



University of Wales
Trinity Saint David

Marketing Management Assessment 1

Marketing Strategy to increase brand awareness during Covid-19- Associated British
Foods plc (ABF)

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Abstract

This study includes, The COVID-19 epidemic has bound practically every company to alter its business practices. ABFs have had to pivot in real time, possibly with severely reduced budgets, both to keep costs down in difficult economic times and to display sensitivity to what was going on in their consumers' lives. Organizations are seeking for methods to improve the consumer experience and expand their marketing strategies to be more digital, targeted, precise, and customized in our new environment. Mass marketing initiatives, as well as tailored marketing strategies that categories clients by segment, are no longer effective. And, with cost-cutting still on everyone's mind, it's more crucial than ever to spend your money intelligently, refining your marketing strategy to reach out to customers with relevant offers. Process progressively works out in liquid, hypercompetitive, and consistently on business sectors with many channels and contact focuses, or individual collaborations.

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Summary

With £15.6 billion in revenues, 136,000 workers, and operations in 50 countries spanning Europe, Asia, Americas, and Australia, ABF are a diversified worldwide food, ingredients, and retail firm. It aspires to attain strong, long-term leadership positions in markets with lucrative development potential, as well as to provide high-quality products and services that are essential to people's lives. Sugar, Marketing, Grocery, and Ingredients are the group's five business segments (Associated British Foods plc, 2021).

Key Highlights

- Associated British Foods plc (ABF) is a diversified food processing and retail group.
- The organization's significant organizations incorporate sugar, fixings, staple, agribusiness, and retail.
- It additionally offers hot drinks, sugar and sugars, vegetable oils, bread and prepared merchandise, grains, spices and flavors, ethnic food varieties and meat items.
- ABF serves assorted businesses including farming, drug, retail and food.
- ABF's is settled in London, the UK.

Research Objectives

After read out this section, you will be able to:

- Comprehend the significance and idea of Communication
- Comprehend the Process of Communication

Brief Background

ABF is a diverse company with a diverse variety of food and ingredient companies, over 40 well-known supermarket brands, and Primark, our flagship retail brand. We have a strong social mission: to provide food that is safe, nutritional, and economical, as well as clothing that is cost-effective.

Wittington Investments, a privately held business that is predominantly owned by the Garfield Weston Foundation, is the Group's principal stakeholder.

The Foundation is one of the most well-known grant-making charity organizations in the United Kingdom, and it is mostly supported by Associated British Foods earnings. As a result, the profits we earn are important not just to our shareholders, but also to numerous charities. Indeed, the Foundation provided roughly £98 million to 2,000 charities throughout the UK in the past financial year, and it has awarded more than £1 billion in grants in the 63 years since its inception.

Purpose and Value

ABF is a company along with a broad variety of food and grocery store brands, as well as Primark, our most well-known retail brand. We are all working toward the same objective of delivering safe, healthy, and cost-effective food and clothes (ABF Corporate, 2021).

Every day, at Associated British Foods, all do hardwork to create long-term value for our stakeholders, including our customers, workers, and suppliers, as well as our shareholders.

Communication

People's engagement is fast becoming the most important problem of our day, and participation necessitates communication. In every manner, communication is essential to this Endeavour. It allows planners to consult with people when defining and creating development programmers, for example, to take into consideration their needs, attitudes, and traditional knowledge. Only through communication can project beneficiaries become the primary actors in the success of development programmers (India Free Notes, 2020).

Definition of Communication

Human existence and survival, as well as the survival of an organization, are dependent on communication. It is a method of generating and disseminating ideas, information, points of view, facts, and sentiments among people in order to establish a shared understanding. The Directing function of management relies heavily on communication (India Free Notes, 2020).

Communications is a persistent interaction including three essential parts: the source, the message, and the recipient. The Elements of the communication process are described in detail below:

Sender

The message is made by the source or communicator and conveyed to the collector. He is the wellspring of data and the person who starts exchange.

You're Message

It is the source's idea, information, perspective, reality, feeling, and so on that is intended to be communicated further.

Encoding

Prior to being sent, the source's message is encoded emblematically as words, pictures, signals, etc.

Media

This refers to how the encoded message is conveyed. Orally or recorded as a hard copy, the message may be conveyed. Phone, web, mail, fax, and email are instances of correspondence mediums.

Decoding

It is the method involved with changing the shipper's encoded signals. The beneficiary gets the message whenever it has been decoded.

Receiver

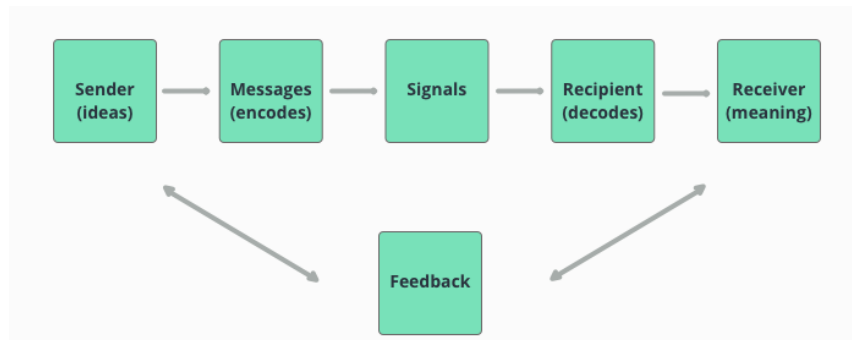
He is the rearward in the chain and the beneficiary of the message sent by the source. Just when the beneficiary receives the message, deciphers it appropriately, and acts as per the message is the correspondence's objective achieved.

Feedback

When the recipient checks to the source that he has gotten and understood the message, the correspondence interaction is finished..

Communication Model

The figure below depicts the basic flow of communication. The sender transmits a message to the receiver in this flow, and the two then exchange feedbacks on the communication process.



Before deciding on the strategy to utilize for your aims, you should think about communication strategies as well. Not every communication medium is appropriate for every transaction (Cambridge University Press, 2014).

After understanding communication methods, the next step is to explore different communication models. Experts have introduced several sorts of models over the years due to the necessity of communication. The models assist businesses and other institutions in comprehending how communication works, how messages are conveyed, how they are received by the other side, and how the message is ultimately evaluated and comprehended.

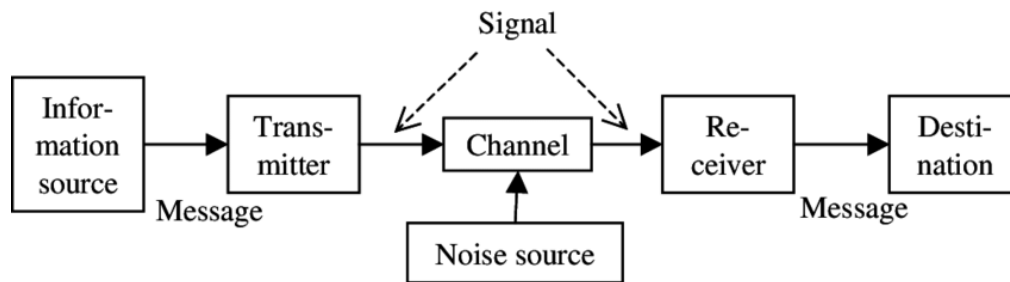
Types of Communication Models

We should view a portion of the popular and oftentimes utilized correspondence models utilized these days.

Shannon's Model

Claude Shannon's model was one of the first communication models to be introduced (Quanta Magazine, 2020). It was first used in 1948. This set the groundwork for today's many communication models, and it has considerably aided and increased communication in a variety of disciplines. This paradigm can be regarded as the forefather of many subsequent communication models.

This model is depicted in the diagram below.



The diagram above clearly depicts how communication occurs and also aids in determining what can go wrong. The information source in Shannon's model is usually a human, who subsequently uses a transmitter to convey a message (Quanta Magazine, 2020).

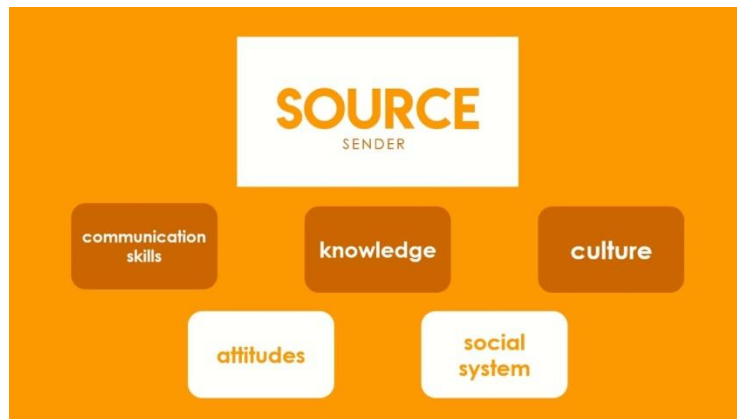
Today's transmitters might be anything from phones to laptops and other electronic gadgets. Depending on the manner of communication, the signals delivered and received might differ.

Berlo's Model

Berlo's model is another well-known communication model. He emphasizes the interaction between the one who sends the message and the person who receives it in this paradigm (Kobiruzzaman, 2021).

According to this paradigm, both the source and the receiver's communication abilities must be at their finest in order for the message to be effectively encoded and decoded. Only if the two points are proficient will the communication be at its finest.

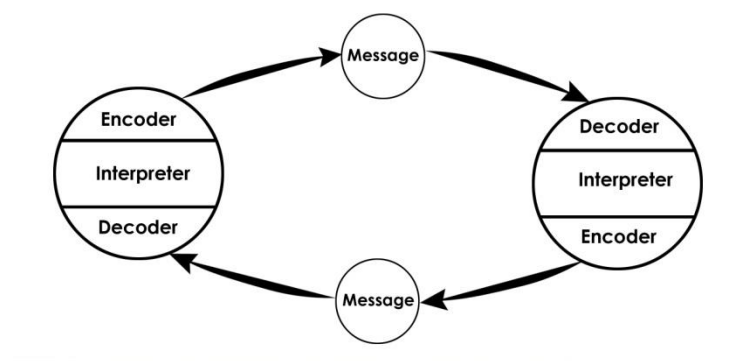
Berlo's model consists of four primary components, each of which has its own sub-components that describe the aiding factors for each component.



Schramm Model of Communication

In 1954, Schramm underlined that when it comes to communication; both the sender and the receiver take turns performing the roles of encoder and decoder.

The model presented by Schramm is depicted in the diagram below.



Various additional models, such as the 'Helical' model, Aristotle's models, and others, have been based on these ideas (QS Study, 2019).

Always keep in mind that each of these models has its own set of benefits and drawbacks. While some communication models attempt to simplify the process by breaking it down into smaller steps, they are not always as straightforward as they appear.

Communication models are complicated in a number of ways. This is something that has to be understood well as part of the process of figuring out how these models function.

Integrated Marketing Communications

Integrated marketing communication (IMC) is an interaction for consolidating parts of marketing communication elements, for example, advertising, web-based media, target bunch examination, business improvement ideas, and predictable brand personality advancement across different mass media channels. It empowers public and private associations and organizations to give a consistent and drawing in client experience for an item or administration and to improve the association's picture and associations with partners (Cambridge University Press, 2014). Experts with experience in incorporated showcasing correspondences can look for gainful employment in areas, like web-based media promotion, electronic media, news coverage, statistical surveying and counseling, advertising, non-benefit associations and government, diversion, TV and radio, and other related fields, and interchanges.

Integrated marketing communication is a multidisciplinary region that consolidates both work of art and new media techniques. Incorporated promoting correspondences, as the name infers, is an all-encompassing showcasing approach that assesses advertising procedure with regards to an association's objectives, just as its business advancement and upkeep needs. As such, rather than having separate groups or endeavors inside an association for showcasing, publicizing, advertising, web-based media, and customer/crowd investigation, incorporated promoting correspondences empowers the combination of these disciplines to make an all the more impressive and purposeful methodology (Cambridge University Press, 2014).

Customers are now expecting the same levels of happiness from giants like Amazon, Apple, and Google—and they demand it from even the most sleepy corners of marketplaces across all industries. Meanwhile, premier service providers use technology to set themselves apart. They can act with unparalleled speed and agility thanks to advanced analytics, which provides them with immediate customer insights.

Brand awareness Strategies

Brand Awareness

Consumers' knowledge of a particular item or administration is alluded to as brand mindfulness. A brand mindfulness crusade expects to raise public information on a new or overhauled item while additionally recognizing it from the contenders (ABF

Corporate, 2021). In brand mindfulness showcasing, online media has arisen as a basic new instrument

Promotional Strategy

According to the American Marketing Association (AMA), marketing is a collection of actions that a company engages in to produce, communicate, deliver, and trade products and services that are valuable to consumers, supply chain partners, clients, other stakeholders, and society as a whole (ABF Corporate, 2021).

In his book "Principles of Marketing," Kotler writes, "Marketing is a process through which organizations like Food British may generate value for their present and future consumers, form relationships, and sustain those relationships by serving their requirements on a constant basis.

Promotional Strategy ABF should adopt

Advertising

Pay to Play

Any paid sort of correspondence from a known support or source that focuses on thoughts, wares, administrations, or the actual support is alluded to as promoting. Most of publicizing is designated at bunches rather than people, and it is regularly communicated on TV, radio, papers, and, progressively, the Internet. Ads are habitually measured in impressions (Lumen Learning, 20212).

Public Relations

The method involved with keeping a positive picture and growing great associations between an association and gatherings, and people it serves is known as advertising. Not at all like publicizing, which uses supported interchanges to attempt to make great impressions; advertising don't give for consideration or reputation (Lumen Learning, 20212). All things considered, PR means to develop a positive picture by focusing on the association's and its clients' essential and consideration commendable exercises. Accordingly, advertising are every now and again alluded to as "free promoting."

New Promotional Strategy

ABF can adopt some new Promotional Strategy

- **Visitor blog on other specialty sites** - Visitor contributing to a blog is probably the most ideal way to build brand mindfulness with negligible exertion. You can exploit the traffic that is now showing up at one more site to get more eyes on your image while offering accommodating and important substance.
- **Attempt co-promoting-** Co-showcasing is a phenomenal method for building brand mindfulness — not just on the grounds that you'd be exploiting another brand's crowd but since it can feature what your identity is and what you offer in the commercial center.
- **Make a short, snappy motto-** Expanding the Nike model, you think about the brand quickly when you hear "Do what needs to be done." Creating a short saying or trademark is a foundation of a solid brand mindfulness procedure and is a simple and straightforward method for expanding brand mindfulness.

Meaning of branding and brand equity

The expansive impression of a brand is more pivotal than any other time as firms progressively shift their consideration from the item to the purchaser. Besides, 74% of the present clients need more from organizations as far as how they treat their clients, staff, and the climate. Associations should examine how their diverse showcasing procedures add to memorability to stay in front of this change. We should investigate a portion of the procedures they might use to successfully set up and reinforce their general image value:

What is Brand Equity?

In advertising, brand value alludes to how much power a brand name has in the personalities of purchasers, just as the advantage of having a notable and all around perceived brand. Associations expand brand value by giving incredible encounters that urge clients to pick them over rivals that give indistinguishable products. This is refined through making mindfulness through publicizing that connect with target-shopper esteems, finishing guarantees and capabilities when clients utilize the item, and zeroing in on steadfastness and maintenance.

Brand Equity model

Brand esteem has three fundamental parts: customer insight, negative or gainful results, and the ensuing worth. Brand, buyer knowledge, which consolidates both data and association in a brand and its things, grows brand esteem.

After deeply study all the facts and consequences I find out that Keller's Brand Equity Model is best match for ABF.

Keller's Brand Equity Model

Keller (1993) developed consumer-based brand equity at the person level, starting with brand knowledge and conceptualizing it as an associative network with nodes representing associations (Mindtools, 2021). He defined brand equity as variations in customer response to marketing effort in 2003. The idea behind brand equity is to use good experiences to shape how people think and feel about a product or service. A corporation should create an environment in which customers have favorable sentiments, ideas, and impressions about the brand. Brand salience, brand performances, brand images, brand sentiments, brand judgments, and brand connections are among the six aspects identified by the Keller model.

- **Brand equity development**

In light of Keller's brand equity model (described above), Associated British Foods Plc take the following activities to strengthen its brand:

Build brand awareness and salience to develop the brand identity.

Determine the significance of the Associated British Foods Plc brand and explain it to others.

How it meets the physical and psychological need of clients (imagery). Assess the customers' reactions to the Associated British Foods Plc brand by evaluating their sentiments and judgments (Mindtools, 2021).

Finally, to establish brand resonance that sits on the pyramid top, focus on developing behavioral loyalty, feeling of community, attitudinal attachment, and active involvement.

Discuss the customer Journey and Customer Touch Points for your organization

Customer Journey	Awareness	Interest/Consideration	Conversion	Retention	Advocacy
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What be the customer touch point with the company?	Advertising, Word of mouth, Store Visibility	Store Visibility, Advertising	Sales Pitches, Discounts, Product Displays	Goods Service, Delivery lead times	Positive experience, Sharing with family and friends, Feedbacks and testimonials
What be the customer action?	Read the advertising, Check the store from outside	Store Visits, Ask about the store, Reviews from other customers	Listen to sales executives, understand the discount structure,	Repeat purchases	Tell others about the store and its products and services
What was the customer feeling?	whether this would be a good place to buy paint	Pricing, Discounts, Quality	Excited to buy paint with the price and offered service. Had a positive experience	Will purchase again from the store due to positive experience.	Provide reviews to family and friends about purchasing from the store

Customer Journey Map

The Customer Journey before and after covid:

Past	Present
Traditional media and word of mouth were used to raise awareness.	A client learns about a business or product through social media.
Interest was supported through make contact with a trades touchpoint.	Repeated communication across many channels, both online and in person, increases the customer's interest.

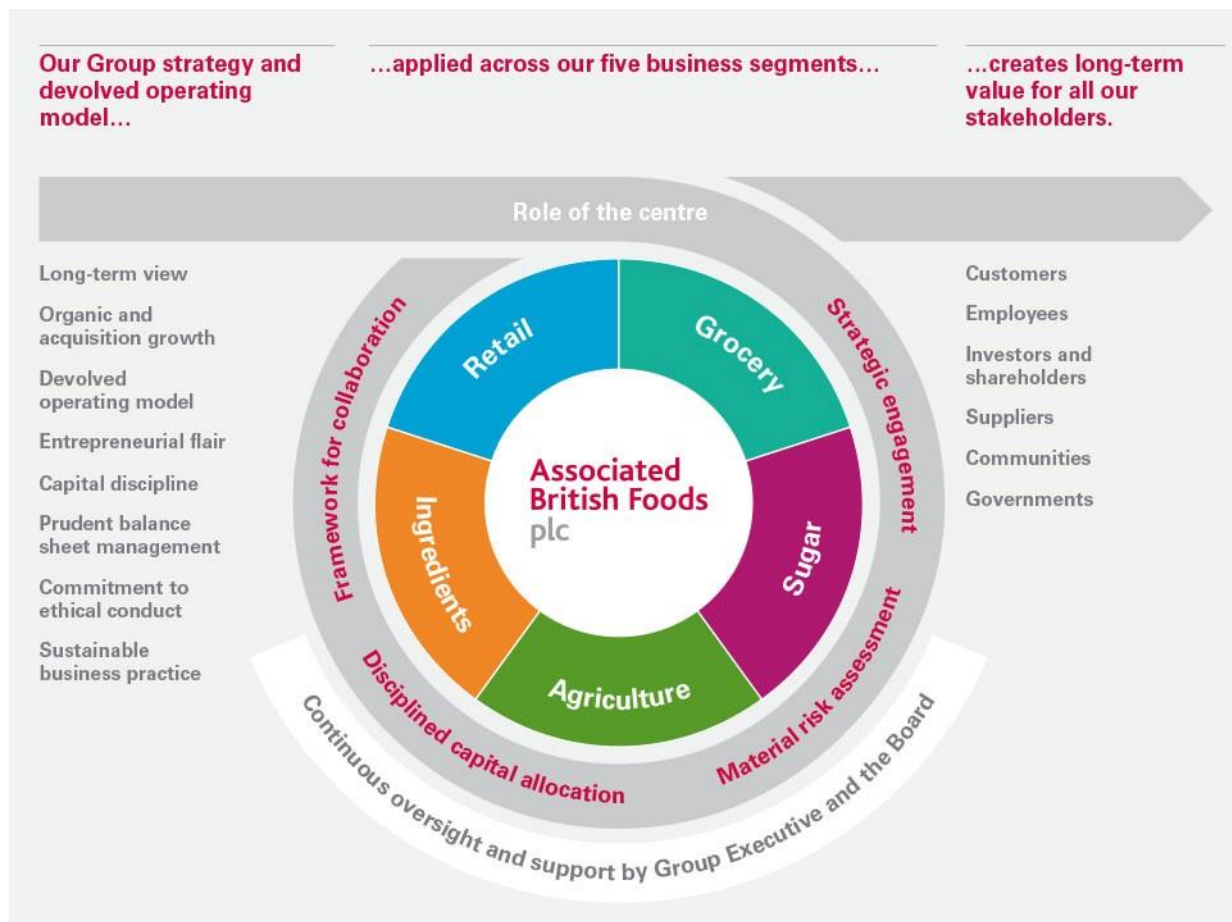
In most cases, consideration included face-to-face counselling.	The consumer uses his or her smartphone to connect to social media throughout the appointment. On the internet, the customer examines the pricing of a competition. The consumer uses the company's app to gain access to a loyalty programmed incentive.
In addition, the purchase was made in person at a real place.	The client makes the decision to buy. A second off-site product has piqued the customer's interest during the purchasing process. It's no issue. It will be ordered and shipped directly to her from the online store.

Creating value together

ABF's business model – commercial but also financially cautious and long-term oriented – has resulted in long-term development and value creation for our shareholders and other stakeholders (Baugh, 2015).

Related British Foods is an assorted organization with a different assortment of food and fixing organizations, north of 40 notable store brands, and Primark, our leader retail brand. We have a solid social mission: to give food that is protected, nourishing, and efficient, just as dress that is practical.

With 128,000 individuals, activities in 53 nations, providers in some more, and clients in north of 100 nations, we are a worldwide company. More over half of our top executives come from outside the United Kingdom, representing 23 different countries.



Devolved operating model

ABF utilize a degenerated working model all through our five business spaces of Grocery, Sugar, Agriculture, Ingredients, and Retail since we feel that characterizing targets from the base up, rather than the top down, is the greatest approach to produce long-term value (Baugh, 2015). We make operational choices locally because we've found that they're most effective when they're made and controlled by the people who know their customers and markets best. Our strong local management teams are strongly motivated by this responsibility, which encourages an entrepreneurial mindset that leads to new business thinking.

The Group, also known as the corporate centre, serves as a platform for the exchange of ideas and best practices. The Group is in regular communication with the individuals who operate our companies, allowing us to collaborate when making material choices by providing our corporate leaders with a clear knowledge of their material possibilities and dangers. We can also assure rapid and unambiguous decision-making because the centre is tiny and employs short lines of communication.

The diagram above depicts how our business model operates, from the Group leadership team's debate and inspection of each business through the Board's monitoring through our structured governance framework.

Creating long-term value

To create long-term value for shareholders, partners, workers and the communities in which organization operate will take a long term approach. Regardless of the situation of the capital markets, our aim is to achieve long-term sustainable development, and the Group balance sheet is maintained to ensure long-term financial stability. We are dedicated to growing shareholder value by making good commercial and responsible business decisions that result in consistent profits and dividend growth (ABF Corporate, 2021).

Our ownership structure gives us the security to invest in and support the long-term growth of firms we believe in. Our expansion has mostly been organic, thanks to investments in marketing, the development of existing and new goods and technologies, and targeted capital expenditures to increase efficiency and capacity. Acquisitions are carefully planned to complement current business operations and to capitalize on possibilities in neighboring markets or locations.

Our unique ownership structures

Wittington Investments, a privately held business that is predominantly owned by the Garfield Weston Foundation, is the Group's principal stakeholder.

The Foundation is one of the most well-known grant-making charity organizations in the United Kingdom, and it is mostly supported by Associated British Foods earnings. As a result, the profits we earn are important not just to our shareholders, but also to numerous charities. Indeed, the Foundation provided roughly £98 million to 2,000 charities throughout the UK in the past financial year, and it has awarded more than £1 billion in grants in the 63 years since its inception.

Engagement Model related to your company

Stakeholder engagement

Making sure we do the right thing

Simply said, operating responsibly is the right thing to do, but doing the right thing for all of our stakeholders and the environment is not something that happens by accident. The contemporary corporate climate is dynamic and unpredictable, necessitating effective methods for determining what matters most, maximizing possibilities while minimizing risks, and maintaining transparency (ABF Corporate, 2021).

Recognizing what is most important

Understanding what matters most, what is important to our companies, our stakeholders, and the future of our world requires active participation and knowledge exchange (BSR, 2019).

Understanding the interests and concerns of these many groups complements our own broad knowledge and skills, allowing us to determine the appropriate priorities. We also work together with a variety of stakeholders to bring about positive change.



Engagement Strategy:

Set a vision and a degree of ambition for future engagements, as well as assess previous engagements.

Stakeholder Mapping:

Establish criteria for identifying and prioritizing stakeholders, as well as engagement strategies.

Preparation:

Focus on long-term goals to guide your approach, decide engagement logistics, and establish ground rules.

Engagement

The engagement itself, ensuring that all stakeholders contribute equally and reducing friction while maintaining focused on the goals.

Action Plan

Plan your next steps for follow-up and future involvement by identifying opportunities from feedback and determining actions, revisiting goals, and planning next steps for follow-up and future engagement.

Some keys learning

- Learn about Associated British Foods Plc and the variables that drive its business strategy.
- Follow the company's strategic ambitions as well as the most recent business news and activities.
- As a potential partner, vendor, or supplier, evaluates Associated British Foods Plc.
- Support sales efforts by learning more about your clients' companies.
- Keep up to current on the company structure, strategy, and prospects of Associated British Foods Plc.

Conclusion

To reach their chosen target group, ABF Corporate needs mix and match numerous platforms. This will assist to raise awareness among them and impact buyer behaviour, therefore businesses must develop an efficient Integrated Marketing Communication plan that combines diverse techniques to capture as many prospects as possible. ABF Corporate takes advantage of this opportunity and incorporates online marketing into their marketing strategy. In a pandemic, new marketing formats include web marketing, e-commerce, and social media marketing. Companies may spend more on promotional media platforms because ABF Corporate Consumers feel certain benefits in their new marketing over old marketing. The current marketing, as

well as the other mediums, will help to establish the brand's reputation and favourable image. Consumers will have faith in the brand as a result of this credibility.

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