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e x c e l l e n c e   i n   p r o f e s s i o n a l   d e v e l o p m e n t

## **The Bottom of the Pyramid** (Continued from September Issue of Marketing Canada)

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### **Distribution / Placement**

Being an innovative product, we didn't want to risk a national launch hence we decided on a roll-out and selected accessible areas near our manufacturing facility which was located mid-country. Our placement plan was to enter all grocery retail outlets and partial chemists. Despite the integrated marketing communications support given mainly through BTL (below the line) activities, consumer off-take wasn't adequate and we had to find means of how to promote the trial.

Knowing very well that if someone tastes it, they will most likely continue, as seen in consumer trials we carried out; we decided on a similar strategy. We initially decided to use our own staff to carryout sampling of the snack from house-to-house in selected neighbourhoods. We hygienically made the ready-to-eat snack and offered it personally to each house. The responses were excellent and all of them wanted to find from where to buy it.

While the sampling process was going on we had the sales van of our distributor visiting every grocery shop and partial chemist in the neighbourhood. The team provided stocks and placed the dispenser packs at points where there is sufficient visual impact and also put up other merchandising material with them. Any person visiting these shops would not miss the displays. Thus we achieved visibility, width and depth of distribution.

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## **Integrated Marketing Communications**

We supported the distribution process with BTL activities such as: erecting Posters, Shelf Strips, Display Dispensers and Danglers. They were placed to achieve very high visual impact in the grocery shops and partial chemists.

Before the sampling commenced in the neighbourhoods we had our propaganda van to announce our pending visit with samples. This brought the curious to the gate. We also, once the announcements were made, had the propaganda van located in central places in the area and conduct sampling and hand illustrative literature.

With these initiatives our success was phenomenal. Although most effective, I knew it would be very costly to implement island wide. I then realized that we had another route. We have several Free Trade Zones and millions of people worked in them. Many of them go to their villages every month. We used this opportunity and sampled all of them in their boarding places and hostels. Not only would they take home samples but also their WOM or word of mouth in support of the product would be invaluable to us. This brought in many inquiries from the trade and helped us gradually expand our reach.

## **Summary and Conclusion**

Today the brand enjoys extensive width and depth of distribution, loyalty, brand equity and resultantly brand value. The original owner of this company sold the company to the market leader in the biscuits category for a very substantial financial consideration a few years ago.

In summary its success not only delighted the market segment at the bottom of the pyramid but also invaded upper segments of the socio-economic pyramid. The product is not just a market leader but a monopoly with no direct competition.

## **References:**

[http://en.wikipedia.org/wiki/Bottom\\_of\\_the\\_pyramid](http://en.wikipedia.org/wiki/Bottom_of_the_pyramid)