

Case Study: Strategic marketing and brand repositioning for Motha Confectionaries



Client

Motha Confectionary Works Ltd

Objective

Revamp the Motha brand through a comprehensive strategy which took into account product development, pricing, packaging, distribution and communication

Outcome

A significant enhancement in the appeal of the brand to consumers

Approach

Jelly is synonymous with Motha, which is a heritage brand. The approach therefore was to maintain the essence of the brand whilst totally revamping it in order to take charge of the non frozen dessert category.

When Mr. Julius Motha, Chairman and Nihal Wijeratna, CEO of Motha Confectionary Works Ltd. approached STING Consultants to take on the assignment of marketing the brand, it was a great opportunity to build and enhance one of Sri Lanka's well known heritage brands.

"We had just spent a considerable amount of money in expanding our factory" explains Mr. Motha. And we very quickly realized that in order to improve our return on this investment that we had to invest a further amount in marketing as well".

Ruchi Gunewardene, CEO of STING Consultants said that "when we looked at the brand it had significant growth opportunity. Dessert is the fun part of any meal and it is that part which children and even adults like to indulge in from time to time. Yet, here was a brand, which was very well known, but did not reflect this outlook. There was market research data which helped us in our decisions, and on which we prepared a comprehensive strategy for revamping the brand, which took all aspects into account, from product development to pricing to packaging to distribution and to communication as well as promotions. It was a totally integrated action plan, which would take the brand to a significantly higher level of relevance within the dessert category".

Motha Confectionary CEO, Nihal Wijeratne, who was closely involved in the project said "This was a total partnership. STING Consultants were able to bring in the different areas of expertise that this project demanded. Whilst there was the strategic marketing capability, we also agreed to carry out a packaging design revamp in line with our new brand position. They were able to bring in some unique ideas into the entire process which a conventional company would not have been able to do".

"In a branding exercise of this nature, everything communicates. Specially when media costs are so high and you cannot be on media all of the time, when your brand is on the shelf, it must continue to work hard for you and communicate. So, in the brand development process we did just that by creating a unique brand character to represent the brand" said Gunewardene.

"We had to make significant investments in this brand building process. However, having gone through this rigorous exercise we can see how it has significantly enhanced the appeal of our brand to the current consumer's aspirations. We are confident that this will result in increased volume," said Mr. Wijeratne.