



MASTER OF BUSINESS ADMINISTRATION



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THE MARKETING STRATEGY TRANSFORMATION OF CADBURY: INTRODUCING LOW-SUGAR AND HIGH-PROTEIN CHOCOLATE BARS



OVERVIEW

CADBURY IS THE UNITED KINGDOM’S MOST TRUSTED BRAND OF HOCOLATE. AS PREFERENCES OF THE CUSTOMER SHIFT TOWARDS IFESTYLES THAT ARE CONSIDERED HEALTHIER, THE COMPANY HAS THE ENEFIT OF TRANSFORMING THE MARKETING STRATEGY THROUGH NTRODUCING LOW-SUGAR AND HIGH-PROTEIN CHOCOLATE BARS, RODUCED WITH ALL-NATURAL SWEETENERS. THE INNOVATION ALSO OMBINES THE ICONIC TASTE OF CHOCOLATE WITH IMPROVED VALUE OF UTRITIONS, ASSISTING CADBURY IN REMAINING COMPETITIVE HROUGHOUT THE GROWING WELLNESS AND HEALTH MARKET.

WHY THE CHANGE

- INCREASING CUSTOMER DEMAND FOR SUCH SNACKS, WHICH ARE ACTUALLY HEALTHIER WITH DECREASED SUGAR.
- RISING AWARENESS OF THEIR NUTRITION, BALANCED DIETS AND FITNESS.
- GROWTH OF SUCH A MARKET WHICH GIVE HIGH PROTEIN SNACKS AND FUNCTIONAL FOOD.
- OPPORTUNITY FOR ATTRACTING NEW CONSUMERS WITHOUT LOSING ALL THE EXISTING LOYAL CUSTOMERS.

TARGET MARKET

- GENERATION Z AND MILLENNIALS WHO ARE ACTUALLY HEALTH-CONSCIOUS (MONEY, 2023).
- GYM MEMBERS AND FITNESS ENTHUSIASTS.
- WORKING PROFESSIONALS ARE LOOKING FOR NUTRITIOUS AND CONVENIENT SNACKS.
- CUSTOMERS SEEKING GUILT-FREE INDULGENCE.

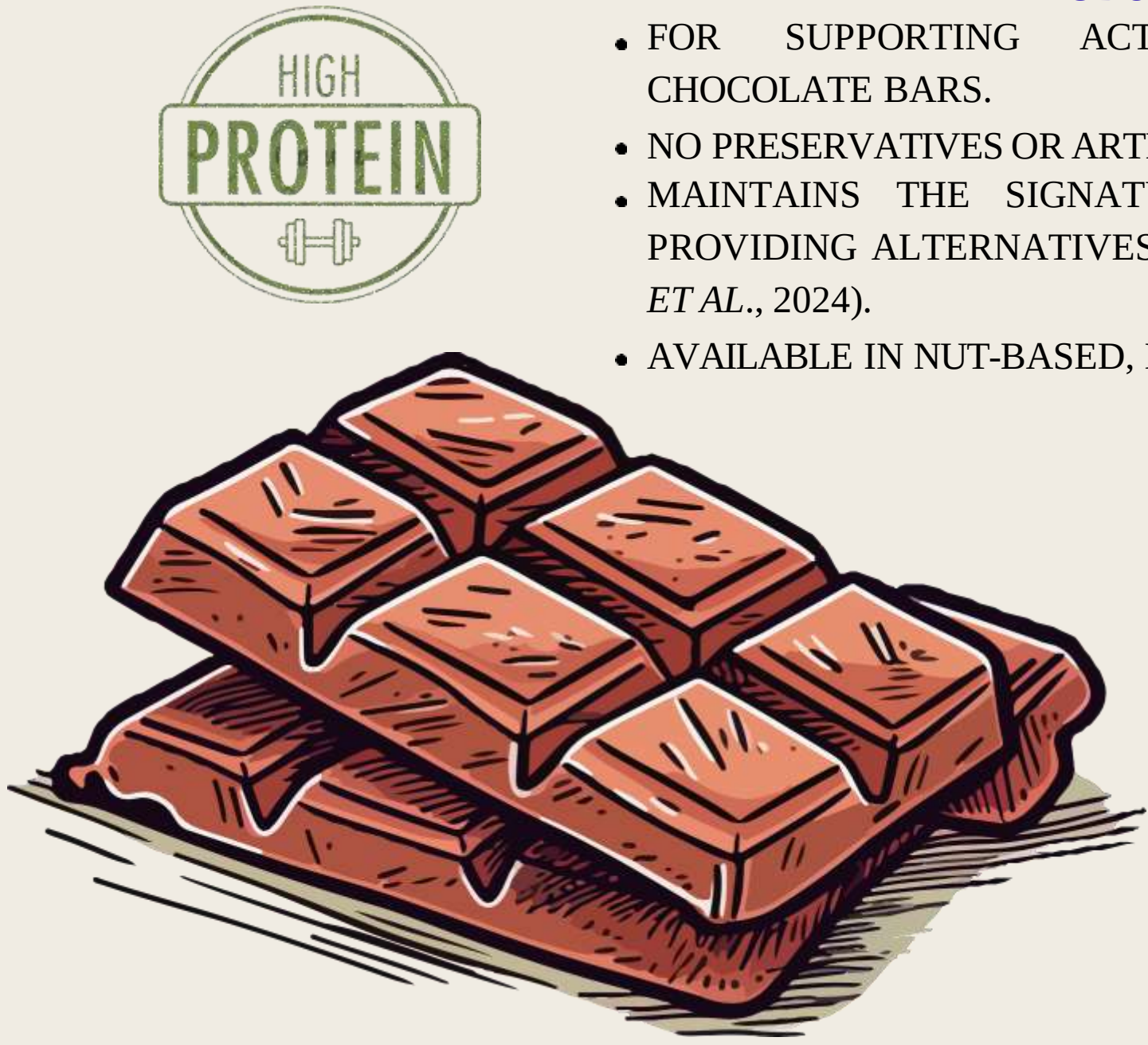


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PRODUCT FEATURES

- FOR SUPPORTING ACTIVE LIFESTYLES, HIGH-PROTEIN CHOCOLATE BARS.
- NO PRESERVATIVES OR ARTIFICIAL COLOURS.
- MAINTAINS THE SIGNATURE TASTE OF CADBUSTY WHEN PROVIDING ALTERNATIVES WHICH ARE ALSO HEALTHIER (JOEL *ET AL.*, 2024).
- AVAILABLE IN NUT-BASED, DARK AND MILK-BASED VARIANTS.



MARKETING OPPORTUNITIES

- PARTNER WITH INFLUENCERS OF FITNESS FOR PROMOTING THE GOOD ON SOCIAL PLATFORMS.
- PARTNERSHIPS WITH HEALTH CLUBS, GYMS, AS WELL AS EVENTS OF WELLNESS FOR GOODS SAMPLING.
- LAUNCH CAMPAIGNS DIGITALLY ON YOUTUBE AND INSTAGRAM, HIGHLIGHTING THE LOW SUGAR AND PROTEIN BENEFITS (DOHERTY *ET AL.*, 2022).
- PROVIDE LOYALTY REWARDS, INTRODUCTORY DISCOUNTS, AS WELL AS LIMITED EDITION FLAVOURS.
- UTILISE ENVIRONMENTALLY FRIENDLY PACKAGING FOR APPEALING TO ECO-CONSCIOUS CUSTOMERS.

KEY BENEFITS

- THROUGHOUT THE HEALTHY CATEGORY OF SNACKS, INCREASE MARKET SHARE.
- STRENGTHEN THE IMAGE OF THE BRANDS IN INNOVATION.
- ATTRACT YOUNGER CUSTOMERS ALONG WITH EXPAND THE CONSUMER BASE.

