



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Student Name: Dewan Fazlul Quader

Student Number: 2421337

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Lecturer: Laila Maazouz

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Introduction

Brief Overview of the Chosen Company

The UK-based company Innocent Drinks has operated as a manufacturer of healthy natural beverages since its 1999 establishment. The company first became known for its smoothies yet expanded its business into juices and plant-based drinks and coconut water, respectively. The non-alcoholic beverage industry contains Innocent Drinks as one of its competitors while embracing continuous market developments through rising consumer interest in wellness and health concerns. The Innocent brand identity is deeply linked to its dedication toward sustainable practices alongside ethical sourcing and community backing projects. The brand identity becomes stronger through their distinct, playful branding methods alongside their original communication messages, which suit various consumer groups.

Purpose of the Report

The report establishes a full marketing mix strategy for Innocent Wellness Coffee, which represent the new products from the company. The new Wellness Coffee range provides Innocent with a chance to build market dominance through targeting growing consumer needs for accessible health-boosting products. This document provides a complete 7Ps marketing mix plan to help Innocent Wellness Coffee reach market success both at launch and in the future. The brand strategy will implement eight marketing elements to address product, price, promotion, place, process, people, and physical evidence through customisations that suit both brand philosophy and target market requirements. The advice provided in this document uses today's market data with consumer knowledge to create an approach that will successfully put Innocent Wellness Coffee on the map.

Brand Extension

Description of Proposed New Brand Extension: Innocent Wellness Coffee

Innocent Drinks introduces Innocent Wellness Coffee as part of its natural and healthy beverage product range. The premium product line from this ethical coffee company contains adaptogens and superfoods, which improve wellness. The innovative wellness offering of Innocent Wellness Coffee combines energy stimulation with health advantages while advancing the company's commitment to natural wellness through its brand.

Alignment with existing brand values and market positioning

Innocent Drinks places strong emphasis on delivering products that promote health combined with sustainability practices and ethical sourcing standards. This product demonstrates sustainability and ethical sustainability by buying sustainably certified coffee beans from farms while applying green roasting procedures. Natural wellness components like ashwagandha, together with turmeric and MCT oil, enrich the coffee blends while addressing the growing market trend for functional beverages (Innocent Drinks, 2022).

Innocent Wellness Coffee upholds high standards of transparency which guarantee its absence of artificial preservatives and additives. The new product lineup from Innocent Drinks meets the requirements of health-conscious consumers who seek quality and ethical food choices, thus matching the brand's role as an ethical, health-focused company (Innocent Drinks, 2023).

Value Addition to the Brand and Market Fit

Innocent Wellness Coffee serves to strengthen the Innocent brand through its new products which enter the market segment for wellness beverages. Innocent strengthens its brand loyalty by introducing wellness-focused coffee, which enables the company to attract new health-conscious customers who depend on coffee as a daily habit.

The coffee market has witnessed greater demand for health-focused, sustainable beverage products. Innocent Wellness Coffee responds to new market demands

through its blending of premium coffee with well-documented health ingredients (Mintel, 2023). The extension makes use of Innocent's current brand reputation to establish a leadership position in innovative natural beverage solutions, which helps the company drive growth through diverse product lines.

The upcoming five years will see consumers choose wellness-oriented and ethically sustainable products including coffee according to industry forecasts. The consumer base explores beverages that combine pleasure with wellness advantages in their consumption habits (Euromonitor International, 2023). The launch of Innocent Wellness Coffee enables Innocent Drinks to tap into changing consumer preferences, which leads to increased market positions and better competition against rivals.

STP for the New Brand Extension:

STP Analysis for Innocent Wellness Coffee:

1. Segmentation:

Demographic:

The main target demographics of Innocent Wellness Coffee consist of students, couples, passer-by peoples. The demographic segment shows strong interest in wellness activities while simultaneously being health-conscious (Hale et al., 2021). The target customers include both genders, although the main focus will be on urban female consumers who establish health trends and allocate higher budgets to health products. Middle- to upper-middle-class buyers who will invest in high-end health treatments make up the target customer market.

Geographic:

The central market segment for our intended expansion will consist of urban locations in the United Kingdom. A significant portion of health-conscious consumers base themselves in London as well as Manchester and Birmingham, where diverse retail outlets serve them (Euromonitor International, 2021). Innocent can achieve its best marketing success by targeting cities through its current distribution network since this strategy maximises brand exposure in targeted regions.

Psychographic:

People who base their lifestyle decisions on health, fitness, and wellness will find Innocent Wellness Coffee appealing. Health-orientated consumers who practice physical fitness and continuously search for well-designed wellness solutions belong to this target market segment. These consumers choose natural, high-quality products while remaining brand devoted to manufacturers whose health approaches match their beliefs (Mintel, 2023).

Behavioural:

The strategic marketing approach will target customer groups that buy health products repeatedly as well as health trend innovators who need easily accessible wellness solutions. People who seek products that blend with their demanding lifestyle seek benefits, which directly impact their health. Online platforms and digital marketing strategies receive engagement from these consumers, who show strong responses to such marketing practices (Statista, 2022).

Why These Segments Are Suitable for the Brand Extension:

The consumer segments match the current Innocent audience because they emphasise both wellness-consciousness among their customers and a dedication to natural product ingredients.

2. Targeting:

The targeted marketing efforts of innocent wellness coffee will concentrate on active urban professionals each olds who display pro-health behaviour. The segment demonstrates great potential because it contains many consumers who have money to spend and want healthy products. The secondary market consists of family consumers who recognise the Innocent brand reputation for nutritional value in its products.

Targeting Strategy Used:

Through its differentiated targeting strategy, Innocent reaches various market segments and enables customisation of product offers for specific needs. Urban professionals consider not only the time-saving benefits but also the health advantages presented by Innocent Wellness Coffee because they meet their simultaneous needs. Innocent can enhance both brand exposure and new product revenue through cross-promotion of its wellness coffee with its existing product range by offering them to health-conscious family consumers who already follow the brand.

3. Positioning:

Innocent Wellness Coffee positions its brand by emphasising quality standards, competitive rates, and health advantages targeted at consumers who value sophistication along with health and well-being.

Quality: Quality serves as the central promise that Innocent Wellness Coffee delivers to its customers. The company meets its quality promise by using premium fair-trade beans, which leads to outstanding coffee flavours that satisfy expert coffee drinkers (Euromonitor, 2021). The coffee experiences enhanced functionality with the integration of adaptogens and superfoods while maintaining high quality, which appeals to modern wellness trends (Smith, 2022).

Price: The product placement of Innocent Wellness Coffee positions it at the premium end of the market. The premium pricing enables customers to understand the enhanced quality and health elements which differentiate Innocent Wellness Coffee from regular coffee choices on retail shelves (MarketLine, 2023). Drinking Innocent Wellness Coffee becomes affordable for buyers who care about ethical sourcing and wellness-enhancing compounds because they prioritise their health and well-being (Nielsen, 2024).

Health benefits: Health benefits function as the main factor behind Innocent Wellness Coffee's strategic position in the market. The incorporation of adaptogens and superfoods within the product matches consumer interest for functional beverages delivering both daily caffeine and health-based benefits (Mintel, 2021). This health-based strategy fulfils consumer needs for wellness products while making Innocent

Wellness Coffee a segment leader in the evolving wellness coffee market (IBISWorld, 2025).

The exceptional quality, along with the premium pricing structure and proven health advantages of Innocent Wellness Coffee, enables it to claim a distinct segment in the coffee market. The unique positioning approach brings customers who seek taste, ethical perspectives and health-orientated products, which creates a loyal consumer base and market growth potential.

Customer Personal Profile:

Customer Personal Profile for Innocent Wellness Coffee:

1. Demographic:

Age: Each olds

Gender: Slightly skewed towards females.

Income: Middle to upper-middle class

Occupation: Professionals in sectors such as healthcare, education, IT, finance, and creative industries.

Education: The job requires individuals who possess at least a bachelor's degree with additional postgraduate qualifications (Euromonitor, 2022).

2. Psychographic:

Values:

High emphasis on health and wellness

Strong preference for natural and sustainable products

Ethical consumption, supporting brands with responsible practices

Attitudes:

Proactive about maintaining well-being

Positive approach towards new health trends

Trust in well-known, reputable brands.

Lifestyle:

Busy, active lifestyles with regular exercise (gym workouts, yoga, outdoor activities)

Tech-savvy, engaging with digital platforms for brand interaction (Statista, 2021).

The consumer base prefers to exchange personal experiences and receive recommendations through internet channels.

Buying Behaviour:

Early adopters of new health and wellness products

Preference for quality over quantity

These consumers are willing to invest above-market value in products that demonstrate their stated health benefits.

Aspirations:

Leading a balanced, healthy life

The market segment values their self-care needs equal to their work responsibilities and personal obligations (Kantar Worldpanel, 2023).

People look for instant health advantages through wellness shots because these products align both quality standards with convenience usage.

Marketing Mix Strategy

Marketing Mix approach for Innocent Wellness Coffee

1. Product:

A mixture of high-quality coffee interacts with ingredients that improve wellness, including adaptogens and superfoods with organic supplements.

Company production methods receive ethical treatment while achieving sustainability targets for the environment.

The company offers a wide selection of flavors and blends to meet customers from different backgrounds.

2. Price:

Innocent Wellness Coffee will adopt a premium pricing approach to reflect the pleasant elements and the logo's established reputation. At the same time, as the costs could be higher than common health liquids, they will justify the cost through the use of superior natural substances, the convenience offered, and the fitness advantages promised. The premium price additionally facilitates positioning the product as a luxury health item in the eyes of the target demographic, which incorporates middle- to higher-income consumers who're inclined to pay more for products that align with their health and wellness dreams (Euromonitor, 2022).

3. Promotion:

The promotional approach for innocent wellbeing products will leverage both digital and traditional advertising channels. Virtual advertising and marketing will encompass focused social media campaigns on systems like Instagram and Facebook, influencer partnerships, and content marketing via blogs and YouTube. Conventional advertising may want to involve in-store promotions, print ads in health and wellness magazines, and collaborations with gyms and well-being centres. Moreover, Social media contests along with giveaways should be conducted to raise engagement levels and generate

new followers. The program should prompt participants to share their coffee-related wellness stories that generate user-created material.

4. Place:

Innocent Wellness Coffee uses the "Place" element to establish its pathways to market customer networks through direct and indirect distribution channels for pan-Indian coverage. The company uses direct and indirect distribution channels to achieve maximum accessibility and to reach a broad market.

Direct Channels:

The E-commerce website provides users with digital purchasing options and promotes direct consumer marketing through an easily accessible platform (Euromonitor, 2021).

The company offers prepaid subscription services with scheduled deliveries as an approach to build client loyalty.

Indirect Channels:

The company connects with premium health food outlets and specialised coffee stores to both increase product exposure and maintain brand value alignment (MarketLine, 2023).

The product is available in supermarkets with a focus on organic and sustainable products, such as Whole Foods Market, and health-oriented segments on platforms like Amazon (Mintel, 2022).

5. Process:

The Process aspect covers every operational procedure which leads Innocent Wellness Coffee from manufacturing until it reaches end consumers.

Customer Purchase Process:

User-friendly online navigation with secure payment gateways and detailed product information (IBISWorld, 2025).

The company practices ethical sourcing for coffee beans and wellness materials while implementing ecological business operations (Smith, 2022).

Logistics and Support:

The company maintains reliable logistics operations alongside utilising environmentally friendly packaging materials (Euromonitor, 2023).

The company offers complete support to customers through social media and email communications and live chat to resolve their enquiries promptly (Marketplace, 2023).

6. People:

Every member of Innocent Wellness Coffee plays a role in the lifecycle, starting with production and ending with customer service through the "People" component.

Internal Team:

The company trains its staff to deliver expertise about sustainability and health and wellness and supply chain operations and customer service interactions (Smith, 2022).

All staff members must possess sufficient knowledge about the brand along with matching its core values.

External Partners:

The company encourages fair-trade collaborations with farmers and suppliers to achieve ethical standards regarding sourcing ingredients (Nielsen, 2024).

The wellness sector uses influencers and brand ambassadors to improve brand credibility and extend its reach across the market (Mintel, 2021).

7. Physical Evidence:

Physical Evidence functions as tangible as well as intangible features which serve to validate the existence and value proposition of Innocent Wellness Coffee.

Packaging:

The company produces eco-friendly packages using designs which showcase ingredient information alongside health facts and ethical warranty stamps (Kantar, 2023).

The product includes clear labels which provide useful details to entice consumers who priorities their wellness.

Retail Environment:

Specialty coffee shops and health-orientated stores display products through deliberately crafted displays to build the Innocent Wellness Coffee brand identity and strengthen its core values (MarketLine, 2024).

The combination of point-of-sale materials with promotional stands provides consumers important selling point information.

Online Presence:

The successful achievement of visibility alongside consumer engagement stems from a thoughtfully constructed website which combines dynamic social media content (Little, 2025).

The owner should maintain a regular posting schedule on their blog along with wellness tips to build a community based on health and sustainability.

Conclusion

The strong reputation and brand image of Innocent Drinks allow them to capitalise on their market success with the introduction of Innocent Wellness Coffee. The complete 7Ps marketing mix strategy aligns product features with pricing structures by ensuring effective distribution channels, comprehensive staff training, and reliable quality checks to create a perfect marketing system for the target audience during health and wellness trends.

Closing Thoughts

The target market can further bond with Innocent through maintaining high-quality sustainable sourcing practices that exemplify ethical consumerism. The premium price value represents both the health advantages of the product and high-quality ingredients, while effective digital campaigns employing health advocacy will boost brand awareness together with consumer trust. The combination of distributing the product through specialised retail channels alongside efficient operations and personable customer service will achieve optimum market accessibility and customer contentment.

Recommendations

Innovation must remain constant in product development at Innocent Wellness Coffee to maintain compliance with upcoming health trends in the market. Through consumer interactions and feedback processes as well as marketing activities, Innocent Wellness Coffee can establish stronger customer relationships and gain invaluable information that helps enhance their products. Health and wellness influencers who collaborate become valuable assets to establish credibility and help the company reach more potential consumers. The commitment to sustainability alongside community involvement will build Innocent's position as an ethical brand which values stakeholder well-being above all else.

The expansion of Innocent Drinks' new product '**Innocent Wellness Coffee**' line will meet shifting consumer needs for healthy choices because the company follows these strategic recommendations, which protect its respected brand image.

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