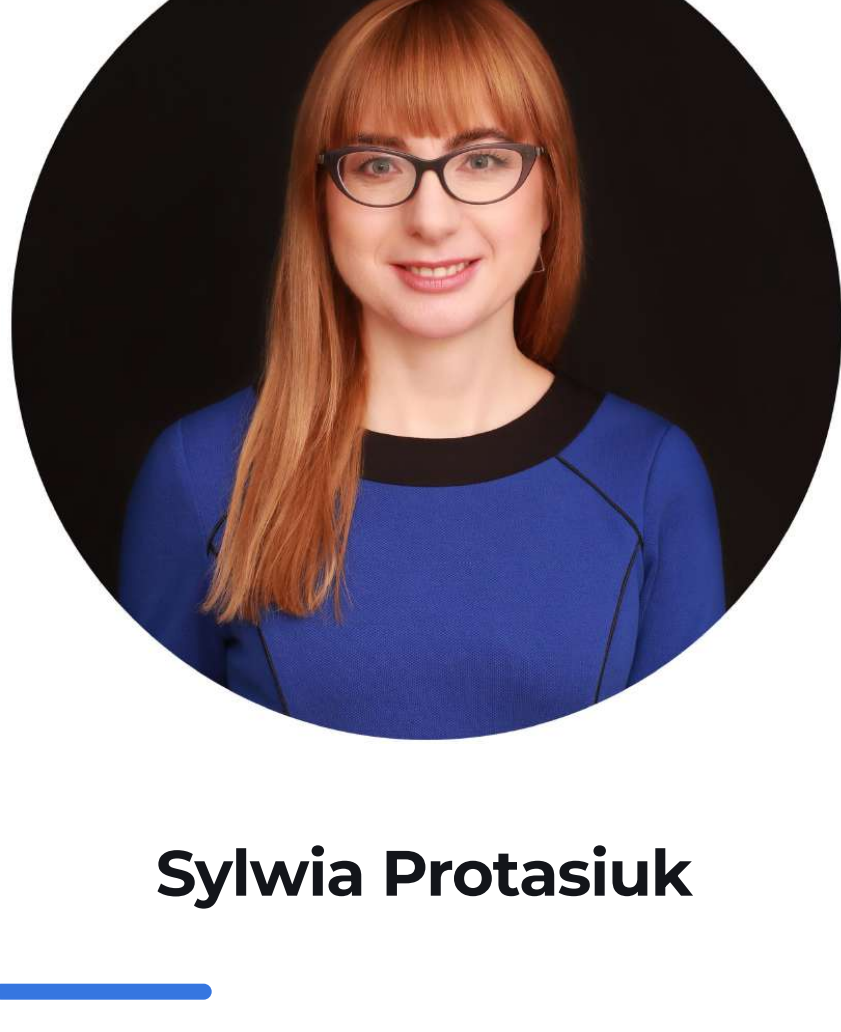


Bakalland BA! brand

portfolio strategy, relaunch, NPD

Marketing Case Study



Sylwia Protasiuk

My roles:

Project Manager
Product Manager
breakfast cereals category

Duration:

04.2013 - 12. 2014

Due to Non-Disclosure Agreement (NDA) case study without digits



Crunchy musli full of best quality dried fruits and nuts.
Bakalland - number 1 in Poland.

Summary

Project for the Bakalland brand concentrated on building a **new portfolio strategy** for 2 categories of breakfast cereals and bar cereals in order to deliver one clear message and make products more convenient to use. Thanks to Stage-Gate® methodology a new strategy focused on insight “bakaliowość” (full of the best quality dried fruits and nuts) was developed.

As a result, **sub-brand Bakalland BA! was relaunched**, the portfolio was completely re-arranged (brand, range, recipes, packaging, design), new products developed, as well as a new marketing strategy deployed. It enabled significant sales growth due to the synergy effect.



Project scope

Bakalland portfolio, among others, consisted of breakfast cereals under Bakalland brand and cereal bars under sub-brand Bakalland BA! According to consumer research, **the range underdelivered essential benefits** to build a strong position in 2 categories. Multidimensional marketing analysis leveraging Stage-Gate® approach led to the relaunch of sub-brand Bakalland BA! Moreover, a new portfolio architecture was created based on the insight “bakaliowość” (full of dried fruits and nuts).

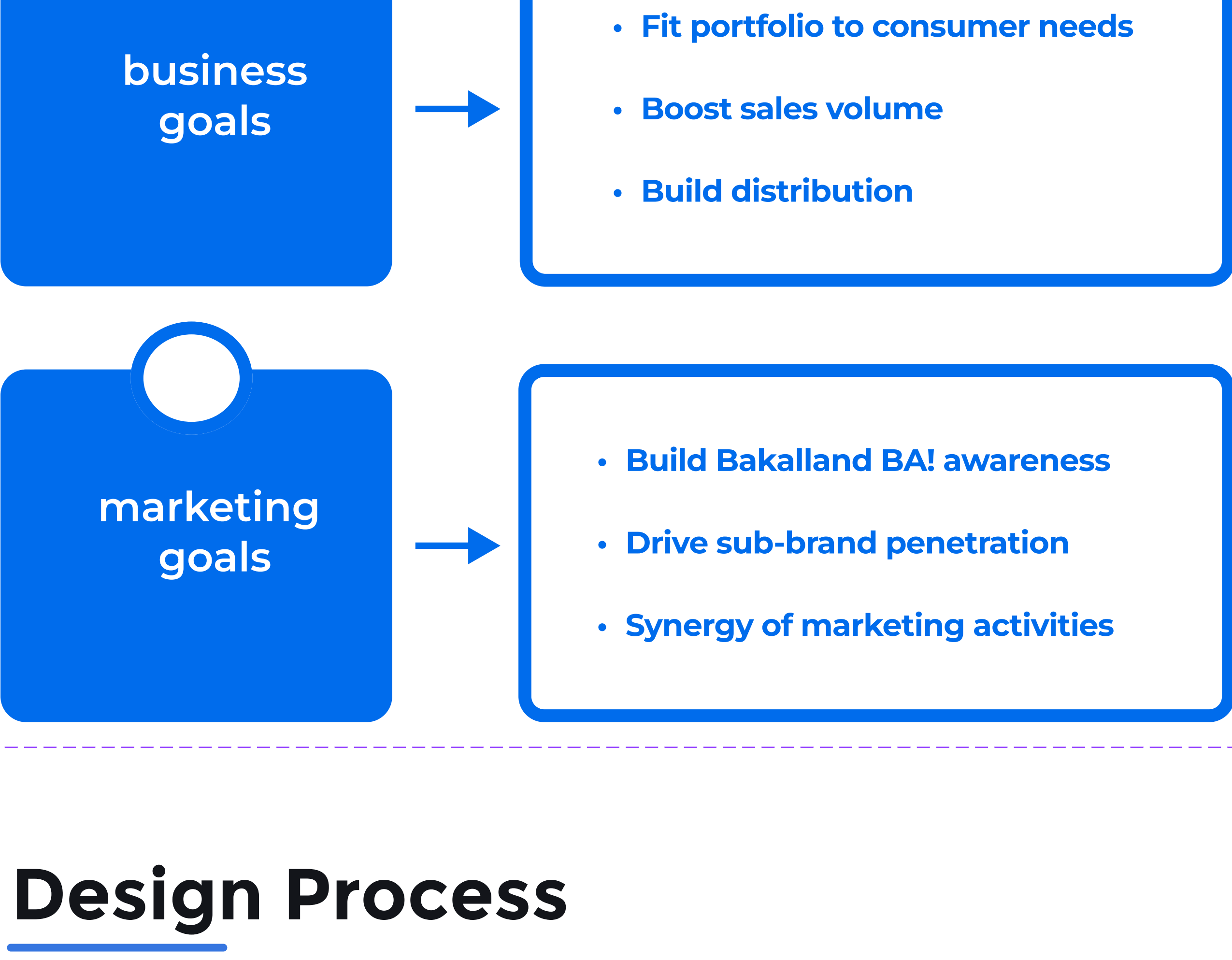
In consequence, a completely **new portfolio** came to light: reformulated sub-brand Bakalland BA! with a modified portfolio (brand, range, recipes, packaging, design). A new marketing strategy deploying the synergy effect led to significant sales increase and to the start of building Bakalland BA! awareness.

Problem statement

Breakfast cereals consumers were frustrated that products available on the market had little bad quality dried fruits and they were very similar to each other. Moreover they got nervous that there was no easy way to close the package. In the end, the lack of the possibility to see what's inside was really annoying. Nobody wanted to buy a pig in a poke!



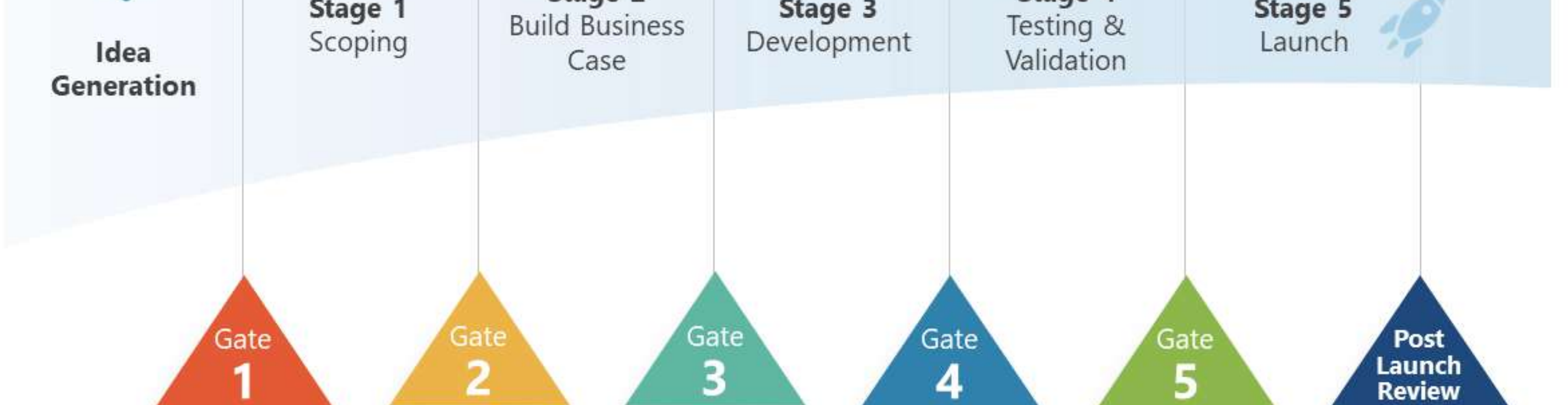
Goals



Design Process

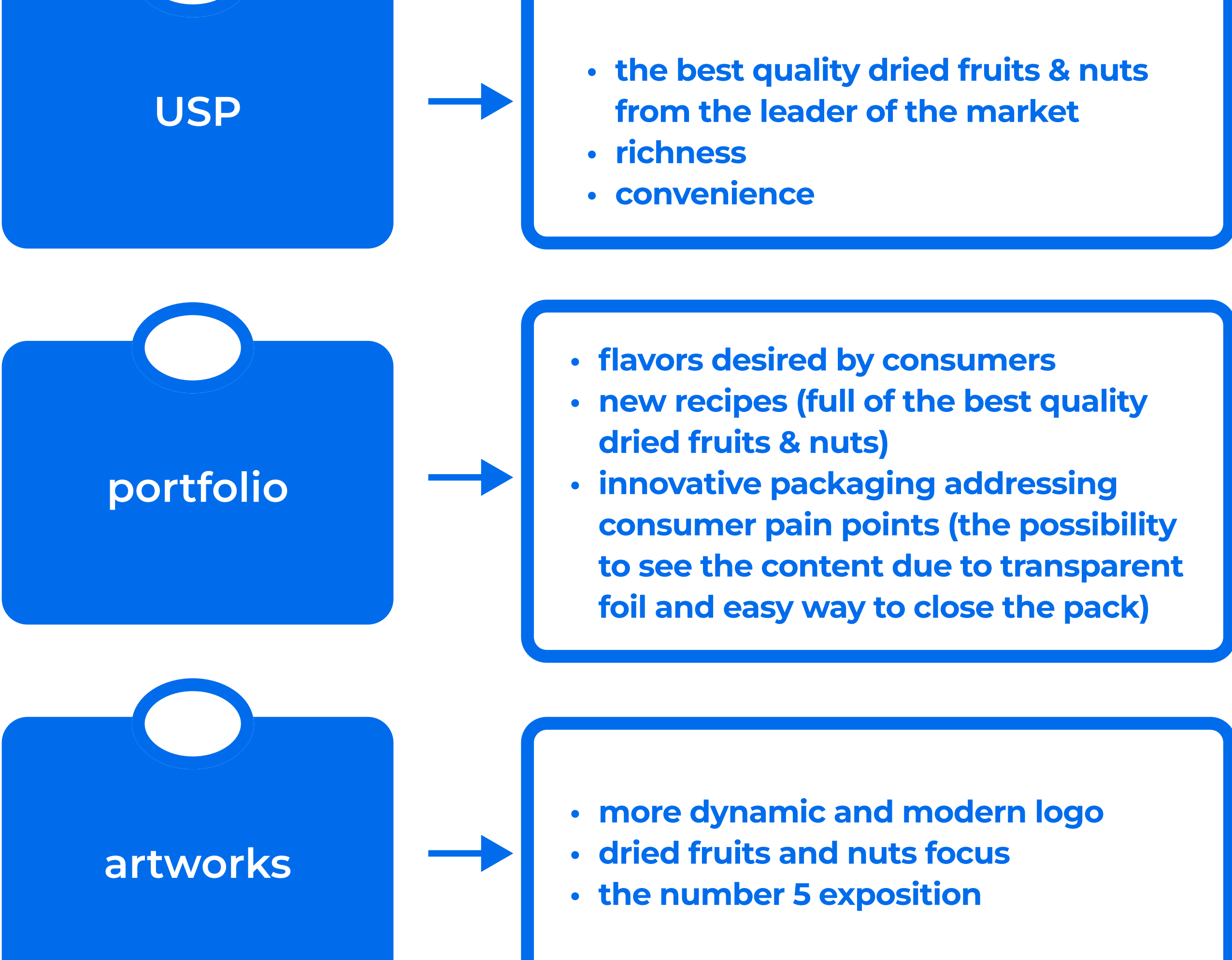
The project has been carried out according to design thinking methodology on the five-stage model proposed by the Hasso Plattner Institute of Design at Stanford to understand user needs, reframe the problem in human-centric ways, create numerous ideas and adopt a hands-on approach to prototyping and testing.

Stage-Gate Process



Deliverables

As a result, a new image of sub-brand Bakalland BA! was created common for 2 categories (breakfast cereals and cereal bars). Focusing on strong **insight « bakaliowość »** (full of the best quality dried fruits and nuts) relaunch was deployed. A new range was strictly tailored to consumer needs based on the power of the number “5” associated with a good note, richness of taste, and diversity. Consequently, common product names were created for 2 categories: 5 dried fruits, 5 nuts, and 5 tropical fruits.



Refreshed logo of the brand



New artworks of the brand



Brand activities:

- PR
- social media campaign
- outdoor campaign (citylights, billboards in 8 towns)
- trade support



Results

- Designing one sub-brand Bakalland BA! for breakfast cereals and bars
- Synergy effect of marketing activities & expenses
- Significantly exceeded market shares
- “Product of the year”award in content “Innovation of the 2015 year”**



Thank you!

I really appreciate for your time and consideration.
Do not hesitate to share your feedback.

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