

Marketing

Kantar ranks Top 10 FMCG brands in Sri Lanka based on LMRB Household Panel

THE latest Brand Footprint study conducted by Kantar Worldpanel ranked the Top 10 FMCG Brands in Sri Lanka on the basis of 12 months findings from the LMRB Household Panel, a study which continuously monitors the consumer purchase behaviour of FMCG brands brought into the home.

The Global Brand Footprint study analysed one billion households across 44 countries in five continents involving 300 billion shopper decisions, among 15,000 brands across 200 FMCG categories. The study used its proprietary metric – Consumer Reach Points (CRPs) – to discover how many times a brand was chosen by consumers over the course of one year.

“Sri Lanka was included in the study for the first time this year, with the analysis consid-

ering over five million households island-wide, across nearly 400 brands and 1.3 billion shopper decisions,” said Himalee Madurasinghe Chief Executive, LMRB. She added, “According to the global report, local brands command 60% of global FMCG shopper choices, this pattern being especially prevalent in Asia, Latin America and also some parts of Europe.”

Chamika Fernando, Head of LMRB Household Panel explained “The CRP is measured by looking at how many households are buying a brand (penetration of a brand) and how often they are buying it (frequency of purchase) – this displays the amount of closeness that consumers have with the brand and provides a true representation of shopper choice”

According to Kantar

Worldpanel, Brand Footprint offers marketers a fresh perspective and a chance to look beyond conventional wisdom to new opportunities.

Every year Kantar Worldpanel conducts the most exhaustive study of FMCG brands across the globe, helping marketers, brands and agencies identify strategic levers that brands can pull in order to make business decisions that will lead to success.

LMRB established in 1981 is Sri Lanka's first independent, international market research agency and a part of the Kantar Group UK, the information, insight and consultancy wing of WPP, one of the world's largest communications-services groups. LMRB offers a full range of professional services, covering both qualitative and quantitative research.

Sri Lanka's 10, Top ranked brands for 2015 are shown below alongside the Global Top 10:

TOP 10 FMCG BRANDS			
SRI LANKA		GLOBAL	
Rank 2015	Brand	Rank 2015	Brand
1	Munchee 	1	Coca Cola 
2	Sunlight 	2	Colgate 
3	Maliban 	3	Lifebuoy 
4	Lifebuoy 	4	Maggi 
5	Anchor 	5	Lays 
6	Signal 	6	Pepsi 
7	Vim 	7	Nescafe 
8	Nestomalt 	8	Indomie 
9	Ratthi 	9	Knorr 
10	Diva 	10	Dove 

Source: Kantar Worldpanel Brand Footprint Report 2016, Sri Lanka ranking derived from LMRB Household Panel data



Sanjika Perera, Chairman, CIM SL presents a token of appreciation to the speaker

CIM SL hosts Third Talking Point Program for the year 2016 on Digital Marketing

THE Chartered Institute of Marketing Sri Lanka (CIM SL) recently hosted its third Talking Point Program for 2016 on Digital Marketing titled the ‘Underbelly of Digital Marketing’.

Saliya Withana, Associate Director Marketing, WSO2 addressed a large gathering which included over 100 Marketers, Corporate Leaders, Executives and Professionals stressing the importance of Integrated Marketing and the growing phenomenon of Digital Marketing campaigns.

He provided thought provoking insights on the digital tools available for Marketers and alternative channels accessible to enhance the current digital footprint. Recognized as a creative, out of the box growth Marketer/Entrepreneur with an addictive passion for constant innovation, Withana specializes in a gamut of marketing areas such as SaaS/IT Marketing, Digital Marketing, B2B Enterprise Selling, Social Media Marketing, Conversion Rate Optimization, Marketing Leadership, Marketing Strategy and Inbound/Content Marketing.

The lively session which also included videos, imparted valuable and practical digital tools for Marketers. Withana also explained the importance of a data-driven approach to modern marketing using the power of analytics and testing to grow business online.

Sanjika Perera, Chairman, CIM Sri Lanka emphasized the objective of the Talking Point series as to “Impart knowledge on current themes and provide the membership and marketing community at large with vital and valuable information on market trends and how



Saliya Withana, Associate Director Marketing, WSO2

best as marketers to use these trends in the business we work for.”

Charaka Perera, Head of Membership Development, CIM SL concluded by thanking the speaker for sharing informative views on digital marketing with Generation Z.” He also thanked the participants and sponsors for their contribution in sustaining the success of the ‘Talking Point’ series.

Adding value to its membership, catering to the varying needs and contributing towards professional marketing excellence in the country, CIM Sri Lanka continuously organizes many learning events.

The Chartered Institute of Marketing (CIM) UK is the world's largest professional body for Marketing. CIM Sri Lanka is the first international branch of CIM UK comprising the largest number of members, both professional and students of CIM with 1,800 student members and over 1,000 professional members respectively. The regional institute has always campaigned for greater recognition and excellence in the Marketing profession in Sri Lanka, through education, training, and professional development.



Brand-led business transformation



Ruchi Gunewardene



Lulu Raghavan

Ruchi Gunewardene, Managing Director of Brand Finance Lanka, and Lulu Raghavan, Managing Director of Landor Mumbai, describe how value can be created through a brand led transformation of a business

WE all intuitively recognise that there is value in brands. Yet, very few businesses – barring fast moving consumer goods companies – pay more than lip service to considering their brands as a key driver of growth and success. This is a lost opportunity to leverage an important tool in the corporate arsenal to create business value.

What we do know is that brands help to influence and shape an entire customer experience through the products they offer, the services they provide and the space/environment or context in which the transaction takes place. In an era where products can be standardised, many businesses are using the brand to differentiate and provide a unique service offering. The brand's role becomes important in these situations as it is a powerful tool to influence how we want customers to feel about their experience and therefore how employees should act to deliver exactly that.

The smart companies who have understood this have shaped their entire organisation to a structured and coherent brand offering, and are forging ahead. The brand helps to create a well-defined culture and a set of beliefs that influences employee behaviour and motivates, rewards and recognises those who provide a well-defined customer experience. Whilst leading to more consistent service delivery against uniquely defined standards, it will result in the business being recognised for such, which in turn will translate into loyal customers and therefore result in a more consistent stream of revenue.

The employee-customer nexus is therefore one of the most important creators of value in an organi-



Cinnamon Hotels and Resorts has invested in transforming into a brand led business

sation, besides aspects such as product innovation, process improvement, etc. The employee is the core influencer that fuels brand value in any customer facing business, whether it be in hotels, hospitals, business to business sectors of all sorts (software development, manufacturer of parts to other businesses) retailers or restaurants.

Therefore, defining the brand and building a culture across the organisation in a manner that will motivate and direct employees, whilst also providing customers with a clear reference of what it is that they could expect, is a significant value addition that a business can create for itself. In a business's journey of progression, this becomes the basis of building a unique and stronger customer bond across the entire organisation, going beyond the relationships that the entrepreneur or CEO would have built at the start.

However, doing so is not easy and should not be relegated to developing a catchy slogan. It requires an extensive and in-depth understanding of the category in which the company operates and defining the brand in a manner that is aligned to the business. The key step in this alignment requires a detailed search and identification of the key drivers of revenue in that business category.

Brand Finance and Landor use a combination of fact based logic with an infusion of creativity in this transformation process. We do so by closely studying the customer, his or her expectations and needs (both expressed and hidden) that influence the many and varied (major and minor) purchase considerations within the decision making process. This

untapped by competitors and enabling elements of differentiation to be added. This leads to the unique positioning for the brand based on the identified customer drivers and a clearly articulated brand meaning that on the one hand will motivate employees and on the other will fulfil customer aspirations. It is this powerful nexus of employees and customers that results in building a strong brand, leading to sustained revenue and creating value. This is the essence of the analytical and creative processes that transforms the corporate brand into a powerful value creating asset.

Once established, this is the dual force which senior management of companies need to drive. It could involve aligning employee training and development to deliver the experience, channelling product innovations to further reinforce the brand experience and many of the other initiatives in the day to day running of the business. The definition of the brand is established as the bedrock for the business. By getting all initiatives to focus and build around this, significant value is unleashed. The brand therefore becomes a central role in the entire process of driving the business forward. This is what transforms an ordinary business into one that is brand led.

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can be quantified and measured and even the importance of the attributes established and weighted from the most important to the less important considerations or purchase drivers. This identifies the levers that can be pulled to drive greater brand consideration, loyalty and to minimise lapse.

Once this framework is overlaid on to the market realities which have identified what competitors are doing, which spaces they have occupied, we begin to see the real opportunities that we have with possible areas to focus.

One final area of analysis that must be considered is the credibility of the business itself to deliver what it intends to promise. Essentially, if it can deliver high standards on the brand attributes that are intended to be used.

Whilst this analysis leads us to make certain conclusions in identifying, narrowing down and bundling the most important attributes, the creative mind then takes over at this point to explore and then flesh out concepts upon which the brand can sit, and thereby brings the brand to life.

The concept for the brand is based on the Landor framework, which establishes why the brand exists, the brand personality, the brand beliefs and the core brand idea. The brand can be further succinctly expressed verbally through a description of what the brand is all about like it would be explained to a layman and with an appropriate supporting visual look and feel system to bring the brand prototype to life.

When looked at in this way, the brand is seamlessly defined and created, by anchoring it on revenue drivers and eloquently

brought to life in a way that it can be understood by any employee across the entire business. The brand that is so expressed could have elements of both functionality which appeals to the rationale mind of customers but also emotional elements that are so vital to build human relationships between the seller and the customer.

The brand which is developed in this way can then be directly linked to the development of soft skills and employee training programmes. Performance measurements and reward systems can be put into place, leading to reinforcing the beliefs that are important for the brand and de-emphasising others which are irrelevant.

This strengthens the employee's brand delivery and the customer's brand experience which is what leads to increasing brand strength. The impact of all these initiatives can be measured and tracked over time, through an increase or decrease in brand value.

This process of transformation from an unbranded business to a brand led business is what many international companies are rapidly undertaking and what several Sri Lankan companies have embarked on, as it provides a powerful value creating tool.

(Established in 1996, Brand Finance is an independent consultancy focused on strategy, management and valuation of brands and branded businesses. Headquarter in UK, Brand Finance has a global network across 17 countries, including USA, India, Canada, Spain, Brazil, Australia, Netherlands, Singapore and Sri Lanka. Ruchi can be contacted on r.gunewardene@brandfinance.com.)