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Assessment 2:

Marketing Portfolio – Brand Development Strategy

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ELEMENT 1: STDP & BRAND CONCEPT

1.1 Introduction to the Company

Innocent Group Limited is a UK-based company best known for its brand *Innocent Drinks*, which specialises in producing natural, healthy beverages such as smoothies, juices, and plant-based drinks. Established with a strong emphasis on simplicity, transparency, and ethical responsibility, the company has built a trusted reputation for offering products made from natural ingredients with minimal processing. Innocent Drinks positions itself as a brand that is “good for you and good for the planet,” combining commercial success with social and environmental responsibility.

The core values of Innocent Group Limited include honesty in ingredients, sustainability in sourcing, and a commitment to consumer wellbeing. Its market positioning is centred around health-conscious consumers who value clean labels, ethical production, and products that fit into modern, balanced lifestyles. Innocent has successfully differentiated itself from competitors by using clear communication, playful branding, and consistent messaging around health and ethics.

The company is well suited to launching a new chocolate product due to its strong brand equity and existing consumer trust. As trends increasingly show demand for healthier indulgence, Innocent’s expertise in creating “better-for-you” products allows it to credibly extend into the chocolate category. Launching *Innocent Choco Blast* enables the company to apply its core values to a fast-growing premium chocolate segment, while maintaining alignment with its brand philosophy.

1.2 New Brand Concept: Innocent Choco Blast

Innocent Choco Blast is a premium chocolate product developed as a strategic brand extension under Innocent Drinks. The product is designed to offer rich chocolate indulgence while maintaining a healthier, cleaner ingredient profile. Innocent Choco Blast is positioned as a premium chocolate bar or toffee made with high-quality cocoa, reduced sugar, and no artificial flavours, colours, or preservatives.

The product category is premium chocolate confectionery, targeting consumers who seek indulgent taste without compromising on health and ethical values. Unlike traditional mass-market chocolates, Innocent Choco Blast focuses on quality, sustainability, and simplicity.

The consumer problem addressed is the growing dissatisfaction with conventional chocolates that are high in sugar and artificial ingredients. Many consumers want to enjoy chocolate but feel guilty about its health implications. Innocent Choco Blast responds to this opportunity by offering “guilt-free indulgence,” allowing consumers to enjoy chocolate while making a more responsible choice.

The brand concept strongly links with health and lifestyle trends, particularly cleaner eating, ethical consumption, and conscious indulgence. By offering reduced sugar and responsibly sourced cocoa, Innocent Choco Blast aligns with consumers who seek balance between enjoyment and wellbeing.

1.3 Market Environment & Consumer Trends

The market environment strongly supports the launch of Innocent Choco Blast. Although Innocent is traditionally known for plant-based beverages, the growth of plant-forward and health-oriented product innovation demonstrates growing openness to healthier alternatives across categories.

Chocolate consumption behaviour has evolved in recent years. While chocolate remains a popular treat, consumers are increasingly selective, preferring premium, artisanal, and ethically produced options over mass-produced products. This shift reflects greater consumer awareness of ingredient quality and production practices.

Health awareness has significantly increased, particularly regarding sugar reduction. Public health campaigns and nutritional education have led consumers to seek lower-sugar alternatives without sacrificing taste. According to industry reports, demand for reduced-sugar and clean-label confectionery is rising, especially among younger adults.

Industry sources such as Mintel and Statista highlight increasing demand for premium chocolate, ethical sourcing, and sustainable packaging. These trends clearly support the strategic fit of Innocent Choco Blast within the current market environment.

1.4 Segmentation

The market for Innocent Choco Blast is segmented using demographic, psychographic, and behavioural variables.

Demographic segmentation focuses on consumers aged 15–40 years, including students, young adults, and working professionals. This group typically has disposable income and actively seeks modern, lifestyle-oriented products.

Psychographic segmentation targets health-aware individuals who still enjoy sweet treats. These consumers value ethical, sustainable brands and are concerned about ingredient quality and environmental impact.

Behavioural segmentation includes frequent buyers of chocolate and desserts, particularly impulse buyers at checkout aisles. The segment also includes consumers who purchase chocolate for snacking, gifting, or office breaks, and those loyal to brands with clear values such as being clean, natural, and ethical.

These segments are relevant because they reflect consumers most likely to appreciate Innocent's value proposition of healthier, ethically produced indulgence.

1.5 Targeting

The primary target market for Innocent Choco Blast is young, trend-conscious chocolate lovers who seek indulgence without heavy artificial ingredients. These consumers are typically urban, digitally engaged, and responsive to ethical branding.

This targeting choice is justified because this group demonstrates strong purchasing power, openness to premium pricing, and preference for brands aligned with personal values. They are also more likely to switch brands in favour of healthier alternatives.

Innocent Choco Blast directly links benefits such as reduced sugar, clean ingredients, ethical sourcing, and premium taste to the needs and preferences of this target segment.

1.6 Differentiation

Innocent Choco Blast is differentiated through its combination of health, ethics, and indulgent taste. Key product attributes include high-quality cocoa, lower sugar, and absence of artificial additives. The brand also emphasises ethical and sustainable sourcing.

Compared to traditional chocolate competitors, which often focus on taste and affordability, Innocent Choco Blast offers added value through transparency, health-conscious formulation, and sustainability. Conceptually, it positions itself between

mass-market chocolates and expensive artisan brands, offering premium quality with broad accessibility.

1.7 Positioning

Innocent Choco Blast aims to be positioned as a premium yet approachable chocolate brand that delivers indulgence with integrity. The brand occupies a space where taste meets health awareness and ethical responsibility.

The value proposition is simple: rich, creamy chocolate made with better ingredients and responsible sourcing, without unnecessary artificial elements.

Positioning Statement:

Innocent Choco Blast is a premium chocolate for health-aware consumers who want rich indulgence made with better ingredients, less sugar, and ethically sourced cocoa.

ELEMENT 2: MARKETING MIX (4Ps)

2.1 Product Strategy

The product strategy for Innocent Choco Blast is designed to deliver indulgent chocolate while remaining consistent with Innocent Drinks' core values of simplicity, health consciousness, and ethical responsibility. The **core product** offered is enjoyment and emotional satisfaction derived from consuming chocolate. Beyond physical consumption, the product provides reassurance to consumers that they are making a healthier and more responsible indulgence choice.

The **actual product features** include a premium chocolate bar made with high-quality, ethically sourced cocoa and reduced sugar compared to traditional mass-market chocolates. Innocent Choco Blast contains no artificial flavours, colours, or preservatives, aligning with consumer demand for clean-label products. The chocolate is developed to deliver a smooth, creamy texture and rich flavour, ensuring that taste is not sacrificed for health considerations. The product is available in multiple variants such as milk chocolate, 70% dark chocolate, nut-filled options, and crunchy caramel to meet diverse taste preferences.

The **extended product benefits** include psychological and emotional value. Innocent Choco Blast offers "guilt-free indulgence," allowing consumers to enjoy chocolate without concerns associated with excessive sugar or artificial ingredients. Additional benefits include ethical sourcing practices, environmentally responsible packaging, and alignment with sustainable lifestyles. These factors strengthen emotional brand attachment and encourage repeat purchases.

Branding plays a crucial role in the product strategy. Innocent Choco Blast leverages the strong brand equity of Innocent Drinks, which is widely recognised for transparency and honesty. Packaging uses warm chocolate-inspired colours and playful design elements consistent with Innocent's brand identity. Recyclable packaging materials reinforce the company's sustainability commitment. Product quality is assured through responsible sourcing, strict quality checks, and consistent production standards.

Overall, Innocent Choco Blast meets customer needs by addressing the desire for indulgent taste, improved nutritional perception, ethical production, and trust in brand quality.

2.2 Pricing Strategy

Innocent Choco Blast adopts a **premium value-based pricing strategy**. This approach reflects the product's superior ingredient quality, ethical sourcing, and health-oriented formulation. Rather than competing primarily on price, Innocent positions the product as offering higher value through added benefits.

The pricing decision is supported by marketing theory, which suggests that value-based pricing is effective when consumers perceive differentiation and emotional benefit (Kotler and Armstrong, 2022). Innocent Choco Blast offers tangible value such as reduced sugar and high-quality cocoa as well as intangible value including brand trust and ethical credentials. This allows the brand to command a slightly higher price while still providing value for money.

Consumer perception of price is favourable within the target market. Health-conscious and ethically aware consumers are generally less price-sensitive and are willing to pay a premium for products aligning with their values. Innocent's established reputation further enhances perceived value, reducing the risk of price resistance.

Competitor influence plays a significant role in pricing decisions. Mass-market chocolate brands are typically priced lower but offer fewer health or ethical benefits, while artisanal and luxury chocolates are priced considerably higher. Innocent Choco Blast is positioned between these categories, offering affordable premium pricing that balances quality and accessibility. This strategic pricing strengthens competitiveness while reinforcing brand positioning.

2.3 Place (Distribution) Strategy

The distribution strategy for Innocent Choco Blast emphasises accessibility, convenience, and alignment with consumer purchasing behaviour. The product is distributed through a mix of physical and digital channels to maximise reach and availability.

Key **distribution channels** include major supermarkets and convenience stores, where chocolate purchases are often impulse-driven. Placement near checkout counters or within premium snack sections encourages spontaneous purchases. Health food retailers and organic stores also serve as suitable outlets due to alignment with health-focused consumers.

Retail, online, and institutional placement are all incorporated. Online distribution through supermarket websites, food delivery platforms, and Innocent's direct-to-consumer channels allows consumers to purchase conveniently. Institutional placements such as workplace canteens, university cafés, and fitness centres further extend brand visibility and encourage trial among health-aware consumers.

Convenience and accessibility are essential, as chocolate is frequently consumed as an on-the-go snack or shared treat. Widespread availability ensures that Innocent Choco Blast remains visible, top-of-mind, and easy to purchase.

The **supply chain logic** is based on efficiency and sustainability. Innocent's existing supplier networks and logistics expertise reduce operational risk while ensuring consistent quality. Ethical cocoa sourcing, environmentally responsible transportation, and recyclable packaging support both operational efficiency and corporate responsibility.

2.4 Promotion Strategy

The promotion strategy for Innocent Choco Blast focuses on building awareness, encouraging trial, and reinforcing brand values. Advertising methods include digital advertising, in-store displays, and outdoor advertising in high-footfall urban areas. These channels support both brand visibility and impulse purchase behaviour.

Digital and social media marketing form the core of the promotional mix. Platforms such as Instagram, TikTok, and Facebook are used to share engaging visual content, brand storytelling, and product education. Messaging highlights reduced sugar, clean ingredients, ethical sourcing, and indulgent taste. Interactive content and user-generated posts encourage engagement and brand loyalty.

Influencer and experiential marketing play an important role in communicating authenticity. Collaborations with food, health, and lifestyle influencers reinforce credibility and allow the brand to reach niche but influential audiences. Experiential activities such as pop-up tasting stands and sampling events allow consumers to experience the product directly, reducing perceived risk and increasing trust.

Sales promotion activities include introductory discounts, limited-time offers, bundle deals, and seasonal releases. These promotions stimulate trial during the launch phase and encourage repeat purchases.

Message consistency is maintained across all promotional channels. Communication consistently positions Innocent Choco Blast as a premium; healthier chocolate made with better ingredients and ethical values. This consistency strengthens brand identity and reinforces the intended market position.

ELEMENT 3: MARKETING STRATEGY PITCH

The purpose of this marketing pitch is to communicate the strategic rationale behind the launch of *Innocent Choco Blast* and to summarise how the brand delivers value through a clear, consumer-focused marketing strategy. The pitch explains how Innocent Drinks successfully extends its trusted brand identity into the chocolate market while remaining consistent with its core values of health, simplicity, and ethics.

Innocent Choco Blast is positioned as a premium chocolate product designed for consumers who desire indulgent taste without excessive sugar or artificial ingredients. The strategy combines high-quality cocoa, clean-label formulation, and ethically sourced ingredients to address increasing demand for healthier indulgence. The poster visually communicates this balance of taste and responsibility through warm chocolate colours, natural imagery, and minimalistic design consistent with Innocent's brand personality.

The key selling proposition of Innocent Choco Blast is "guilt-free indulgence," offering rich, creamy chocolate made with better ingredients and ethical sourcing. This message directly appeals to young, trend-conscious consumers who value transparency, sustainability, and wellbeing while still enjoying sweet treats.

Strategically, the poster communicates a clear message: Innocent Choco Blast is not just another chocolate product, but a responsible alternative that aligns indulgence with modern health and lifestyle expectations. This reinforces strong positioning and encourages both trial and long-term brand loyalty.

Reflection on Learning

Through completing this assignment, I developed a deeper understanding of how marketing theory is applied in practice when launching a new brand. I learned how STDP analysis and the marketing mix function as interconnected decision-making tools rather than isolated concepts. Developing *Innocent Choco Blast* allowed me to critically analyse market trends, consumer behaviour, and brand extension strategies. I also gained insight into how strong brand equity, such as that of Innocent Drinks, can reduce risk and build credibility when entering a new product category.

Applying marketing theory to a real-world context strengthened my understanding of concepts such as value-based pricing, differentiation, and positioning. Instead of relying on assumptions, I learned to justify decisions using consumer trends and academic frameworks. This process improved my ability to translate theoretical models into practical strategies.

4.1 Skills Development

This assignment significantly enhanced my **research skills**. I learned how to combine academic sources with industry reports to support marketing decisions. Analysing consumer trends and competitive environments strengthened my ability to identify relevant and credible information.

My **strategic thinking** skills improved through the development of STDP and the 4Ps. I learned to think holistically, ensuring that product, price, place, and promotion decisions were consistent with the brand's positioning. This strategic alignment was critical in creating a coherent marketing plan.

The project also developed my **creativity**, particularly in designing the poster and brand concept. Balancing creativity with academic rigour challenged me to communicate strategy visually while maintaining professional standards.

Additionally, my **problem-solving skills** improved as I refined ideas to ensure consistency between the written portfolio and the poster. I learned to adapt ideas while maintaining strategic clarity.

4.2 Challenges Faced

One of the main challenges I faced was aligning a beverage-focused parent brand with a chocolate product without compromising brand credibility. I overcame this by analysing Innocent Drinks' core values and ensuring that the chocolate product reflected the same emphasis on health, simplicity, and ethics.

Another challenge was managing word limits while maintaining academic depth. I addressed this by prioritising key arguments, summarising effectively, and ensuring each section directly contributed to the overall strategy. Structuring the assignments according to the provided guidelines also helped maintain clarity and focus

4.3 Future Improvement

If I were to repeat this assignment, I would include more quantitative consumer data to further strengthen strategic justification. I would also explore additional global market comparisons to enhance strategic depth.

The skills gained from this assignment are highly relevant to my future career in marketing and brand management. Research analysis, strategic planning, creative communication, and reflective thinking are essential professional competencies. This assignment has improved my confidence in developing coherent marketing strategies and applying theory in real-world contexts, preparing me for both academic advancement and professional practice.

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APPENDICES

Appendix A: Marketing Strategy Poster – Innocent Choco Blast



The poster is a vertical layout with a warm, orange-brown color palette. At the top, there's a decorative border of chocolate drips. Below this is the 'innocent Choco Blast' logo, featuring a small angel character above the brand name. The poster is divided into several sections: 'SEGMENTATION' (top left), 'NEW BRAND DEVELOPMENT' (top right), 'CUSTOMER TRENDS' (middle right), 'MARKETING MIX' (bottom left), and 'CONCLUSION' (bottom left, vertical text). The 'SEGMENTATION' section includes demographic, psychographic, and behavioural data. 'NEW BRAND DEVELOPMENT' details the brand and product. 'CUSTOMER TRENDS' lists current market trends like healthier indulgence and premium growth. 'MARKETING MIX' outlines the product and pricing. 'CONCLUSION' summarizes the brand extension strategy. 'REFERENCES' are listed at the bottom right. The poster is decorated with stars and chocolate-themed graphics.

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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