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Poster – Marketing Strategy Pitch



SEGMENTATION

Demographic

- Age: 15–40 years
- Students, young adults, professionals

Psychographic

- Health-aware but enjoy sweet treats
- Value ethical and sustainable brands

Behavioural

- Frequently purchase chocolates, toffees, and desserts
- Impulse buyers at checkout aisles
- Buy chocolates for snacking, gifting, office breaks
- Loyal to brands with clear values (clean, natural, ethical)

Primary Target Market

Young, trend-conscious chocolate lovers who want indulgence without heavy artificial ingredients.

NEW BRAND DEVELOPMENT

Brand: Innocent Drinks

New Product: Innocent Choco Blast – a premium, healthy-style chocolate/toffee/bar.

Innocent is known for “natural, honest, and good-for-you” products. Entering the chocolate segment allows the brand to create a healthier, cleaner chocolate option with simple ingredients, less sugar, and ethical sourcing — matching Innocent’s core identity of purity and goodness.

Positioning Statement:

A rich, creamy chocolate experience made with better ingredients, responsibly sourced cocoa, and no artificial flavours.



CUSTOMER TRENDS

Current UK & global chocolate trends strongly support the product launch:

Healthier Indulgence

Consumers still crave chocolate but want:

- lower sugar
- fewer artificial ingredients

Premium Chocolate Growth

Demand for artisanal, high-quality, visually appealing chocolates is increasing.

Ethical & Sustainable Choices

Shoppers prefer brands that:

- use ethically sourced cocoa
- support sustainability missions

Convenient Snacking

Single-serve chocolate bars and bite-sized toffees are popular among busy consumers.

In a nutshell, Modern consumers want chocolate that is tasty + clean + ethically produced — perfectly aligning with Innocent Choco Blast.

MARKETING MIX

PRODUCT

- Premium chocolate bar/toffee made with high-quality cocoa
- Lower sugar than traditional chocolate
- No artificial flavours, colours, or preservatives
- Smooth, creamy texture
- Attractive, modern packaging using recyclable materials
- Available in several variants:
 - Milk chocolate
 - Dark 70%
 - Nut-filled (hazelnut/almond)
 - Crunchy caramel

PRICE

- Premium value pricing, slightly above regular chocolate brands.
- Based on high-quality cocoa, better ingredients, ethical sourcing, and strong brand reputation.

CONCLUSION

Innocent Choco Blast is a strategic brand extension that lets Innocent enter the fast-growing premium, healthier chocolate segment. It is aligned with consumer demand for clean ingredients, ethical sourcing, and indulgent taste. The STDP and 4Ps strategy positions Innocent Choco Blast to attract young, conscious consumers and strengthen Innocent’s image as a modern, responsible brand.

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