

# How to create a successful brand in the Russian frozen food market?

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## Abstracts

**How to create a successful brand in the Russian frozen food market? An analytical research on the basis of analysis of experience of key Russian enterprises in branding and of perception of their trade marks by consumers**

Methods of the research

1. Depth interviews with representatives of frozen food manufacturers, owners of brands, which became popular in the Russian frozen food market. Interviews with executives of more than 50 largest companies were conducted.
2. Analysis of information regarding brands in the Russian frozen food market, which has been published in the Internet and mass media.
3. Qualitative research. Depth interviews with frozen food consumers. Sampling – 50 respondents. The goals of the interviews were the following:
  - display features of consumption of different kinds of frozen food;
  - determine features of perception of the most popular trademarks in the frozen food market;
  - reveal motives of choice of frozen food trademarks and segmentation of consumers (at the next stage of the research) on this basis).
4. Quantitative research. Standardized interviews with frozen food consumers (representational sampling in Moscow, 1000 respondents). We pursued the following

objects in this work:

- find perception maps of the most popular frozen food trademarks in the Moscow market. Perception maps for 16 most popular trademarks in Moscow were drawn up;
- evaluate proportion of buyers segments, which were found on the basis of the main choice motive;
- carry out estimation and analysis of supplementary motives, which influence choice of a frozen food trademark;
- determine socio-demographic profile of the largest segments of consumers, which have been found on the basis of the main choice motive.

Abstract

- Thinking about how to make a new successful item?
- Trying to come across a brand idea which would support your enterprise?
- Looking for new flavors, shapes, names and images which would attract consumers?
- Do you want to evaluate a trademark potential of the brands you are going to buy?

Get to know!!!

1. What kind of ideas, strategies and methods has made the leaders of the Russian frozen food market successful?

The key manufacturers of frozen food shared their secrets in exclusive interviews for «Proriv» and told about marketing and branding strategies which they use. Interviews with representatives of top 50 Russian companies were conducted.

2. Mistakes they have made and consequences.

3. Perception of consumers of 16 key brands in the Moscow frozen food market. Their understanding of ideas which manufacturers put in the trademarks and whether these

ideas are important for consumers.

“Proriv” conducted representative polling of frozen food consumers in Moscow, with total sampling 1000 respondents. On its results perception maps of 16 frozen food trademarks which are most popular in the Moscow market in segments ravioli, rissoles and filled pancakes were drawn up.

4. Opening of market opportunities by deeper analysis of consumers’ motivation and expectations.

A unique technique of segmentation of frozen food consumers according to their motivation which is used by “Proriv” exclusively enables to identify strategies of brand positioning which really work.

5. Weak points of existing trademarks owned by the market leaders.

6. Trademark potential of top Russian brands and the real basis of this potential.

Answers to dozens of questions which are most important for your company you can find in the new outstanding research of “Proryv”.

The research has been carried out with the purpose of analysis, generalization and classification of experience of Russian enterprises in the area of frozen food branding. As a result, a marketing and branding strategies matrix has been worked up. It is used or can be used by Russian frozen food manufacturers. Thus, after having analyzed this research, every enterprise can choose proper marketing or branding strategies, taking into account its own development features and resources as well as expectations of frozen food consumers.

Mistakes which have been already made by Russian companies in brand creation and development and causes of their progress and success – this is exactly the material, which can assist you to the utmost by creation of an effective strategy for your enterprise. So this material is the subject of the present report.

The report presents consumers perception maps of 16 most popular Russian frozen food trademarks in segments of ravioli, rissoles and filled pancakes. The causes of success and failure of these brands and their future trends and potential are analyzed in detail. On the basis of the analysis carried out new market opportunities for the existing trademarks are described, as well as opportunities for creation of new trademarks which

will be oriented towards non-satisfied consumers' expectations.

The description of the research results opens with examination of the Russian frozen food market tendencies. Information about market capacity and rate of growth is given. Analysis of tendencies of the market development is carried out.

The structure of the frozen food market is considered by product types. Further segments of ravioli, rissoles, filled pancakes, quick-frozen vegetables, fruit, berries and mushrooms, as well as the segment of frozen seafood are considered in detail.

By examination of each of segments tendencies of its development are described as well as competitive environment and market shares of the largest manufacturers in the Russian market entirely and in largest cities like Moscow and St.-Petersburg, consumers' preferences, consumption rate, preferred packing, the most well-known trademarks in the segment and structure of the segment by sale channels.

Comprehensive profiles of the most well-known frozen food manufacturers in the Russian market are represented.

Further detailed consideration and classification of the marketing and branding strategies, which are used by Russian ice cream manufacturers today, follow. Strategies are shown on examples of existing trade trademarks, frozen food brands.

In a separate section potentially effective strategies which are not used at present. These strategies are based on the market opportunities which were found in the research.

Then segmentation of frozen food consumers according to their motive of trademark choice is given and typical marketing strategies aimed at satisfaction of needs of each group are considered.

Development strategies of the most well-known Russian trademarks are considered from the point of view of buyers' expectations. The buyers have been divided into segments according to their motivation. As arguments are used citations from depth interviews with representatives of enterprises – authors of trademarks as well as perception maps of trademarks (obtained from the polling).

Further consumers' perception of 16 most well-known Russian trademarks of frozen food is considered in detail.

According to the above-mentioned material analytical conclusions are made about reasons for success of the most popular frozen food brands.

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- b. new items, no analogues in the market
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