

THE MARKETING MIX IMPERATIVES: OREO IN INDIA

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Oreo is a popular sandwich cookie brand owned by Mondelez International. In recent years, the brand has expanded its presence in India through a number of marketing initiatives aimed at building brand awareness and driving sales. The marketing mix imperatives of Oreo in India include product, price, place, and promotion.

Product: Oreo has introduced a variety of product offerings in India to appeal to local tastes and preferences. For example, the brand has launched Oreo Choco Creme, Oreo Strawberry Creme, and Oreo Golden Vanilla flavors, which are not available in other markets. Additionally, Oreo has partnered with local brands to create co-branded products, such as the Oreo Cadbury Dipped cookie.

Price: Oreo's pricing strategy in India is focused on affordability and accessibility. The brand offers a range of pack sizes at different price points, including single-serve packs and larger family packs. Oreo also frequently offers discounts and promotions to drive sales.

Place: Oreo has established a strong distribution network in India, with its products available in a variety of retail channels including grocery stores, supermarkets, and online marketplaces. The brand has also expanded its presence in non-traditional retail channels, such as movie theaters and vending machines.

Promotion: Oreo's marketing efforts in India are focused on building brand awareness and engaging with consumers through a variety of channels. The brand has run several high-profile advertising campaigns, including the "Wonderfilled" campaign featuring animated characters and catchy jingles. Oreo also regularly engages with consumers through social media platforms and experiential marketing events.

Discussion questions:

How does Oreo's product offering in India compare to its offerings in other markets? What factors may have influenced these differences?

How does Oreo's pricing strategy in India help the brand appeal to local consumers? What challenges may arise with this pricing strategy?

How has Oreo's distribution network in India contributed to the brand's success in the market? What opportunities for expansion may exist in the future?

What are some of the key messages conveyed in Oreo's advertising campaigns in India? How do these messages align with the brand's overall marketing strategy?

How might Oreo continue to innovate its marketing mix in India to remain competitive in the market?