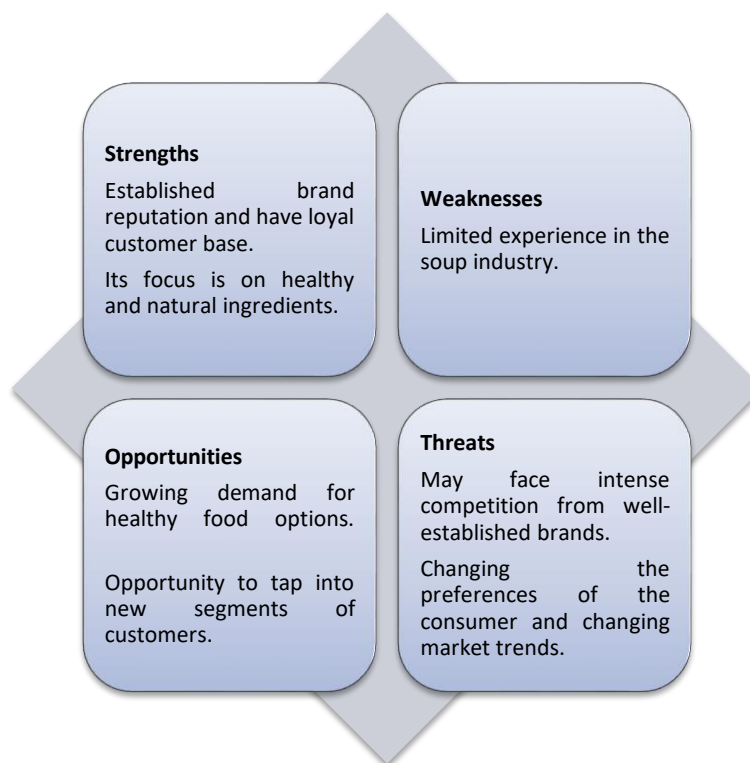


Figure 1 SWOT Analysis

(Source: Self-developed)

2.2 Segmentation and Targeting

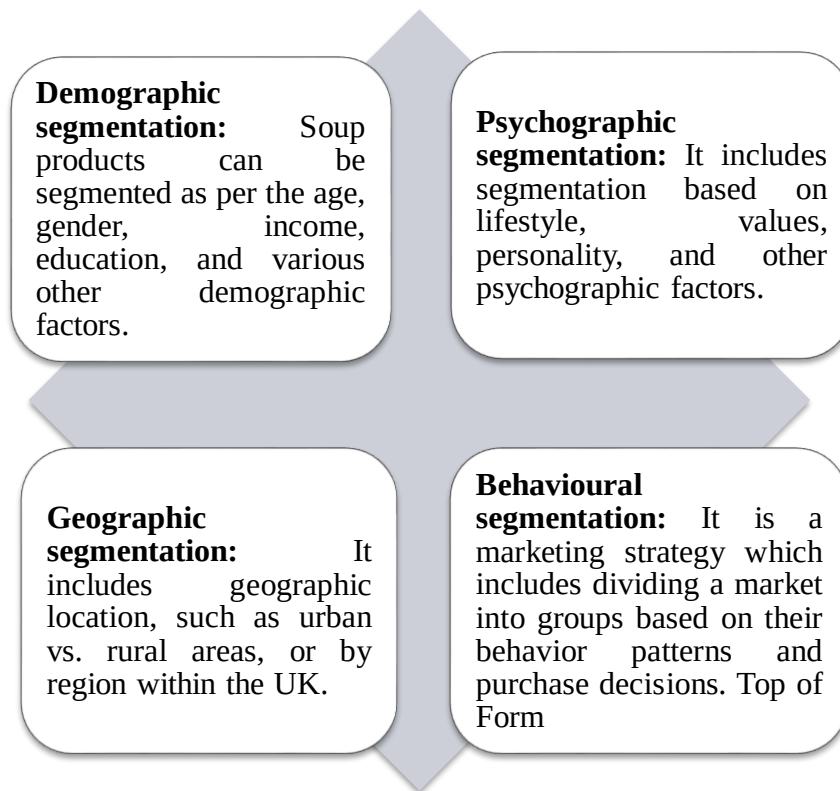


Figure 1 Types of Segmentation

(Source: Self-developed)

In 2019, the soups market in the UK generated total revenue of \$1,276.3 million, with a (CAGR) of 4.9% from 2015 to 2019. Over the same period, increased volume of market consumption at a CAGR of 4% has been recorded, reaching a total of 363.5 million kilograms in 2019 (Research and markets, 2023). Therefore, Innocent Drinks will use demographic segmentation for its soup products. However, it will focus on peoples that are more conscious about their health as drinking healthy soup provide various health benefits to them such as; providing hydration, it gives Source of nutrients, Promoting digestion, and can aid in weight loss. The soups are made with natural ingredients, and the packaging is designed to appeal to environmentally conscious people. The products are aimed at a slightly higher price than competitors to target more affluent segments (Dangelico and Vocalelli, 2017).

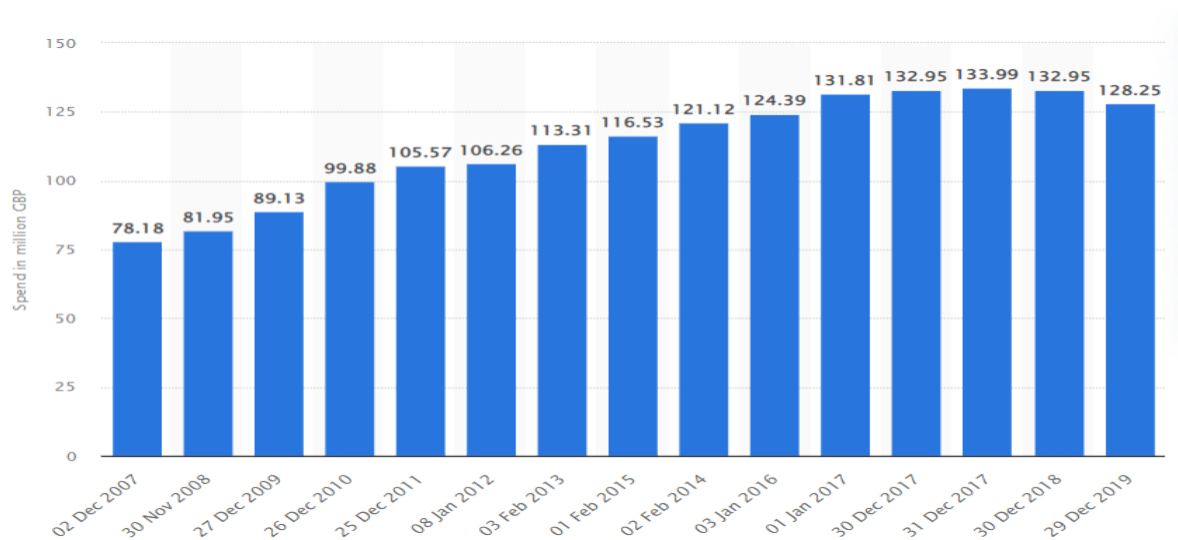


Figure 2 Spending on fresh soup in the United Kingdom from December 2007 to December 2019

(Source: Statista, 2023)

The presented data indicates the expenditure on fresh soup in the UK between 2007 and 2019. The spending on fresh soup rose from 78 million British pounds in the 52-week period ending on 2nd December 2007 to 133 million British pounds in the period ending on 30th December 2018 (Statista, 2023).

2.3 Perceptual positioning map

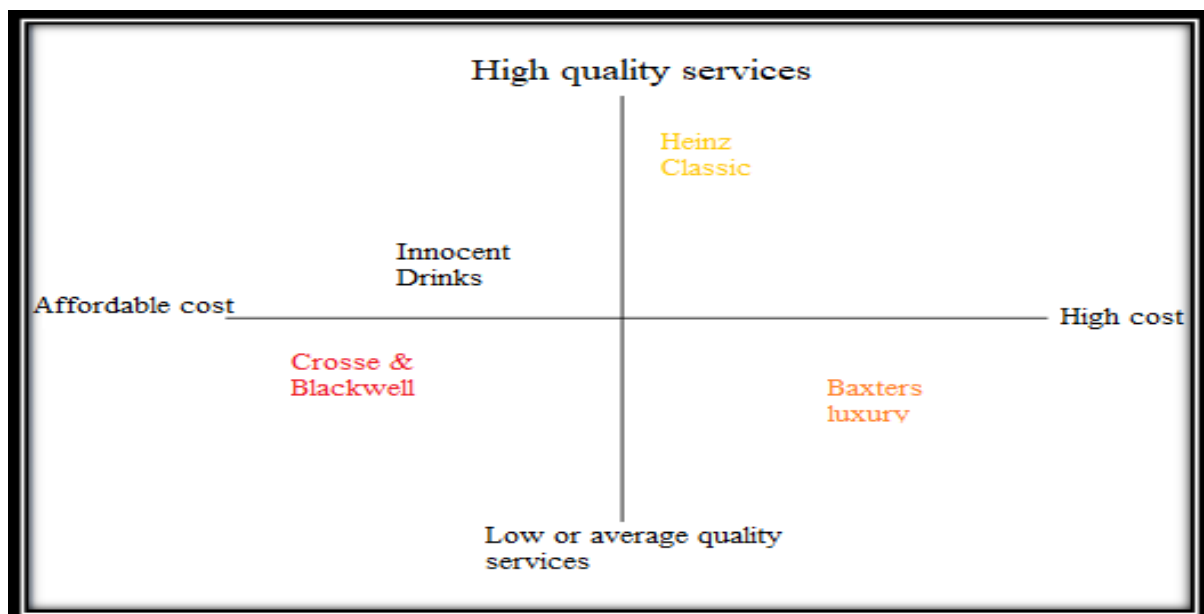


Figure 3 Perceptual Mapping

(Source: Self-Developed)

2.4 B2B relationships of a company

Innocent Drinks has expanded its B2B relationships by offering a diversified product portfolio to other businesses. They offer a range of office-friendly products, such as their Big Knit smoothie bottles and fruit boxes, which can be ordered online and delivered to the workplace. They would have been the partnership with many food service providers to supply their products to schools, hospitals, as well as other institutions (Jamaluddin and Saibani, 2021).

2.5 PESTLE Analysis

Political	Regulations regarding food safety and labelling (Rogers and Shahrokni, 2018). Brexit may impact on the supply chain and trade agreements that affect the availability and cost of ingredients.
Economic	Economic downturns or changes in the spending habits of consumer. Changes in raw material prices and transportation costs.
Sociocultural	Increased health consciousness among UK people drives demand for soup products. Growing demand for environmentally-friendly products and packaging (Calvo-Porral and et al., 2017).
Technological	Advances in the technology of food processing could impact Innocent Drinks' production costs. The use of online platforms for ordering and delivery helps provide various opportunities for distribution (Jamaluddin and Saibani, 2021).

Legal	Regulations regarding advertising and health claim impact how the company markets its products. Intellectual property laws impact the development and protection of Innocent Drinks'.
Environmental	Climate change and environmental concerns. There may be pressure from consumers and stakeholders for Innocent Drinks to use sustainable practices in their packaging (Canene-Adams and et al., 2022).

3.0 Objectives

Specific	To increase sales of Innocent Drinks' broth-based soups by 20% within the first six months of launch by targeting health-conscious consumers and promoting the benefits of the products through various online and offline channels.
Measurable	By monitoring and tracking sales data
Achievable	Focusing on implementing effective marketing strategies
Relevant	To the aim of enhancing market share and revenue of the company
Time-bound	Six months

4.0 Strategy

Innocent Drinks' value proposition is to provide high-quality broth-based natural and nutritious soup that is both delicious and sustainable and also provides various health benefits to the customers. Products are made from natural ingredients, free from additives and preservatives, and packaged in eco-friendly materials. However, the company's value proposition is tailored to appeal to specific customer segments that are health-conscious

individuals who prioritize sustainability (Innocent Drinks, 2023). By offering natural, nutritious, and eco-friendly soup options, it is able to meet the needs, demands and preferences of these customer segments and differentiate itself from competitors in the market. On the other hand, Innocent Drinks' value proposition will directly impact the targeting and positioning strategies. By identifying and understanding its target customer segments, Innocent Drinks can tailor their marketing efforts and product positioning to reach and resonate with these consumers effectively. In terms of positioning, the company's value proposition of offering healthy and sustainable soup options can be leveraged to differentiate itself from competitors. By positioning itself as a premium and trustworthy option for health-conscious and environmentally-conscious people, Innocent Drinks can establish its unique brand identity and stand out in a crowded market (Innocent Drinks, 2023).

5.0 Tactics

5.1 Marketing Mix

The marketing mix for Innocent Drinks launching broth-based soups in the UK consist of the following elements:

- ❖ **Product:** Innocent Drinks' soup products such as Broccoli Cheddar Soup, Roasted Cauliflower and Kale Soup, and Paleo Fennel Asparagus and Leek Stew would be the core product offerings in the market. These products would be positioned as natural, nutritious, and eco-friendly options for health-conscious and environmentally conscious people.
- ❖ **Price:** The pricing strategy for Innocent Drinks' soup products would be from £3 to £5 per 100 grams. Prices would be set at a superior level to reflect the natural and high-quality ingredients, sustainable sourcing practices, and eco-friendly packaging used by the company. However, the premium price point may be justified by the perceived value of the high-quality and nutritious ingredients used in the soups.
- ❖ **Place:** Innocent Drinks' soup products will be distributed and will be marketed through their existing channels, such as supermarkets and health food stores, as well as online through their website and many other e-commerce platforms.
- ❖ **Promotion:** To create awareness and drive sales, Innocent Drinks utilize a range of promotional tactics, including social media campaigns, influencer partnerships, in-store promotions, and targeted online advertising. It should focus on the unique value

proposition of the soups, such as the natural ingredients, sustainable packaging, and convenient meal options. Additionally, Innocent Drinks will leverage its existing customer base and brand loyalty by offering exclusive discounts and promotions to its email subscribers as well as social media followers (Nandonde, 2019).

6.0 Action

	Weeks									
Task	1	2	3	4	5	6	7	8	9	10
Product Development										
Packaging design										
Market research										
Advertising campaign										
Influencer partnerships										
In-store promotions										
Digital Marketing										
Sales and Distribution										

6.1 Marketing channels schedules

There are various marketing channels that help promote Innocent drinks broth-based soups that are;

Marketing channels	Justification
Supermarkets and health food stores	Innocent Drinks can distribute its products through existing retail channels, including major supermarkets and health food stores.
Online marketplaces	Innocent Drinks can also sell its soup products on popular online marketplaces and grocery delivery services.
Social media	Social media such as Instagram, Facebook, and Twitter can be powerful marketing channels for Innocent Drinks to build brand awareness and promote their soup products to a broader

	audience.
Influencer partnerships	Partnering with influencers and bloggers who share Innocent Drinks' values of natural and sustainable food can help to increase brand awareness and generate interest in their soup products.
Email marketing	Innocent Drinks can leverage its existing customer base and brand loyalty by offering discounts and promotions to its email subscribers.

7.0 Control

The success of Innocent Drinks' marketing plan includes its performance of sales, where it can track the sales performance of its products in various retail channels. With the help of customer feedback through surveys, social media listening and other channels that gauge customer satisfaction. Increasing brand awareness through various marketing channels, such as social media impressions and website traffic, helps them to measure its success in the diversified soup market. Innocent Drinks can measure its market share in the soup category to track its success in penetrating the market and competing with various other brands (Polyanskikh and et al., 2020).

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