

# MARKETING

# MECHANICS



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# Problem Statement



- Addressing customer challenges while using the app/service.
- Filtering your audience.
- High competition.
- Content limitations and digital piracy: The uphill battle for Disney+hotsta.
- Steep pricing and customer challenges: The struggle for Disney+hotstar customers.
- Unawareness, tech literacy, and emergencies: The obstacles faced by Tata 1mg customers.

# Objectives



- The objective of this project is to better understand about targeted audience their requirements, their psychology, their preferences and their digital whereabouts.
- Also to understand more about brand challenges and competitors thereby improvising brand product, services and marketing strategies to expand customer base.

# Approach



- This project is based on Market survey about the respected brands.
- Conclusions are based on audience responses thereby reflecting the true customer psychology.
- Competitive Pricing and content can increase the customer base for Disiney+hotstar
- Trust, Availability, Awarenesss and good customer service can increase the cuatomer base for tata 1mg

## Brand 1: Competitor Research - Disney+ Hotstar

Product	Disney + Hotstar	Amazon Prime	Sony Liv
<b>Product Link</b>	<a href="https://www.hotstar.com/in">https://www.hotstar.com/in</a>	<a href="https://www.primevideo.com/">https://www.primevideo.com/</a>	<a href="https://www.sonyliv.com/">https://www.sonyliv.com/</a>
<b>Brand Names</b>	Disney + Hotstar	Amazon	Sony
<b>Business Model</b>	Online video streaming platform	Online video streaming platform	Online video streaming platform
<b>Features</b>	Watch the content on 4 screens in 4K quality; Hotstar Specials and serials before TV; Disney+ originals; Content from Disney, Pixar, Marvel, Star Wars, National Geographic and major sports channels	Amazon Prime members enjoy unlimited free, fast delivery on eligible items, video streaming, ad-free music, free games and in-game content, exclusive access to deals; Ebooks	Watch original shows and movies TV channels and reality shows Live sports 1080p video output Support for 5 logged in devices
<b>USP</b>	The tech stack runs on BAMTech (the gold standard of white-label streaming); Wide choice of audio mostly in 7 Indian languages	Amazon music, Prime videos and E-commerce all in one Subscription	Live sony channels; video on demand



## Brand 1: Competitor Research - Disney+ Hotstar

Product	Disney + Hotstar	Amazon Prime	Sony Liv
Price	299 per month/1499 per year	19 Per month/1499 Per year	299 per month/999 per year
Reason to Trust	Owned by an globally renowned brand Walt disney; Paid subscribers base of 61.3 million as of 8th nov 2022; App got 3.6 rating on google play store	Owned by a globally renowned brand Amazon; Paid subscriber base of 28.1 million; 4.1 app rating on Google play store	Owned by a globally renowned brand Sony; Paid subscriber base of 32.7 million; 3.7 app rating on Google play store
How to Find?	Official website; Google play store; Other online app stores	Official website; Google play store; Other online app stores	Official website; Google play store; Other online app stores



## Brand 1: Competitor Research - Disney+ Hotstar

Target Segment	Disney + Hotstar	Amazon Prime	Sony Liv
<b>Age</b>	10 to 50	18 to 60	18 to 60
<b>Gender</b>	Any	Any	Any
<b>Location</b>	Urban Areas	Urban Areas	Urban Areas

## Brand 1: Competitor Research - Disney+ Hotstar

Ideal Customer Persona	Disney + Hotstar	Amazon Prime	Sony Liv
<b>Background</b>	College Students; Office goer; Teenagers; Parents; Sportsperson; Self employed people	College Students; Office goer; Teenagers; Self employed people	College Students; Office goer; Retired; Teenagers; Self employed people
<b>Demographics</b>	M/F; Urban areas; 25000+P.M; Language English, Hindi, Marathi, Bengali, Tamil, Telugu, Malayalam and Kannada; Genz, Millenial	M/F; Urban areas; 25000+P.M; Genz, Millenial	M/F; Urban areas; 25000+P.M; Genx, Genz, Millenial
<b>Interests</b>	Cricket; Football; Netflix; Amazon prime; Zee5	Netflix; Zee5; Movies: Youtube	Daily soap; Zee5: Hotstar
<b>Other relevant traits</b>	Follows Disney, Marvel superheros; Athlets; Book my show; Acting Classes/Channels	Follows Movie stars; Book my Show; Acting Classes/Channels	Follows Movie stars; Book my Show; Acting Classes/Channels
<b>Favorite social networks</b>	Instagram; Youtube; Facebook; Metaverse	Instagram; Youtube; Facebook; Metaverse	Instagram; Youtube; Facebook; Metaverse

## Brand 1: Competitor Research - Disney+ Hotstar

Ideal Customer Persona	Disney + Hotstar	Amazon Prime	Sony Liv
<b>Least favorite social networks</b>	Quora; Pinterest	Quora; Pinterest	Quora; Pinterest
<b>Buying behavior</b>	Online	Online	Online
<b>Spending power</b>	1500	1500	1500
<b>Decision maker(s)</b>	Themselves; Friends	Themselves; Friends	Themselves; Friends
<b>Challenges / Pain points</b>	Low speed internet connectivity; Pricing; Availability; Language	Low speed internet connectivity; Pricing; Availability; Language	Low speed internet connectivity; Pricing; Availability; Language
<b>Goals / Motivations</b>	Entertainment at convenience; Watch serials before TV broadcast; Quality content in different languages; Affordable pricing	Entertainment at convenience; Quality content in different languages; Affordable pricing	Entertainment at convenience; Quality content in different languages; Affordable pricing; Missed daily soap episodes
<b>How we (business, product, or service) can help?</b>	By solving above 2 points	By solving above 2 points	By solving above 2 points



## Brand 1: Competitor Research - Disney+ Hotstar

Ideal Customer Persona	Disney + Hotstar	Amazon Prime	Sony Liv
<b>Purchasing barrier?</b>	Digital piracy; Unawareness; Not tech savvy; Not interested in content; Pricing	Digital piracy; Unawareness; Not tech savvy; Not interested in content; Pricing	Digital piracy; Unawareness; Not tech savvy; Not interested in content; Price
<b>Preferred content type</b>	Videos; Reels; Animated content; Sports; Video games	Videos; Reels; Music; Shopping	Videos; Reels; Music; Daily soaps

## Brand 1: Competitor Research - Disney+ Hotstar

Brand Details	Disney + Hotstar	Amazon Prime	Sony Liv
What are the brand colours?	Blue and White	White	Yellow
What does the primary colour signify?	Coolness and Youthful	Youthful	Happiness
What is the Brand Personality?	Excitement	Excitement	Excitement
The Tone of Voice	Quirky	Quirky	Passionate
The Brand Promise	Making entertainment accessible and delightful to all people through seamless and intuitive technology and an experience that expands interests and enables deeper connections	Customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking	Provide high-quality, relevant and evocative entertainment
The Brand Value	Believe trust and accountability go hand-in-hand; encourage honesty and open dialogue; respect everyone and every	Secure, reliable and trustworthy	SONY brand through ethical and responsible conduct

## Brand 2 : Competitor Research - Tata 1mg

Product	Tata 1mg	PharmEasy	Netmeds
Product Link	<a href="https://www.1mg.com/">https://www.1mg.com/</a>	<a href="https://pharmeasy.in/">https://pharmeasy.in/</a>	<a href="https://www.netmeds.com/">https://www.netmeds.com/</a>
Brand Names	TATA	PharmEasy	Reliance
Business Model	Digital consumer healthcare platform	Online pharmacy	Online pharmacy
Features	E-Pharmacy with discount; On time delivery; Labs Tests; Read medicine and health content written by qualified doctors and health professionals	E-Pharmacy with discount; On time delivery; Labs Tests; Read medicine and health content written by qualified doctors and health professionals	E-Pharmacy with discount; On time delivery; Labs Tests;
USP	Online doctor Consultations	Guaranteed delivery to you in 24-48* hrs	High-quality, genuine medicines; A large inventory of medicines/35000+ SKUs
Price	120	120	120
Reason to Trust	Belongs to a reputed TATA group; One of the top 5 E-Pharma companies in india;	Among top 5 E-Pharma companies in india; 4.5 App rating in google play store	Belongs to a reputed Reliance group of companies; one of the top 5 E-Pharma companies in india



## Brand 2 : Competitor Research - Tata 1mg

Product	Tata 1mg	PharmEasy	Netmeds
<b>How to Find?</b>	Online/offline stores 1mg.com	Online/offline stores pharmeasy.com	Online/offline stores netmeds.com

Target Segment	Tata 1mg	PharmEasy	Netmeds
<b>Age</b>	18 - 60	18 - 60	18 - 60
<b>Gender</b>	Any	Any	Any
<b>Location</b>	Pan india	Pan india	Pan india

## Brand 2 : Competitor Research - Tata 1mg

Ideal Customer Persona	Tata 1mg	PharmEasy	Netmeds
<b>Background</b>	College Students; Office goer; Graduate+; Self employed people; Retired	College Students; Office goer; Graduate+; Self employed people; Retired	College Students; Office goer; Graduate+; Self employed people; Retired
<b>Demographics</b>	M/F; Genz; Genx; 20000+P.M; Language agnostic; Pan india	M/F; Genz; Genx; 20000+P.M; Language agnostic; Pan india	M/F; Genz; Genx; 20000+P.M; Language agnostic; Pan india
<b>Interests</b>	Pharmeasy; Apollo pharmacy; Mayoclinic; Ayurveda; Religious TV channels; Health channels on social media	Apollo pharmacy; Mayoclinic; Ayurveda; Religious TV channels; Health channels on social media	Pharmeasy; Apollo pharmacy; Mayoclinic; Ayurveda; Religious TV channels; Health channels on social media
<b>Other relevant traits</b>	Health Insurance; yoga; Meditation; Hospital web search/login;	Health Insurance; yoga; Meditation; Hospital web search/login;	Health Insurance; yoga; Meditation; Hospital web search/login;
<b>Favorite social networks</b>	Youtube; Facebook: Twitter; Instagram: Quora	Youtube; Facebook: Twitter; Instagram: Quora	Youtube; Facebook: Twitter; Instagram: Quora
<b>Least favorite social networks</b>	Pinterest; zili	Pinterest; zili	Pinterest; zili
<b>Buying behavior</b>	Online/offline/COD	Online/offline/COD	Online/offline/COD

## Brand 2 : Competitor Research - Tata 1mg

Ideal Customer Persona	Tata 1mg	PharmEasy	Netmeds
Spending power	1000	1000	1000
Decision maker(s)	Themselves and family	Themselves and family	Themselves and family
Challenges / Pain points	Unavailability of meds; High price; Trusted lab test and medicine; Home delivery	Unavailability of meds; High price; Trusted lab test and medicine; Home delivery	Unavailability of meds; High price; Trusted lab test and medicine; Home delivery
Goals / Motivations	Convenience; Trusted supplier; Discounted price; Regular and timely supply	Convenience; Trusted supplier; Discounted price; Regular and timely supply	Convenience; Trusted supplier; Discounted price; Regular and timely supply
How we (business, product, or service) can help?	By solving above 2 points	By solving above 2 points	By solving above 2 points
Purchasing barrier?	Rural area; Unawareness; local vendors; No internet connectivity; Not tech savvy; Emergency; Trust	Rural area; Unawareness; local vendors; No internet connectivity; Not tech savvy; Emergency; Trust	Rural area; Unawareness; local vendors; No internet connectivity; Not tech savvy; Emergency; Trust
Preferred content type	Videos; News	Videos; News	Videos; News

## Brand 2 : Competitor Research - Tata 1mg

Brand Details	Tata 1mg	PharmEasy	Netmeds
What are the brand colours?	Black, white	Green and White	Green and White
What does the primary colour signify?	Elegant, Purenness	Freshness and Purenness	Freshness and Purenness
What is the Brand Personality?	Sincerity	Sincerity	Sincerity
The Tone of Voice	Authentic	Authentic	Authentic
The Brand Promise	Make healthcare accessible, understandable and affordable for a billion Indians	Focus on Simplifying healthcare & Impacting lives!	Access to a full range of genuine medicine and reliable healthcare products to the consumers
The Brand Value	Trust	Customer First; Trust	Excellence, expertise, experience and trust

# Conclusion and Takeaways

- Competitor research is must to understand where a brand stands among the peers and what improvement can be made to expand the customer base.
- Customer persona improves our understanding about our customers which helps us to find our targeted customers more accurately which in turn reduce our cost of marketing and improves our efficiency.
- Brand analysis gives an insight about brand values and representation and thereby what impact and image a brand creates in audience.
- This project has improved my ability to research and analyse about brands and their targeted customers and thereby utilise this information to place my marketing strategies.





## Google survey form links:

□ **Google survey form for Disney+Hotstar :**

[https://docs.google.com/forms/d/e/1FAIpQLSdJ\\_Ws69soRp3UFkp2PfiBZ99CUOUYdUtD4k9OmSAHdSox0oA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdJ_Ws69soRp3UFkp2PfiBZ99CUOUYdUtD4k9OmSAHdSox0oA/viewform?usp=sf_link)

□ **Google survey form for TATA 1mg :**

[https://docs.google.com/forms/d/e/1FAIpQLSckceewxpKCabkHX7bl2xkYA0g53bUyJ\\_jW0GgYaCw5TFKm-Q/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSckceewxpKCabkHX7bl2xkYA0g53bUyJ_jW0GgYaCw5TFKm-Q/viewform?usp=sf_link)





Thank You!