

How to create a successful brand on the Russian
confectionery market? Supplemented version of
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How to create a successful brand on the Russian confectionery market? Supplemented version of 2006

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Methods

In this research we used the following methods of obtaining information:

1. Depth interviews with the representatives of large and medium enterprises, the players of the Russian confectionery market, the owners of the trademarks which are well-known on the Russian market. We held interviews with the majority of enterprises owning well-known brands, as well as the representatives of several wholesale enterprises-distributors of confectionery.

2. Analysis of the information about brands on the Russian confectionery market, represented in the Internet and mass media.

3. Qualitative research. Depth interviews with the confectionery consumers. Sampling – 50 respondents. The mission of the interview is:

- To reveal the motives of choosing the trademarks of confectionery by consumers, and then to segment the consumers by this principle (in the course of further steps of the quantitative research);
- To reveal the unsatisfied demands, hidden expectations of the consumers;
- To reveal the essential singularities of perception of different groups of confectionery and brands on this market.

4. Quantitative research. Standardized interviews with the confectionery consumers (representative sampling in Russia, 800 respondents). The goals of the research are:

- To obtain the maps of perception of the trademarks which are popular on the Russian confectionery market. 17 maps of perception of nationally famous brands of confectionery have been made;
- To evaluate the size of the consumers' segments singled out by the main motive of choice;
- To held estimation and analysis of additional motives which influence the consumer's choice of a trademark of confectionery.

Abstract

The goal of the research is to analyze, summarize and classify the experience of Russian enterprises in the sphere of branding on the confectionery market. The outcome of the research is the matrix of marketing research and strategies of branding which are used or may be used by the producers of confectionery on the Russian market. Thus, any enterprise after making the analysis of the contents of the present research can choose a suitable marketing or branding strategy, taking in account the particular features of its development, recourses and characteristics of expectations of confectionery consumers.

Mistakes which have been already made by the Russian confectioners in developing brands, as well as the

reasons of their success and achievements are the material which will be the most effective way to help you in creating the effective strategy for your enterprise. This kind of material is offered in the present report.

In the basis of the research are depth interviews with the representatives of the enterprises which own brands which are successful on the Russian market.

The leading Russian producers of confectionery, such as United Bakers, «SladCo», Chipita International, Confectionery and Baking Factory «Cheryomushki», MBKK «Kolomenskoe», «Russkij Biscuit», «Khlebnyj Dom», «Ramenskij Konditerskij Kombinat», «Lakom», «Makharishi Products», «Lubimyj Kraj», KelsenBiska and dozens of other well-known players of the market gave exclusive interviews to the experts of Proryv company. In these interviews they shared their secrets and gave the insight into the strategies of marketing and branding which they use. We held interviews with more than 50 largest enterprises of the industry.

This report also includes the maps of perception of 17 brands of confectionery which are popular on the Russian market. Detailed analysis of their success and failures is given, and their prospects and opportunities are described. On the basis of the analysis new market opportunities of the existing trademarks are described, as well as opportunities of creating new brands with the orientation towards unsatisfied expectations of the consumers.

The summary of the results of the research begins with the description of tendencies of development of the Russian confectionery market and considering the role of branding in the market developing and success of chosen enterprises on the given market.

Further we describe the market situation within the major segments of the Russian confectionery market.

We analyze the particulars of the competitive environment on confectionery market, in particular, and between Russian and foreign enterprises. We present a brief description of the major players on the confectionery market.

The report indicates all the facts of large investments of foreign companies in Russian enterprises (that is, all large purchases of foreign companies on the Russian market).

Further we give the details on the formed particulars of branding on the Russian market. Among the details we can mention such characteristics as “high competition among product groups”, “absence of rigid positioning and understanding of its target group with the majority of producers”, “creating of new products, brands usually happens without considering expectations of the end consumer”. Each of these features is being proved and discussed. We also supply extracts of Depth interviews with the representatives of the companies to support these ideas.

Then we consider the prejudices formed in the sphere of branding.

Then we offer detailed description and classification of marketing and branding strategies used at present. The strategies are analyzed on the basis of examples of existing products and brands of confectionery.

Separately we discuss the potentially effective strategies not used at present, which are discovered by the experts of our company. These strategies are based on the market possibilities found in the process of this research.

Further we present the segmentation of the consumers by the motive of choice of the trademark of confectionery and analyze the typical marketing strategies which aim to satisfy the demands of each of the segments shown previously.

The strategies of developing of well-known Russian trademarks are analyzed from the point of view of the

expectations of the segments of buyers. These expectations are singled out by the motives of the choice of the trademark. The conclusions are supported by the quotes from the depth interviews of the representatives of enterprises – authors of trademarks, as well as maps of perception by the direct consumers (obtained as a result of interviews with consumers).

Further we give the detailed insight into the perception by the consumers of 17 most popular Russian trademarks of confectionery.

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