

How to create a successful brand in the Russian ice cream market? Supplemented version of 2006

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Abstracts

Methods of the research:

1. Depth interviews with representatives of large and medium Russian companies producing ice cream, owners of brands, which became popular in the Russian ice cream market. Interviews with representatives of more than 50 companies were conducted.

2. Analysis of information relating the Russian ice cream market, which has been published in the Internet and mass media.

3. Qualitative investigation. Depth interviews with ice cream consumers (sampling – 50 respondents). The goals of the interviews were the following:

- reveal motives of their choice of ice cream marks and then segment consumers on this basis (at the next stage of the quantitative investigation);

- reveal non-satisfied needs and hidden expectations of consumers;

- reveal essential perception peculiarities of different kinds of ice cream and brands in this market.

4. Standardized interviews with ice cream consumers (representational sampling in Russia – 800 respondents). The goals of this work were the following:

- find perception maps of the most popular ice cream marks in the Russian market. There were drawn up perception maps for 22 most popular ice cream marks at the

national level;

- 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 the choice of an ice cream mark.

Abstract:

The present research has been carried out with the purpose of analysis, generalization and classification of experience of Russian enterprises in the area of ice cream branding. As a result of the research, a marketing and branding strategies matrix has been worked up. It is used or can be used by Russian ice cream 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 ice cream consumers.

Mistakes which have been already made by Russian ice cream vendors in brand creation and causes of their success and achievements – 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.

Also the report presents consumers` perception maps of 22 main Russian ice cream marks. 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 possibilities for the existing marks are described, as well as opportunities of new marks creation which will be headed towards non-satisfied consumers` expectations.

The description of the research results opens with examination of the Russian market tendencies and discussion of the role of branding in the market development and success of individual enterprises.

The major reasons of the ice cream market stagnation have been made clear. The conclusion is that the main reason of the ice cream market stagnation is constant slippage of ice cream consumers every year. In the absence of strong and attractive brands ice cream doesn't meet competition against substitute goods (beverage foods, beer, snacks, confectionery) with highly developed branding.

Further prevalent peculiarities of branding in the Russian market are stated. Among them such specific things are worse to be mentioned as «don't care about tomorrow», «operations in the market result from the top managers' views or prejudices but aren't based on dry facts in the market», «intuitive branding». Each of them is well founded and proved; the appropriate extracts from depth interview with representatives of enterprises are given.

And the prevalent prejudices in branding become the subject of investigation.

Then detailed consideration and classification of the marketing and branding strategies, which are used by Russian ice cream manufacturers today, follow. Strategies are shown on real examples – existing goods, ice cream marks.

The cross-branding strategy, which is often used nowadays is considered in detail (use of well-known and popular other's brands for launching own products, for example, the mark J-7 and Prostokvashino, company AlterWest).

We also focus attention at strategies of creation and development of regional brands. Regional brands mean the brands which are oriented not to the national level but to individual regions and features of ice cream consumption in these regions are taken into consideration. Several variants of regional strategy of branding are presented, which can be used in many typical Russian province centers.

Then segmentation of ice cream consumers according their motive of ice cream mark 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 marks are considered from the point of view of buyers expectations. The buyers segments have been divided according to their motivation. As arguments are used citations from depth interviews with executives of enterprises – authors of marks as well as perception maps of marks (obtained from the polling).

Further consumers' perception of 22 most well-known Russian ice cream marks is considered in detail.

Finally ratings of reputation, consumption and appeal ratio are given (the indicator has been elaborated by «Proriv» specialists - it has been never proposed before) for the considered ice cream marks within the range of Moscow as well as for the European

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