



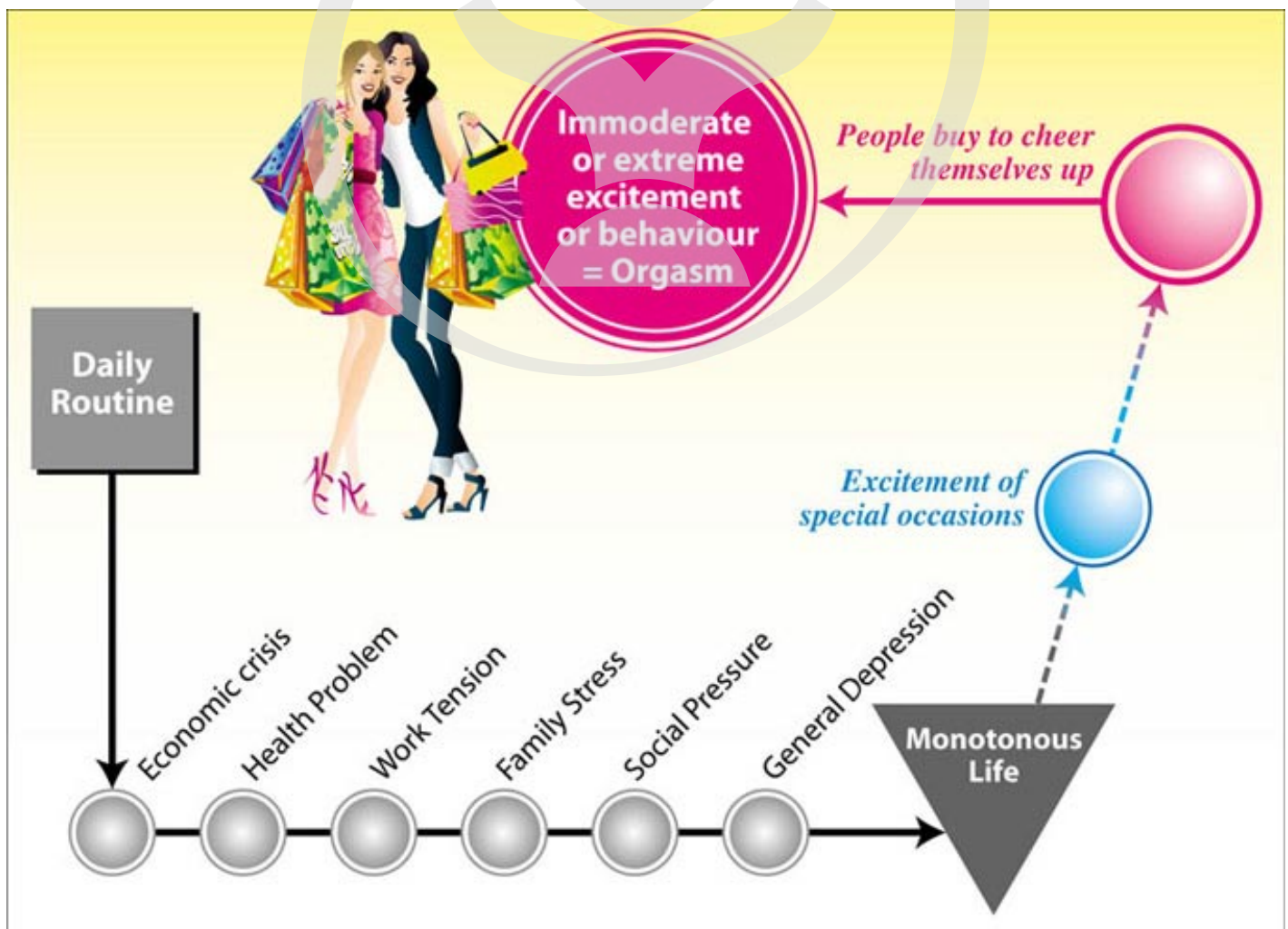
# Branding immoderate pleasure at the point of purchase for a brand's surplus growth

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**Our minds swirl cyclically towards the peak of happiness and nadir of depression. As a marketer, at what point in the arc should your brand try to engage with the shopper to draw maximum mileage? When at the pits of daily routine, boringness, overwrought with a compulsive workload, under economic stress, sudden family mess-up, health concerns, hopelessness from any source, what's the escape route for the consumer?**

## Shopping kills depression

Several studies have indicated that shopping is a revengeful outlet to overcome the negative. Especially if some flimsy excuse can present itself, like a sudden celebration for any reason, money spent in vindictive indulgence gets glossed over and justified. A shopper in any income group lives through these high-low paradoxes in life, and seeks immoderate pleasure as the climax of killing depression. Most often, shopping provides that high point to vent feelings.



“Gotcha!” is the marketer’s thought in such situations as he rubs his hands, grins, plans and anticipates on how to encash this outflow of cash. Grocery, automobiles, fashion, electronics, home appliances, footwear, luxury or sports goods are, among others, what generally appeal to shoppers in their distress of daily moroseness.



“GOTCHA”

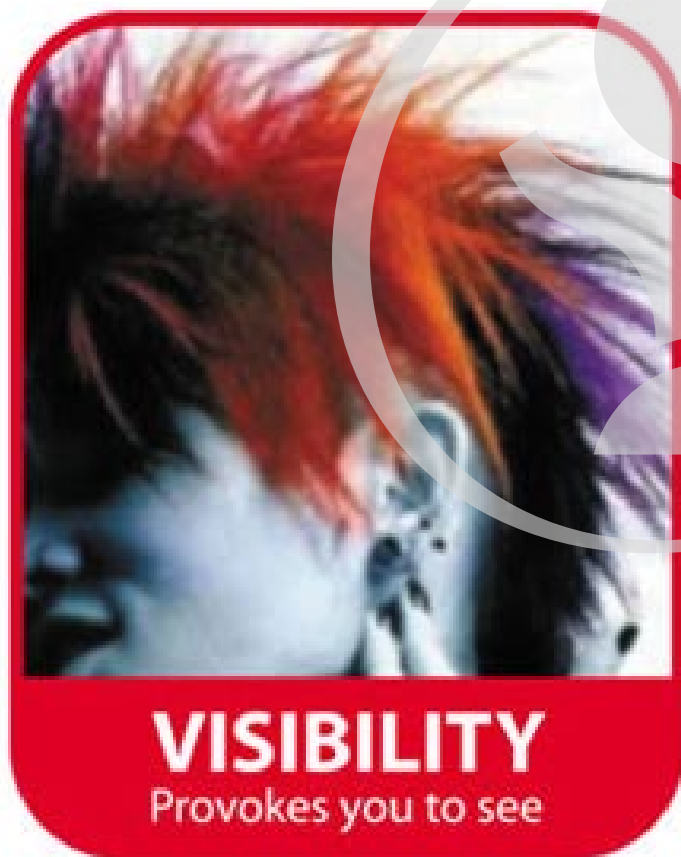
## Brand requires massive activation planning at the point of purchase

A brand requires massive activation planning to sell at the retail. For the shopper to instantly imagine some exciting experience with your brand, she has to be overwhelmed with it at the retail, when it’s placed next to competitor brands. This cuts across organised multi-brand or mono-brand retails. Every brand of any category has a huge role to play in the area of how to extend the brand, and how the product needs to appear bigger than life.



## Outstanding and scientific visibility, proximity and availability (VPA) of any brand in the store can result in at least 30% extra growth

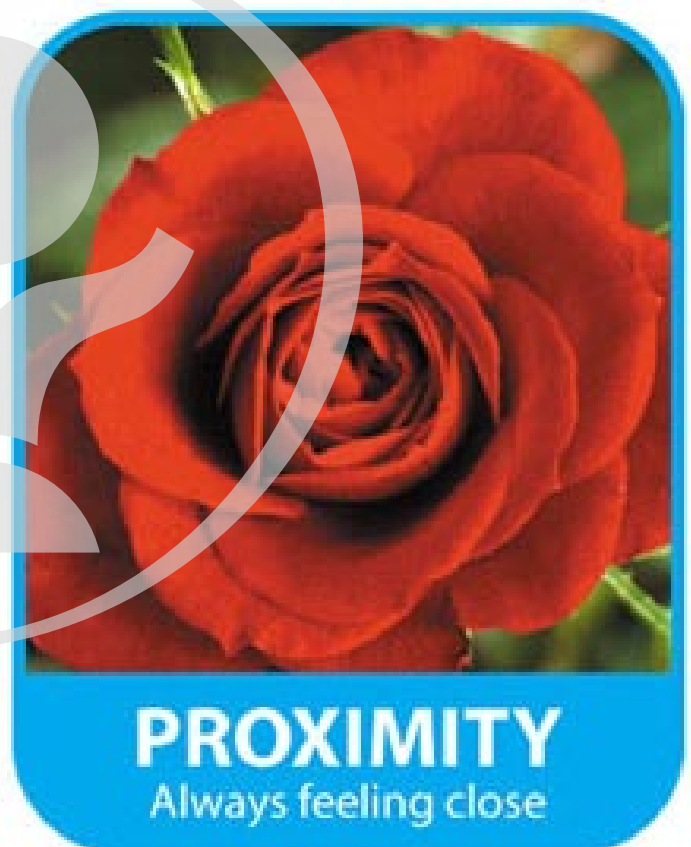
Massive advertising cost cannot show any commensurate result in business unless VPA activation is at least in place. In fact VPA has to be superlative to attract a purchase motivation. The marketer's job is really not glamorous but tedious and painstaking as it needs to meticulously cover the retail presence in every type of retail. The three filters of VPA activation process are:



**Visibility:** Visibility of a brand in the retail is the most critical item of any marketing activity. How the brand always looks fresh, new and attractive is the 365-days task for a force to manage the brand at the retail. Visibility does not mean it always has to

appear in the consumer's eye. Appearance is good but the brand's boredom of appearance has to be avoided. It cannot be seen in the same way throughout the year. This is a big challenge for marketing activation, action and planning at the point of purchase

A brand really needs to reinvent itself every 2 months, to create some visible difference of its presence at the outlet. Of course this does not mean changing the brand, but how its visual magnification can be done on an ongoing basis in the retail.



**Proximity:** Before reaching the shopper or consumer, a brand has to first increase its proximity with the distribution and create high loyalty with them. When the channel, distribution and store manager has total buy-in of the brand, you can count on your brand having strong proximity to the shopper. Advertising can only create



awareness, the pull and purchase factors always depend on the retailer's proximity to the brand.

The pull also comes from the brand's experience by the consumer. The manufacturer has a huge role to play in the brand's strong proximity to the channel by cultivating an outstanding marketing relationship with the trade. It's very important for a brand from any industry to be available in multiple sources.

In today's digital technology world, a manufacturer has to create outstanding proximity with the trade to ensure that his brand gets its due attention. One way is to engage activation people to visit the store frequently to ensure the brand's best visibility in collaboration with the retailer.



**Availability:** Availability in the retail across the country is not a given factor for

any big brand in India. The manufacturer has to strategically plan to reach his products to the retailers on a priority basis and at a frequency that will ensure all time retail presence of the brand.

It is extremely poor marketing if you throw a huge amount of money on advertising in national TV channels when your product has not yet reached the stores across the country.

So many brands have huge awareness and created their category names (like "Xerox") but in reality people buy the many pirated brands available because the original has not reached all stores. They may even consider these duplicate brands to be the original.

As a manufacturer you may not know about your product's availability and reach because you are not interfacing the shopper, but the retailer interfacing the shopper are the real merchants.

They need to satisfy their shoppers at any cost because otherwise they will lose shopper loyalty and their own daily livelihood income.

That's why rigorous availability also creates strong retailer proximity to the brand. The more inconsistent you are in brand availability in the retail the more chance you give to the retailer to substitute other brands. As high differentiation in blind test is not 100% in big brands in most cases, shoppers can easily shift mindshare to another brand for a trial. That can also be a local pirated brand.

## Innovative ways of communication is needed to impress the Zappers

Here the topic is not of brand or retail promotion through offers, or even of electronic and press advertising. Young Digital Zappers, those below 30 years of age, do not connect to such backdated communication. They like symbolic provocation. Using new media does not make much sense if the content is not relevant. Repetition of advertising with the same message as the classic advertising architecture dictates irritates the Zappers. With so many highly diverse ways out there of interacting and being informed, they'd rather use brainware to store more exciting happenings than repetitive communication.

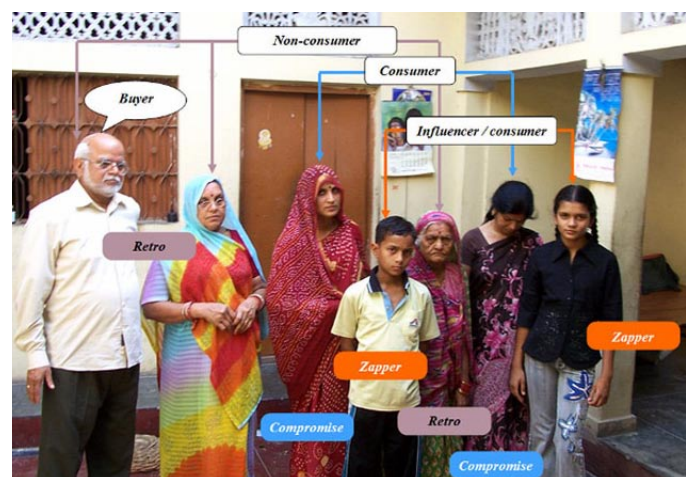
Zappers are so different from past generations that it requires not just a different approach to communications, but often an entirely different product to be relevant to them whether they are on a high note or feel down in the dumps. The more you think, act and align with the Digital Zap generation, the more you connect to the happenings in the world. Irrespective of whether they are spenders, they are the real influencers, a new civilization of digital connectors.

The profile of influencers, buyers and consumers has totally changed today. Before the buyer or influencer of a brand was always the head of the family, the whole family was the consumer. But today, the below 30 ZAP generation can be both

the influencer and consumer, but may not be the buyer yet. However, they sometimes could be the buyer depending on the product. It is very clear that the Retro and Compromise generations are generally the buyers, sometimes they are consumers too. For most household goods, ZAP generation is the influencer.

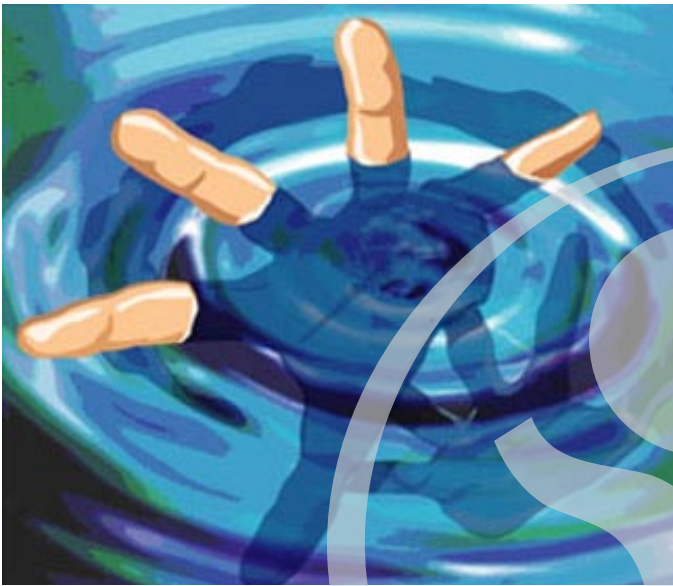
There is a huge task of how to make the brand relevant to Zappers to Compromise to Retro generations, to make it more family centric. So brands need to think of how to communicate to Zappers, which should have a rub-off effect on the Compromise and Retro generations to create a large consumer franchise for the brand.

### Consumption pattern of any brand in rural



## Selling at an MBO

You may feel quite at sea when you have a brand that needs to sell at a multi-brand outlet. You can make calculated predictions, but at the end of the day there's no certainty about how many shoppers will fall into your fishing net. To overcome this situation, your brand requires some iconic element.



When magnified, this icon can translate the product benefit in such a way that it creates a hollow space in the shopper mind that she needs to quickly fill up.

It makes her stop in her daily boring life tracks to wish to fill up that space with some immoderate, orgasmic pleasure that translates as brand offtake from the shelf.

Any FMCG, electronics, home appliances product can play-act this part. The more frequently you refresh your product line in the store, every fortnight or month, the more you entice the consumer to rid herself of her boringness.

That iconic element in your brand has to have some flexibility and super visual engineering that can be moderated regularly. In this way, the brand can play a dynamic role at the point of purchase. Such verve and vibrancy does not require any extra budget beyond the regular advertising budget. Currently the money you are throwing into the ephemeral TV channel for a spark of 30 seconds, or in a newspaper whose longevity is just for few hours, may need to stop.

No doubt you'll require a few media campaigns for awareness. But you need to reverse your budgetary allocation. If the proportion spent on retail activation becomes 70% and 30% for the media, you can certainly see the growth of your brand within a short period.

In a multi-brand retail, your shoppers are in mid-ocean too. You need to orient them towards your brand by crafting a scientific planogram.



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