REPOSITIONING PAPER BOAT

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ABSTRACT

The purpose of this assignment is to put forth the importance of repositioning a brand using Paper Boat as an example. Paper Boat has become a successful brand in a very short time. Paper Boat has triumphed in its use of storytelling to create engaging content that has not just built brand awareness but a special kind of emotional connection and loyalty with its target audience. Paper Boat is a good example of emotional branding, it has been used in product development (taste), brand name, logo, advertising, and packaging. Still, it takes a lot to stand distinctive from competitors' brands and engage consumers.

This assignment aims to stress how repositioning is important for an organization to succeed in future growth.

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INTRODUCTION

Childhood memories always play a vital role in everyone's lives and the memories we make during them stays within our minds for a very long while, let it be a paper origami or the sailing boats one makes during the monsoon seasons, plucking fresh mangoes and asking your mom to make it into a pulp juice during the scorching summer months! This same memory was one of the steppingstones in the foundation of the brand paper boat.

One of the Co-founders, Suhas's mom used to make Aam Panna every day and they used to fight over the whole lunch, and then one day they decided to start making Aam Panna. They started to produce drinks for a small circle of people but later saw the potential for growth as a lot of emotional connection was there with the product. Aam Ras and Jal Jeera were the first two products. it started going at a fast pace and people started liking it, by word-of-mouth size started spreading. it has been a very good exponential journey for the last two years there are only two years since Paper Boat has been launched. The business itself was started on a whim, the founders were quite clear on getting into the online platform and got the website Paper Boat drinks.com running in no time to reach out to a greater audience. In the primary stage it is much easier to use, and you know the right destination to go.

Basically, in the new tech-savvy environment now, having a website shows how much effort we have put towards the company. The company applied for it at a very early stage and was fortunate to get it as that will drive a lot of depth into their brand. In the early stages when the consumer got the product for the first time, the first reaction was to open the drink have a first sip, and say, "okay this I like but let me search like you know what this all about" and then they will type you know you have to direct them to Paper Boat drinks.com. On the first page, you will get a lot of drink results right now and when you have a private website just for Paper Boat, it will be able to divert traffic to Paper Boat drinks.com.

RATIONALE

The consumer market is one of the toughest markets to be in, especially for a company that produces only beverages. For Paper Boat, their sales can easily go till 2040, but once the newer generation comes into life, I feel the product might feel outdated and in order to stay in the market in full control, Paper Boat must bring in new products that are friendly to all their customers, maybe a type of kids toy that is having some relation to their product (something like a mix to make the Paper Boat drink at home) or maybe something that can produce a sense of traditional drinks value towards the children. I feel the company should target the younger audience more to gain more customers, they cannot expect their customer base to grow without doing anything. The company should also ask for bigger shelf space in tier 2 and tier 3 cities to gain more customers, maybe by having their outlets in metro stations/railway stations, try to keep the outlet wherever the public could be seen. Providing classes on the good effects of drinking a traditionally made drink should be informed to the public thus making the people realize the harmful effects of drinking a caffeinated beverage all the time.

WHAT WORKED GREAT FOR PAPER BOAT?

- **Product:** Paper Boat created an enjoyable moment with its unique blend of 'Drinks and Memories'. Most of the ingredients used are naturally found spices and condiments which have differentiated it from other brands in the soft drink segment. Its sweet and salty flavor has helped the brand reach the heart of the diabetic capital of the world.

- **Price:** The price strategy of Paper Boat products has also helped in gaining the customer for the brand. Price strategy that was affordable for all classes helped the company get a decent number of sales.

- **Competition:** The product of Paper Boat is like a homemade product. But there is something different about Paper Boat products that it has gained that much attention across the country. Paper Boat is mainly in competition with non-branded products. Thus, this is the reason for the brand to decide the price of each product wisely. Paper Boat has created a difference in the beverage segment by attaching people with emotion.

- **Place:** Hector Beverage is more retailers friendly and offers retailers a 5% more profit margin as compared to its competitors. Choosing the best place for their products is the topmost among strategy of the company. They have tied up with indigo airlines to sell their products onboard. Keeping their products in the school canteen is also in their strategy as their products are considered healthy for children.

- **Promotion:** Paper Boat's advertising is done through print as well as digital channels including newspapers, social media, and most importantly by positive word of mouth promotion.

- **Storytelling Approach:** What worked very well for Paper Boat on social media was in getting their fans and customers to share their childhood stories and moments on social media. It helped Paper Boat in brand building.

- **Customer Centricity:** Paper Boat primarily focused on their products rather than focusing on the brand philosophy. Working on this strategy, the company was able to develop a more customer-centric product. By doing this, the brand got connected with its customers and their lives as it made their lives meaningful with childhood stories.

- **Multi-Media Campaign:** Paper Boat launched a multi-media campaign, which includes a three-and-a-half-minute long video dishing out pure nostalgia.

#FloatABoat campaign: To participate in the #FloatABoat campaign, one only needed to make a paper boat and upload the picture of a paper boat on the Paper Boat site or on its social media pages like Facebook, Twitter, or Instagram with hashtag **#FloatABoat**.

TECHNICAL AND EMOTIONAL

Paper Boat studied the market well before entering the market, and they understood that the most customer base they will have been within the age group of 20 years to 50 years. Within this section of the age group, they targeted the class of people who are health-conscious and come from a middle-class family as most of the traditional drinks which paper boat sells are the drinks that the middle-class people used to drink during their younger generation. Paper boat was a healthy alternative when compared to all other drinks mainly due to the positioning the drink was kept in. It was never promoted as an energy drink nor a caffeinated drink which the society mostly used to drink. Instead, the paper boat was going towards a business which looks at mainly a healthier diet and they even used to brag about saying “a paper boat a day keeps the doctor away “. They wanted the customers to replace all their beverages with paper boats as you can keep drinking how many you want and still won’t feel any irregularities as none of the drinks are having added preservatives.

Paper boat was able to get in a huge set of customers mainly due to the advertisements they used to produce, the company was having ordinary middle-class humans to do the roles to gain a proper traditional attribute towards the company. They used to make a lot of nostalgic advertisements and most of their ad campaigns turned out to be successful making them tough competition in the beverage market in India. They used the emotional attachment their products have to their advantage and a lot of the customers started feeling trust towards the brand another key reason was due to their packaging by using ecofriendly materials which clearly synched with the product thus making the brand famous to everyone’s eyes. We can easily understand it is a Paper Boat when you see the packaging itself if a packet is lying in a dustbin or by the roadside. As a brand relying on age-old recipes and memories, Paper Boat’s marketing strategy revolves mainly around nostalgia, childhood, and innocence. Their television advertising campaign comprises a series of simple ads that can bring back a childhood memory. Apart from its television advertisements, the brand also has released a range of short films celebrating

childhood memories and nostalgia as part of its marketing strategy. Paper Boat also questioned the lifestyle choices people in the millennial generation followed with the added usages of caffeinated products making their life more tragic with working hours becoming more and more every day and making the people understand the number of caffeine products one used to be questioned. Paper Boat came as a healthy alternative to people who used to drink a caffeinated product even when they do not want to, they are forced to buy a caffeinated drink because the number of fresh fruit juices is very less in the market. With Paper Boat in the segment, a customer can have the same drink that you get from the local juice seller in a much more comfortable way. At the end of the day, nothing will beat the likes of a traditionally made juice on a hot sunny day!

HOW IMC CAN BE IMPLETMENTED TO INCREASE SALES

- **AGE-BASED DRINKS:** No parents want their child to have an unhealthy lifestyle, and the same goes for any generation. Love for their child is something that would not change no matter what the circumstance be. So having drinks for the younger generation would only bring in the likes of most parents. We all have parents giving a sip of a Pepsi or Sprite to their child on the roads many times and the reason that is happening is that there are not many dedicated drinks for the younger generation and Paper Boat could easily get into that space if they focus on getting their product look attractive towards that generation.

- **PROMOTING THE HEALTH BENEFITS:** Most Paper Boat advertisements are strictly focused on the nostalgic value the product has, instead if they try to popularize the healthy lifestyle with it, it will bring to the attention of some fitness freaks.

- **FAMILY PACKS:** Most of the paper boat drinks are available as individuals, instead if they bring out a hamper type where all the flavors are there in a box is available more people would be able to try it out by giving a certain discount with it. Because maybe a certain flavor will become that person's new favorite and he will wish to buy that the next time. This way the customer will be able to know what every flavor tastes like.

- **COMMUNITY:** For any product to be having sales, their relationships with the customers should always be intact, you don't have to go meet the person anymore as the means of social media is so vast in India. Brand – Customer bond should always be on point, and this should be an active mode of addressing issues and bringing out new information regarding new products and changes.

REPOSITIONING ASPECTS

What does reposition mean?

The term, "**repositioning**" refers to the process of changing a target market's understanding or perception of a product or service. A product's positioning involves what customers think about its features and how they compare it to competing products. Therefore, repositioning involves completely altering how the target market perceives the product. Repositioning is often a challenge, especially for brands that are well known to the public.

When it comes to Paper Boat, identification of the right customer base was one of the easiest tasks for the company as they were easily able to use the emotional and nostalgic side of their product to their advantage but as a company for them to succeed, they will surely have to reposition their product into the category where the gen z is also urged to purchase their product.

The emotional value towards a lot of traditional drinks is very poor among the upcoming generation.

With just promoting their traditional drinks, it will be hard for Paper Boat to further expand in India as India is a very diverse country with a lot of people having their choices and differences, cultures are so different from each other. For Paper Boat to keep being strong in the market, they should first host shows in which they are questioning the caffeinated products to the wider society, especially within the youth, because most of the people are buying a caffeinated beverage for the brand and not because they really need some caffeine in them.

If Paper Boat can give a proper understanding to the younger generation about the advantages of having a traditional drink is, it will only give them a peak as the competition is not that fierce there compared to the caffeine-rich drinks segment. Once such messages are widely brought out, Paper Boat can fight against the likes of Coca-Cola and PepsiCo. B-Natural, an ITC owned brand is positing competition for Paper Boat. The next way they can acquire customers is by hosting competitions at the national level where contestants are supposed to make healthy traditional drinks using naturally available materials and thus promote the culture of traditional drinks. At the end of the day if Paper Boat promotes a natural drink, it helps the entire community, not just Paper Boat, but by telling your local seller selling lime juice uses bad materials will make Paper Boat face huge losses as it will also be going against a community of people who does it as a means of survival. If the motive of the company is promoting traditional drinks, this is one of the best ways because the newer generation will be totally competitive, and they keep changing their choices every now and then. So, to be a regular name within them, keeping them hear or read your brand most of the time is the best way to gain popularity.

CONCLUSION

In this assignment, I was able to convey a better way Paper Boat could reposition its products in the market, especially for the future. Paper Boat has the potential to be a very strong company only if they try to gain more customers because most of the new customers they had were customers who were curious about the product in the initial stages but after some years the product will become a common drink and for sales to go high always, they should try to be up the game by bringing more products or hosting a show to share the benefits of their drink. Bringing up a community that does their social media marketing better will be helpful and having volunteers to do their marketing within schools and colleges should be promoted to get a good remark among the new generation.

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