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## **CADBURY COMPANY WITH RESPECT TO ITS MARKETING STRATEGY**

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### **ABSTRACT :**

One of the world's leading confectionery companies. Founded in 1824 by John Cadbury in Birmingham, England, Cadbury has a rich history of innovation and dedication to quality. The company's success can be attributed to its iconic brands such as Dairy Milk, Creme Egg, and Roses, as well as its commitment to social responsibility and sustainability. Through strategic mergers and acquisitions, Cadbury has expanded its global presence and diversified its product portfolio. Looking ahead, Cadbury continues to adapt to changing consumer preferences and market trends, focusing on innovation, digitalization, and environmental stewardship to ensure continued growth and relevance in the dynamic confectionery industry.

**Keywords:** Bringing Joy to Every Bite, Making Life a Little Sweeter

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### **INTRODUCTION**

Cadbury is a famous chocolate brand known worldwide for its delicious treats. It was founded in 1824 by John Cadbury in Birmingham, England. Initially, Cadbury started as a small grocery store where they sold cocoa and drinking chocolate. Over time, they expanded into making chocolate bars and other confectionery products. One of Cadbury's most iconic creations is the Dairy Milk chocolate bar, which was introduced in 1905. It quickly became a favorite among chocolate lovers for its smooth and creamy taste. Since then, Cadbury has continued to innovate, introducing new flavors and variations to their chocolate range. In addition to chocolate bars, Cadbury also produces a wide range of other confectionery products, including Cadbury Creme Eggs, Mini Eggs, and Roses. These treats are enjoyed by people of all ages, especially during holidays like Easter and Christmas. Cadbury is also known for its distinctive purple packaging, which has become synonymous with the brand. The Cadbury logo, featuring a stylized cocoa bean, is instantly recognizable to chocolate lovers around the world. Throughout its history, Cadbury has remained committed to using high-quality ingredients and sustainable practices in its manufacturing processes. The company has also been involved in various charitable initiatives and community projects, reflecting its commitment to making a positive impact beyond just making delicious chocolate.

Cadbury India can be termed as one of the best performing FMCG companies today. Unlike its peer group, which is more of complete food companies, Cadbury is a very niche player with a dominant position in Indian Chocolate Confectionery market. This makes it different & more successful in comparison with the peer companies. Now is the period of slowdown in the economy, where FMCG companies are the first ones to be hit upon. Reduction in the real income of the consumer has made its direct impact on the top –line growth of the company. Still, Cadbury has been able to drive its bottom- line growth. The reason for the success is the Corporate Governance practiced in the organization. We update its growth, progress, and current valuation in this report.

Overall, Cadbury is much more than just a chocolate brand – it's a symbol of joy, indulgence, and tradition for millions of people worldwide.

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### **INTERESTING FACTS OF CADBURY**

- Cadbury was the first company to include pictures instead of printed text on chocolate boxes.
- George Cadbury didn't want to take mothers away from their children, so he developed a company rule that women had to leave work when they got married. Each married woman was given a bible and a carnation as wedding gifts.
- In 1886 Cadbury became one of the first firms to have dining rooms with kitchens and food for sale.
- A miniature metal animal (elephant, penguin, owl, fox, duck, squirrel, rabbit or turtle) was given away with specially designed cocoa tins in 1934. In the same year, Cadbury's tokens, which came with packs of cocoa, could be redeemed for lamps, kettles and saucepans.
- So many children joined Cadbury's Coco cub Club that it had 300,000 members in 1936.
- Cadbury's World Visitor Center opened in 1990, welcoming 400,000 visitors in its first year.
- Cadbury launched a Get Active program in 2003, helping 10,000 teachers get in shape.

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## TODAYS PRODUCTS OF CADBURY

### 1] Cadbury Celebration Cake with Buttons

Make your celebrations really special with a delicious chocolates treat. From the indulgent Flake Celebration Cake to the Cadbury Buttons Party Cake. Cadbury's ranges of Party Cakes are perfect for any special occasion.

### 2] Dairy milk

The story of Cadbury Dairy Milk started way back in 1905 at Bourneville, U.K., but the journey with chocolate lovers in India began in 1948. The pure taste of Cadbury Dairy Milk is the taste most Indians crave for when they think of Cadbury Dairy Milk. The variants Fruit & Nut, Crackle and Roast Almond, combine the classic taste of Cadbury Dairy Milk with a variety of ingredients and are very popular amongst teens & adults. Recently, Cadbury Dairy Milk Desserts was launched, specifically to cater to the urge for 'something sweet' after meals. Cadbury Dairy Milk has exciting products on offer - Cadbury Dairy Milk Wowie, chocolate with Disney characters embossed in it, and Cadbury Dairy Milk 2 in 1, a delightful combination of milk chocolate and white chocolate. Giving consumers an exciting reason to keep coming back into the fun filled world of Cadbury.

### 3]Gems

Launched in 1968, Cadbury Gems has captured the fancy of children for more than 4 decades now. Supported by a number of popular TVCs since the Eighties, Gems is uniquely positioned because of its chocolate taste, colorful buttons and multiplicity. The taste and fun associated with eating Cadbury Gems and the joy of sharing it with friends has also made the brand a source of nostalgia for older consumers. Simply put, eating Gems brings happiness, fun and mischief to a kid's world. Which is why, Cadbury Gems has always had Fun and Masti as the proposition in all its communication. Gems, available in a Pouch and a Carton, are also available in a Re. 1 pouch.

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## Target of Cadbury Company

Cadbury's target market typically includes children, young adults, and families who enjoy indulging in chocolate and confectionery products. They often focus on creating products that appeal to a wide range of tastes and preferences, from classic milk chocolate to more adventurous flavors, ensuring there's something for everyone. Additionally, they often emphasize their brand's heritage and quality to attract consumers who value tradition and reliability in their chocolate choices.

Their product range includes a variety of chocolate bars, boxes of chocolates, and seasonal treats, ensuring they have offerings suitable for different occasions and preferences. Moreover, they frequently engage in promotional activities and partnerships to stay relevant and appeal to their target demographic, which includes both young and old chocolate enthusiasts.

Cadbury has a long-standing reputation for producing high-quality chocolate products, which has helped them establish a loyal customer base over the years. They often employ marketing strategies that evoke feelings of nostalgia and warmth, aiming to create an emotional connection with their consumers.

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## Marketing Strategy of Company

Their marketing strategy revolves around several key pillars:

**Brand Image:** Cadbury emphasizes its heritage and commitment to quality, leveraging its long-standing reputation to build trust among consumers.

**Product Innovation:** Cadbury continuously introduces new products and variations to keep its offerings fresh and appealing to diverse consumer preferences.

**Emotional Marketing:** Cadbury's advertisements often evoke emotions such as joy, nostalgia, and warmth, creating a strong emotional connection with consumers.

**Social Responsibility:** Cadbury engages in various CSR initiatives, promoting sustainability, ethical sourcing, and community development, which enhances its brand reputation.

**Digital Marketing:** Cadbury leverages social media platforms and digital advertising to reach a wider audience and engage with consumers in interactive ways.

**Sponsorships and Partnerships:** Cadbury collaborates with sports events, entertainment shows, and other brands to increase visibility and reach new demographics.

**Seasonal Campaigns:** Cadbury capitalizes on holidays and special occasions with themed campaigns, such as Easter and Christmas, to boost sales and brand awareness.

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## Advertisement strategy

Cadbury's advertisement strategy during Diwali and Raksha Bandhan typically focuses on themes of togetherness, celebration, and the joy of sharing sweets. They often create heartwarming ads that highlight family bonds and the tradition of exchanging chocolates during these festivals. Cadbury's ads often evoke emotions and nostalgia, aiming to connect with their audience on a deeper level. They also emphasize the role of their products in enhancing festive moments and creating memories. Overall, Cadbury's approach is to align their brand with the spirit of these festivals and promote their products as an integral part of the celebrations. In its new campaign "Kuchh achha ho jaaye", Cadbury tries to build on its iconic slogan, "Kuchh meetha ho jaaye" to do just that: Give one more reason to consume a product that is not necessarily considered healthy.

In the beginning in the 1880s to 1890s, Cadbury started their advertising journey with the promise that their chocolate will improve their consumers' strength - not exactly true, but not half as bad as various cigarette companies promoting better health and even being 'endorsed' by doctors. Children were the next (advertising) target. Throughout the 1920s and 1930s, Cadbury chocolate was advertised as the perfect accompaniment to a perfect day, and children were a heavy focus in a vast majority of their posters - basically, parents had to buy their chocolate if they care about their kids, since it was 'healthy' and kept them happy. Similar tactic to most confectionery companies today. Their famous 'glass and a half' campaign was first launched in 1928 - milk was the nutritious drink of choice and so Cadbury jumped on the bandwagon. Still clinging onto the notion that their chocolate was healthy (if only), Cadbury plastered everywhere that they had a glass and a half of milk in every Dairy Milk bar.

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## CHALLENGES OF CADBURY

Cadbury faced a major challenge in India due to a contamination scare in 2003. Some of its chocolate products were found to be infested with worms. This led to a significant drop in sales and damaged the brand's reputation. The company had to recall millions of chocolate bars from the market and suffered financial losses. The incident raised concerns about the safety and hygiene standards of Cadbury's manufacturing process. In response, Cadbury implemented strict quality control measures and invested heavily in improving its production facilities. It also launched a massive marketing campaign to rebuild consumer trust. Over time, Cadbury managed to regain its position in the Indian market by focusing on quality, transparency, and consumer education. Today, Cadbury remains one of the most popular chocolate brands in India, but the contamination scare serves as a reminder of the importance of maintaining high standards in food production.

In response, Cadbury took immediate action by recalling millions of chocolate bars from the market and conducting rigorous quality checks. They also collaborated with government agencies to address concerns and reassure consumers about the safety of their products. Cadbury made substantial investments in upgrading its manufacturing facilities and implementing stringent quality control measures to prevent such incidents from occurring again.

Moreover, Cadbury embarked on a massive marketing campaign to rebuild consumer trust and restore its brand image. The campaign focused on transparency, highlighting the company's commitment to quality and safety standards. Cadbury also engaged in consumer education initiatives to educate people about food safety and hygiene practices. Over time, these efforts paid off, and Cadbury successfully regained the trust of Indian consumers, reaffirming its position as a leading chocolate brand in the country.

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## Conclusion

Over the last year, the Cadbury Chocolates brand has moved from being perceived as a Chocolates for “younger person” to choice their Chocolates for fun, enjoyment and love as well as for the “Elder person” also professionals. This has been made possible not just by new packaging but by a complete positioning strategy which changed the image of the brand and the perception of who can and should enjoy it.

This company project has demonstrated “CADBURY’S COMPANY AND RESPECT TO ITS MARKETING STRATEGY” that has proved to be extensive through and of great benefit to the company in furthering its competitive advantages. In this project it possible to see the success of Cadbury’s in it’s indorse its strong potential to continue to do well.

## RECOMMENDATIONS

- Maintain dominance in chocolate, confectionery and market leadership in brown drinks
- New channels such as gifting, child connectivity and value for money offering to be the key growth drives.
- Grow volume of sales at least 20% p.a. over the next years.
- Achieve the goal of best manufacturing location in Cadbury Schweppes world for Dairy Milk and Éclairs.
- One new major product launch every year.

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