

Assessment component 2: Marketing Portfolio

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Executive Summary

The report analyses the new marketing plan to develop a brand portfolio of Unilever. NutriVital is the proposed brand which is a plant-based line of functional wellness beverages, aimed at meeting the increasing demand of the consumers of the health-related, sustainable, and transparent food and beverage products. This plan includes a comprehensive Segmentation, Targeting, Differentiation and positioning (STDP) analysis, full marketing mix framework, brand pitch presentation guide, and a component of reflecting about the brand development process.

Element 1: Company Analysis for Brand Concept

Company Introduction

Unilever is an international consumer goods giant that has more than 400 brands that cater to 3.4 billion daily consumers. Unilever operates in food and beverage, personal care, and home care segments; its mission of ensuring sustainable living is a commonplace and this is suited to the values of ethical and environmental sustainability among younger consumers (Park University, 2025). Over the last few years, the company has shown a high level of innovation and the introduction of new products that have introduced successful initiatives like The Vegetarian Butcher and also increased its plant-based propositions. The comprehensive infrastructure, strong distribution channels, and strong brand equity give Unilever a perfect opportunity to launch a new brand anchored on sustainability and will leverage the opportunity that the new brand will enjoy in all emerging markets as well as solidify its leading status in the pioneering marketing of responsible business practices (Unilever, 2025a).

New Brand Concept: NutriVital

NutriVital is projected to be a high-quality, ready-to-consume, plant-based functional wellness drinks brand. All of them are full-plant proteins with pea, hemp, and pumpkin with scientifically tested adaptogens such as ashwagandha, rhodiola, and reishi in addition to whole-food-derived prebiotics and natural vitamins (Unilever, 2025b).



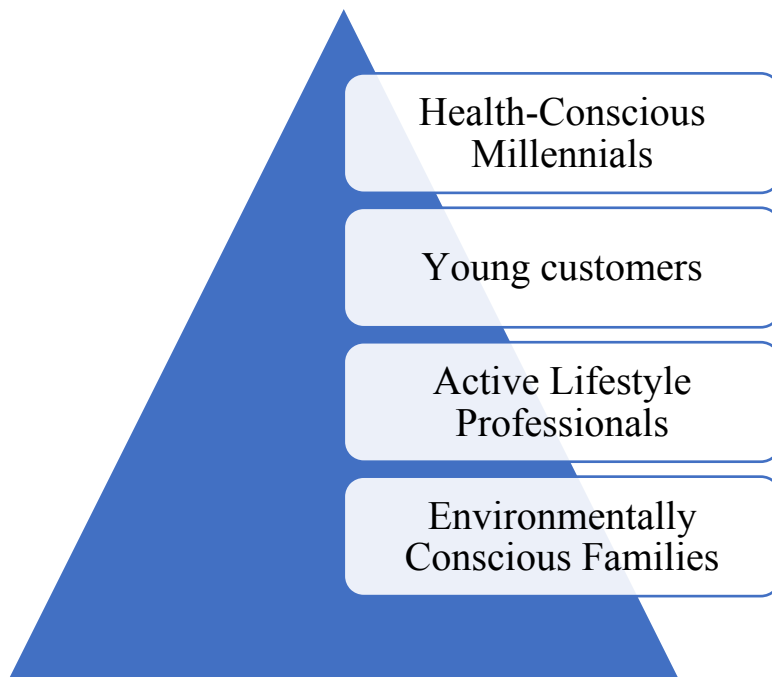
There are four different formulas that cover certain wellness requirements: Energy and focus, immunity and defence, calm and restoration, and digestive health. Based on clean-label ideas NutriVital does not use any artificial colours, flavours, sweeteners, and preservatives and is committed to environmental responsibility by producing carbon-neutral and having fully recyclable and plant-based packaging (DKSH Discover, 2025).

Market Appeal & Consumer Trends

The concept of NutriVital reacts to 3 converging trends that constitute the 2025 market. To begin with, the plant movement is currently on the rise and the worldwide market is expected to reach 44 billion dollars in 2035 at a 12 percent CAGR. (Global Banking and Finance, 2025) Second, consumers are growing more concerned with functional foods that provide specific health effects in addition to the fundamental nutrition and 65 percent of them cut on meat intake mainly on health grounds (McKinsey, 2025). Third, the focus on clean labels and transparency is increasing; half of the consumers worldwide are ready to pay a higher price to sustainability products, and forty-six percent of people regard artificial ingredients as the main obstacle to buying plant-based products. The other drivers are a shift to self-reliant wellness behaviours by adults aged 45 and above, increased preferences of localism and digital-first conveniences like same-day delivery (Shopify, 2025).

Market Segmentation

Good demographic, psychographic, behavioural and benefit-based segmentation may be used to find four targeted markets. Health-Conscious Millennials (28-42 years old) are city dwellers with middle or high income that value authenticity, research on the products and high premiums on clean-label functional products (Meltwater, 2025).



Young customers (18-27) Generation Z Wellness Advocates are digitally-native consumers with social responsibility motivation; they actively consider new plant-based products and discuss them on social media. Active Lifestyle Professionals (30-50) are demanding individuals with careers that involve hectic timetables and need convenient and performance-enhancing nutrition options where the subscription is desirable. Lastly, Environmentally Conscious Families (30-55) are households whose buying choices are based on the health of their families and the environment, use of natural ingredients and the least environmental impact (Meltwater, 2025).

Targeting

The primary market NutriVital will focus on is the health-Conscious Millennials and the Generation Z Wellness Advocates because these groups are the largest ones, growing at a pace and being the most likely to invest in the sustainability concept due to their high digital activity levels (Competitive Intelligence Alliance, 2025). Their brand advocacy due to sharing socialness and fit with the green mission of Unilever offer organic opportunities of growth. Another emphasis on Active Lifestyle Professionals will make it possible to expand into a premium-value demographic that will value efficiency and performance-based benefits (Capgemini, 2025).

Differentiation

The competitive advantage of NutriVital is anchored on five pillars. Advanced product innovation provides higher nutrition with whole-food ingredients which is supported and clinically proven, beats synthetic blends. Sustainability leaders include carbon-neutral processes, regenerative-agriculture, and plant-based and recyclable packaging (Hunters Digital, 2025). The QR-code traceability to source of ingredients and tested cases by third parties confirms transparency and clean-label attributes, while ensuring the aspect of naturalness. Through functional differentiation of benefits, specialised formulations of energy, immunity, calm and digestion are available that meet individual wellness demands (Simplesat, 2025). Lastly, a genuine brand experience fosters emotional bonding via educational narrative and online community environment and positioning NutriVital as a wellness relationship ally.

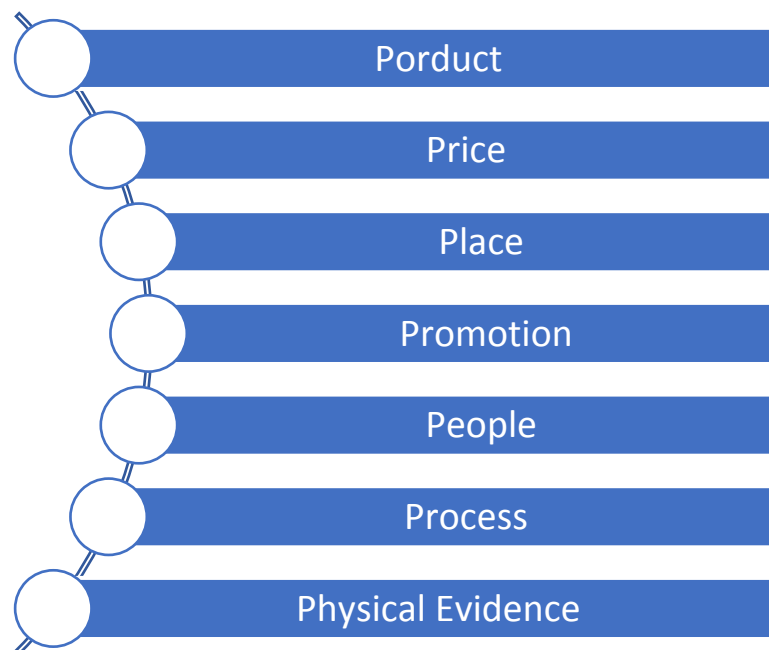
Positioning

NutriVital will be placed as the high quality, science-based, sustainable product in the functional drink category. It is functionally a complete plant-based food rich in all the necessary vitamins and proven adaptogens but free of artificial additives (Leisch, Dolnicar & Grün, 2018). It is a symbol of mindful consumption, environmentalism, and a holistic wellness. It is different in a competitive sports drink market and generic plant-based drink market by integrating high-quality food, specific functionality, and open sustainability (Ahani et al., 2019).

Positioning Statement: NutriVital is a nutritional functional drink that offers health-centered advantages to health-conscious persons aged 18-42 who want conveniently, nutritionally whole-food-based, scientifically supported, and sustainably-conscientious beverages without compromising their diet, flavour, or the environment, compared to the other so-called healthy functional beverages on the market.

Element 2: Marketing Mix Strategy (7Ps Framework)

The strategic positioning of NutriVital can be explained through Marketing mix. It aids the translation of the brand concept into the actionable marketing decisions in seven major dimensions Product, Price, Place, Promotion, People, Process, and Physical Evidence. All of the Ps protect that the products of NutriVital are consistent with the demands of the consumers, the market, and its brand values in order to provide a comprehensive and high-quality consumer experience.



Product

Product component of marketing mix dwells on what the brand is offering in its features, design, quality and benefits. Each of the four plant-based drinks offered by NutriVital, Energy and Focus, Immunity and Defence, Calm and Restore, and Digestive Wellness contains 15-20g of whole-plant protein, adaptogens, prebiotics, and natural vitamins. The line is made of actual meal components (pea protein, maca, elderberry, ashwagandha, ginger, turmeric) and devoid of any synthetic ingredients, compromising the high calibre, convenience, and transparency of the label (Tabelessy et al., 2024). Consumer testing refers to the iterative process of formulating flavour and texture, whereas the use of sustainable, plant-based packaging conveys information about the facts of nutrition and source of ingredients. The long-term relevance and innovation

is guaranteed by seasonal limited editions and product extensions (Saidani & Sudiarditha, 2019).

Price

Price is an expression of perceived value, positioning in a market, and affordability to the customers of a product. The premium and affordable approach employed by NutriVital position the product at PS3.99-PS4.49 to 350 ml bottle higher than regular beverages but at the same level as the functional beverages market. Multi-pack (4-pack PS14.99 and 12-pack PS42.99) and psychological pricing (PS3.99) will motivate trial and repurchase, and a 15 percent subscription discount provides customer loyalty (Tabelessy et al., 2024). The promotional pricing, including introductory offers and packages, will accentuate the brand introduction without blurring its luxurious perception. The company supports re-investment in quality and marketing using a sustainable profit margin of 45 percent. Channel specific modification guarantees uniformity between stores and online mediums.

Place (Distribution)

Place determines the manner and location in which the product can be obtained and this guarantees convenience and the presence of the product to the customers. The distribution of NutriVital through the omnichannel is the most effective and has the highest prestige. Firstly, allocation in specialty health stores (Holland and Barrett, Whole Foods) offers credibility prior to launching in the mainstream grocers (Tesco Finest, Waitrose) with the balanced provision in the plant-based and well sections (Saidani & Sudiarditha, 2019). Direct consumption touchpoints are the fitness centres and wellness studios, whereas the direct-to-consumer site of the brand and the subscription service provide purchasers with individual buying experiences. Collaboration with Amazon and Ocado enhance online coverage, which is established through quality content in the product and review. Cafe partnerships and work wellness initiatives offer a point of integration into lifestyle accords with the habits of the target audience.

Promotion

The aspect of promotion is concerned with communication efforts that create awareness, generate interest, and promote the brand interaction. The promotional strategy designed by NutriVital will focus on digital-first that follow consumer behaviour. Blogs, video, and podcasts that are used as content marketing can make the brand an authority of wellness. The brand creates a community of believers and followers on social media platforms, such as

Instagram, Tik Tok, and LinkedIn, with help of genuine stories and campaigns of sustainable living (#NutriVitalJourney). The credibility is improved by working with micro-influencers, whereas younger clients are exposed to the brand through experiential sampling at wellness expo and college campuses. The authority is enhanced through public relations campaigns such as food expert and environmental awareness awards. Fitness apps and subscription service collaborations increase the coverage area due to integration of lifestyle (Tabelessy et al., 2024; Ravangard, Khodadad & Bastani, 2020).

People

Consumers consider the entire group of people engaged in the provision of brand experience between the employees and customer service representatives and brand ambassadors. A well-informed and devoted team that embodies the values of wellness and sustainability of the brand will result in the success of NutriVital. The customer service personnel, the nutritionists and the trained digital marketers make sure that there is a certain level of constant communication and support (Siripipatthanakul & Chana, 2021). The in-store personnel are also trained on products with retail partners and understand the value of sourcing transparency. Promotional activities by brand ambassadors in the visualized activities play the role of human face of NutriVital, which builds credibility and genuineness. Community managers are fully engaged on multiple online platforms, and the visibility of the leadership makes the managers credible because they build a transparent brand narrative.

Process

The process component deals with the way in which the product is shipped and the customer treatment to facilitate uniformity, fastness, as well as customer gratification. NutriVital incorporates effective and customer focused operation, which starts with dispatching e-commerce order within a day and delivery within a day. These matters help to enhance responsible disposal through sustainable packaging guidelines and flexibility and convenience via subscription. Effective inventory control decreases unnecessary waste and well-developed quality assurance measures such as the third-party certifications and a QR-code traceability ensures the product is safe. New subscribers are taught the product usage and benefits in automated welcome messages (Anjani, Irham & Waluyati, 2018). The presence of continuous feedback through surveys, social listening, and analytics will guarantee an improvement process that is data-driven and positive service recovery experiences.

Physical Evidence

Physical evidence is the material hints that strengthen the brand name and convey quality particularly essential in products that highlight the intangible advantages such as health. The minimalist yet high-end design of NutriVital includes transparent bottles with natural colours that are embossed on labels and the sustainability certifications. Refrigeration and wobblers signage is accompanied by colour-coded versions that facilitate recognition of the products on shelves. The online image of the brand such as its web and social platforms represents smooth design enhanced by sustainability indicators, testimonies, and educative graphics (Do & Vu, 2020). During events, sensorial elements such as tote bags, bottle reusable, and plant-based decor items are branded. Innovations in packaging where it can be seen that there has been some environmental change will further build on trust and reinforce the reality of NutriVital.

Element 3: The NutriVital Marketing Strategy Pitch

Imagine a situation where all the drinks you took were health promoting to your body and at the same time didn't destroy the earth? NutriVital achieves this vision. In the context of the current situation, today a consumer is caught in a vexing quandary, where on the one hand, a functional drink that works is packed with fake ingredients, on the other hand, a natural drink does not promise anything other than actual health benefits. Half of the consumers desire sustainable products but perceive that most of the brands do not meet their transparency standards, and 46 percent are concerned about the artificial components of plant-based beverages. This is where the NutriVital comes in and calms all that.

NutriVital is a functional wellness beverage featuring four functional product lines that include; Energy and Focus, Immunity and Defence, Calm and Restore, and Digestive Wellness. Both are formulated with 15-20 grams of complete plant protein, scientifically validated adaptogens and whole food ingredients with the provision of actual functional qualities without artificial additives. Our entire supply chain is completely transparent and, on every bottle, we provide QR codes and we source regenerative farms.

The opportunity is massive. By 2035, the plant-based market is expected to be able to reach the 44 billion marks with a 12 percent annual growth rate and 65 percent of consumers identified to focus on health in their buying behavior. Our intended audience of health-conscious Millennials and Gen z is billions of dollars of purchasing power with 60 percent of them ready to spend money on genuine sustainability. We will be packaged through specialty retail stores and our direct-to-consumer production at PS3.99-PS4.49 per bottle, and the Unilever infrastructure will allow high scale in a short time.

Why now? The post-pandemic health awareness is at its peak, the sustainability is on the brink of the tipping point, and customers want brands that will support their values. Why us? The history of sustainability leadership, distribution channel, and innovation provides Unilever with the ideal foundation to make NutriVital a success. Be part of the transformation of the functional beverages as we create a sustainable future.

Element 4: Personal Reflection on Brand Development and Marketing Strategy

The formulation of the brand conception and overall marketing approach of NutriVital has presented invaluable information regarding the nuances and opportunities of developing a strategic brand. The reflection will explore some of the critical competencies gained, issues experienced, and future capacity building to contribute to continuous learning in the marketing strategy and brand management.

One of the processes that has improved my brand development skills was the ability to think strategically with respect to opportunities in the market and the ability to translate consumer insights into strategies that actionably become the brand concepts. Carrying out a thorough market analysis was done by synthesizing information held in various sources such as consumer behaviour trends, competitive landscape analysis and creation of the emerging category opportunities. The issue with differentiated positioning to be found in the overcrowded functional drinks sector meant the necessity to grow past the trend observation on the surface and into what was being needed among the consumers and what had been genuinely unsatisfied about the marketplace. Through this analytical process, the necessity to make a balanced decision in data-driven and creative way was realized. Although consumer research data formed a valuable background, really creative brand ideas come not only by synthesising information in a new format instead of reacting to the allegations.

The creation of the positioning strategy of NutriVital helped to uncover the complexity of establishing any meaningful differentiation in highly developed categories where the competitors easily provide benefits that seem similar. The first-mover positioning ideas had the drawback of generic wellness messaging which was no different than that of other competitors, a fact that indicated how hard it would be to make actual differentiators into effective communications to consumers. The learning also pointed out that successful differentiation involves the need to shift past functional claims of benefit to the holistic brand stories that included product characteristics, values fit, and emotional attachment. The shift in positioning of NutriVital changed the descriptions to be product-centric to consumer-centric and this illustrates the need to have external orientation that is consumer-centric and not on product characteristics.

The process of translating strategic positioning into tactical marketing mix decisions was more difficult than previously expected, presenting a void between knowledge and lack of ability of the operational executability. The 7ps framework was a helpful framework, but it needed a significant amount of interpretation on how to balance elements appropriately, optimize resource distribution, and be consistent in decisions within a company. The procedure out practiced the significance of integrated marketing thinking with a decision that takes place in one location impacting on others in such a way that systematic attention is given to the interdependencies of decisions. The implementation problems such as resource limitations, organizational alignment requirement, and time constraint pressures during implementation were not given enough focus during the initial strategy development.

The design of digital marketing and community strategy of NutriVital increased awareness of modern relations between consumers and brands that go way beyond the scope of transactional interactions. The study established that effective brands are effective as community, content providers, and exemplars of values as opposed to being just mere providers of products. The process of strategy development revealed my comparative lack of knowledge regarding the influencer marketing mechanism, the social platform algorithm, and the content optimization strategies that lead to the success of the digital marketing process.

The NutriVital brand development project offered thorough learning experience in terms of strategic analysis, development of creative concepts, marketing mix development, and presentation communication. The key areas of growth focus should be in improving consumer research capacity, creating advanced competitive analysis strategies, improving financial modelling skills, and creating practical implementation planning expertise. Finally, the brand development experience confirmed the fact that marketing excellence involves the combination of various skills such as analytical thinking, the development of creative ideas, strategic planning, financial abilities and expertise in implementation, and communication.

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NUTRIVITAL: PLANT-POWERED WELLNESS, TRANSPARENTLY DELIVERED



BRAND VISION

“Imagine a world where every beverage you drink nourishes your body and protects the planet.”

NutriVital turns this vision into reality through sustainable, functional wellness drinks made from nature's purest ingredients.

THE PROBLEM

- Functional products that are effective but filled with artificial additives.
- Natural drinks that lack real, measurable health benefits.

58% OF CONSUMERS SEEK SUSTAINABLE PRODUCTS BUT FEEL BRANDS LACK TRANSPARENCY, AND 46% WORRY ABOUT ARTIFICIAL INGREDIENTS IN PLANT-BASED BEVERAGES.

FOUR CORE VARIETIES:

- Energy & Focus – B-vitamins, maca, green tea for sustained energy
- Immunity & Defence – Elderberry, vitamin C, zinc for immune support
- Calm & Restore – Ashwagandha, chamomile, magnesium for stress relief
- Digestive Wellness – Prebiotics, turmeric, peppermint for gut balance

Each bottle delivers 15–20g plant protein and full traceability via QR-coded supply chains sourcing from regenerative farms.

OUR SOLUTION

NutriVital is a functional wellness beverage range crafted for health-conscious consumers who demand transparency, performance, and sustainability.

Each drink offers real functional benefits with zero artificial additives.

MARKET OPPORTUNITY

The global plant-based beverage market is projected to reach \$44 billion by 2035, growing at 12% annually.

65% of consumers prioritize health in purchases, and Millennials and Gen Z our main targets have billions in collective purchasing power with 60% willing to pay premium prices for sustainable brands.

PRICE & DISTRIBUTION

Premium accessible pricing: £3.99–£4.49 per 350ml
Available through: Specialty health retailers (Holland & Barrett, Whole Foods), mainstream stores (Tesco Finest, Waitrose), and direct-to-consumer subscriptions.
Supported by Unilever's global infrastructure for rapid scaling.

PRODUCT & PROMOTION

- Four premium, plant-based wellness drinks:
- Energy & Focus, Immunity & Defence, Calm & Restore, Digestive Wellness.
- 15–20g plant protein per bottle, plus natural adaptogens and prebiotics.
- No artificial additives; transparent, sustainable packaging with QR codes for sourcing.
- Engaging digital campaigns: blogs, videos, social media (Instagram, TikTok, LinkedIn).
- Authentic micro-influencer partnerships and fitness event sampling.
- PR with nutrition experts and retail/online promotions to drive awareness and trial.

WHY NOW?

Post-pandemic consumers are at peak health awareness.

Sustainability has reached a turning point, people now demand brands that mirror their values and lifestyles.

WHY US?

Backed by Unilever's record in sustainability, innovation, and distribution, NutriVital unites science-backed nutrition with environmental responsibility.

We're not just creating a product, we're creating a movement toward conscious wellness.

