

Relaunching of Iconic Brand of Yesteryear

Gomashi Tiwari

Student, Amity Business School

ABSTRACT:

This research paper explores the dynamic landscape of brand relaunching, focusing on three iconic brands - Campa Cola, Charmis, and Bajaj Chetak. The objective is to analyze the challenges and opportunities associated with the relaunch of these brands, considering changing consumer preferences, market trends, and the competitive environment. The paper delves into the historical significance of each brand, the reasons for their decline, and the strategic initiatives employed for their relaunch. By studying these case studies, we aim to derive insights and recommendations for businesses seeking to rejuvenate legacy brands.

OBJECTIVE

1. Understand the Brand's Legacy:

- Investigate the historical significance and values associated with the brand.
- Identify what made the brand iconic in the past and its unique selling propositions.

2. Market Research:

- Analyze the current market trends and consumer preferences.
- Identify potential target demographics and market segments.
- Evaluate the competition to understand market positioning and potential challenges.

3. Brand Positioning:

- Define a clear and compelling brand positioning strategy.
- Establish how the relaunched brand will differentiate itself in the market.
- Identify the brand's value proposition and core messaging.

4. Brand Refreshment:

- Evaluate the need for any updates or modifications to the brand identity.
- Consider modernizing the logo, packaging, and overall visual identity.
- Ensure consistency in brand messaging across various touchpoints.

5. Product Development:

- Assess the relevance of the original products and adapt them to contemporary demands.
- Introduce new products or product variations that align with current market trends.
- Ensure that the quality and innovation meet or exceed industry standards.

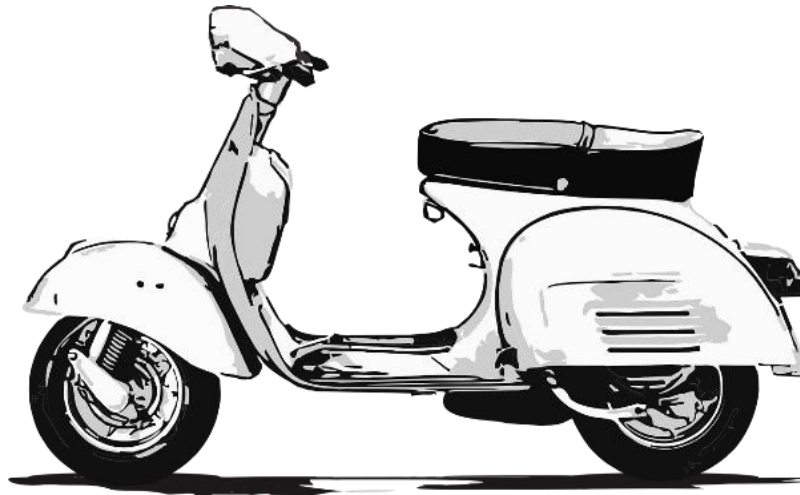
BAJAJ TO RELAUNCH ICONIC SCOOTER CHETAK IN ELECTRIC AVATAR COMPANY PROFILE

The Bajaj Group Was Founded In 1926 By Jamnalal Bajaj. In The Mid-1940s, Bajaj Auto Limited(Bal) Started As An Importer Of Two- Andthree-Wheelers. In 1959, The Company Secured A License From The Government Of India (Goi) Tomanufacture Two- And Three-Wheelers. In 1960, Btcl Was Renamed Bajaj Auto Ltd And In The Same Year It Entered Intoa Technical Collaboration With Piaggio

For The Manufacture Of Scooters. With Its Collaboration With Piaggio Coming To An End In The Early 1970s, Balstarted Manufacturing Scooters Under The Bajaj Brand.

CASE STUDY

The Bajaj Scooter Chetak, which served as many Indian families' main vehicle a few decades ago, was more than just a car—it was a feeling. It was regarded as an integral part of any middle-class household. 'A matter of pride for them'. Today's generation has their childhood memories associated with this iconic scooter.



This great scooter was designed by the global two-wheeler & three-wheeler vehicle manufacturer company – Bajaj Auto & is named after 'Chetak' the legendary horse ridden by the famous warrior Maharana Pratap Singh.

The very famous name of this scooter among Indian families is 'Hamara Bajaj'. But this Piaggio Vespa Sprint (Italian scooter company, Piaggio) designed Hamara Bajaj scooter was withdrawn from the Indian Market in 2009.

But, the big picture is still there. This popular scooter is now back in an electric avatar under the Urbanite EV sub-brand. On 16th Oct 2019, the Chetak was unveiled in its electric form. It will be launched in Bangalore & Pune in 2020, first and will be available with the KTM dealerships.



After 14 long years, the Chetak has finally made its return. It is all ready to amaze everyone with its new electric avatar. But with great features, come great prices. It is expected that the price of this scooter will be from INR 90,000 to INR 1.5 lakh. But the price is worth it. Not only the features but the retro design with a large round headlamp, single side suspension set-up & alloy wheels will succeed in creating a huge impact on every Indian out there.

The beautiful electric Bajaj Chetak scooter will be available in 6 stunning colors for its lovers. Digital Console, Sequential Scrolling LED blinkers & Horseshoe designed LED headlights with DRLs are some well-added specifications. This gracious scooter will have an all-metal body. LED headlamps, Glove Boxes upfront, LED turn indicators & digital instrument clusters are added specifications, which makes this electric scooter even widely modern. The finest point about the electric Chetak scooter is that though it doesn't have any graphics designed over it, yet it looks very exclusive and classy. It comes with a fully digital instrument cluster.

The Bajaj Chetak will contain two modes. The ranges for both modes include 95 km in the eco mode and 85 km in the sports mode. Bajaj Chetak will be modified with an Intelligent Battery Management System (IBMS) which is solely responsible for the charging & the discharging purpose. Reversing the assist mode & the regenerative braking are also two of the most important features of Electric Bajaj Chetak.

Its 4 Kw electric motor battery, which is an IP67-rated lithium-ion battery, will support its power mode. The battery is charged using a 5 to 15 amp electrical outlet. If you are ready to pay a little extra, then Bajaj will also provide you with a home charging station. It will be accompanied with an awesome mono-shock at the rear and a useful tubular single-sided suspension at the front with the cast of the aluminum swing arm. The wheels sizes will be around 12 inches. The best feature of this electric scooter is that the users will be able to connect their smartphones with these electric scooters while using the Chetak Electric App for many features such as data communication, user authentication, and security specification

Electric Scooters are always safe & when the brand 'Bajaj' is associated with it, then no second thoughts for the safety will be there. No doubt, Arther electric scooter is one of the finest electric scooters available in the market but the Bajaj electric Chetak is having more advantages over Ather.

The most unique feature about the Bajaj Chetak's electric scooter is its retro-modern design with is having a heavy resemblance with the most famous one 'Vespas'. Also, the added tail lamp makes it unique from all other electric scooters out there.

Chetak's electric scooter has a charging provision attached to it, which is not there in Arter 450 or other scooters. Fully digital instrumental cluster is there in Chetak's which is also missed in case of Arter's or other scooters and the strongest point of all, which makes this electric scooter better than others is its name associated with "BAJAJ CHETAK". People are already connected with this scooter emotionally which makes the biggest advantage of all.

Conclusion:

The Bajaj Chetak Premium brings advanced features and an impressive range to India's electric scooter market. Packed with a new TFT instrument cluster, Bluetooth connectivity, hill hold control, reverse mode, and sequential turn indicators, it has garnered positive attention

Campa cola relaunch

Background:

Campa Cola, once a beloved soft drink brand in India, enjoyed immense popularity during the 1970s and 1980s. However, due to various challenges including market dynamics, competition, and regulatory issues, the brand faced a decline and eventually ceased production in the late 2000s. Recognizing its nostalgic appeal and potential market demand, a group of investors decided to embark on a journey to relaunch the Campa Cola brand.



Objectives:

- 1. Revive Nostalgia:** The primary objective was to tap into the nostalgic sentiments associated with Campa Cola among older generations while also appealing to younger consumers.
- 2. Reintroduce Iconic Taste:** The relaunch aimed to recreate the original taste and essence of Campa Cola while ensuring compliance with modern quality and health standards.
- 3. Differentiate in a Crowded Market:** Campa Cola sought to differentiate itself in the competitive beverage market by leveraging its unique heritage and flavor profile.
- 4. Build Brand Equity:** The relaunch aimed to rebuild and strengthen the brand equity of Campa Cola by emphasizing its rich history and cultural significance.

Strategies Implemented:

- **Product Development:** The team meticulously researched and experimented to recreate the original Campa Cola formula, ensuring it met contemporary taste preferences and quality standards.
- **Brand Refreshment:** While retaining the iconic Campa Cola logo and visual identity, minor updates were made to packaging and branding to resonate with modern consumers.
- **Market Research:** Extensive market research was conducted to understand consumer preferences, identify target demographics, and assess the competitive landscape.
- **Marketing and Communication:** A multi-channel marketing strategy was implemented, leveraging

social media, digital advertising, and traditional media to generate buzz and create awareness about the relaunch.

- **Partnerships and Collaborations:** Campa Cola forged strategic partnerships with popular restaurants, cafes, and online platforms to expand distribution channels and reach a wider audience.
- **Consumer Engagement:** Interactive campaigns, contests, and events were organized to engage consumers and foster a sense of community around the brand. Feedback mechanisms were established to gather insights and address consumer concerns.
- **Sustainability and Quality Assurance:** Campa Cola prioritized sustainability and quality assurance throughout its operations, ensuring responsible sourcing, manufacturing, and distribution practices.

Results:

Positive Consumer Response: The relaunch of Campa Cola generated significant excitement and positive feedback from consumers, particularly among those nostalgic for the brand.

Increased Market Presence: Campa Cola successfully reestablished its presence in the beverage market, securing shelf space in supermarkets, convenience stores, and online platforms.

Brand Recognition and Equity: The relaunch efforts contributed to the enhancement of Campa Cola's brand recognition and equity, positioning it as a timeless and iconic beverage choice.

Expansion and Growth: Buoyed by the initial success, Campa Cola explored opportunities for expansion and growth, including new flavors, variants, and market segments.

Conclusion:

The relaunch of Campa Cola serves as a compelling case study of how a once-iconic brand can be successfully revived and reintroduced to the market. By leveraging nostalgia, embracing innovation, and fostering consumer engagement, Campa Cola demonstrated the enduring appeal of heritage brands in today's dynamic marketplace. Through strategic planning, product development, and effective communication, Campa Cola reaffirmed its status as a beloved beverage brand, resonating with both old and new generations of consumers.

Campa Cola Case Study



Reliance is aiming to introduce three of the four flavours that the company Campa Cola utilised to market soft drinks in during its early days. Campa Coca-Cola, Campa Orange, and Campa The company

are these flavours. Additionally, Reliance Industries disclosed that all of these flavours will initially be available in the states of Andhra Pradesh and Telangana.

Reliance stated in an interview that the relaunch of this brand is consistent with the business's objective to support domestic Indian companies. Reliance is taking this action in honour of the company's rich history and legacy as well as the patrons who enjoyed its distinctive flavours and tastes. We can categorically state that the relaunch of this brand and its merchandise will make its loyal client base happy. Individuals born in the 1980s will undoubtedly recall the classic and vintage commercials that Coca-Cola ran. Among them was a fifteen-year-old Salman Khan, who was frolicking on a boat and guzzling down Coke.

Campa Cola Initial Days in India

One could argue that Campa-Cola was fortunate to establish itself in the Indian market. The Campa-Cola brands that Reliance is relaunching will have the same ingredients, including the same taste. Only its goods helped Campa-Cola become a household name in its early years.



In the months and years following its founding, Campa-Cola rose to the top of the soft drink market. Campa-Cola was introduced to the Indian market by Pure Drinks Group, a beverage manufacturer with its headquarters located in Mumbai. We will talk more about the fascinating history of Campa-Cola's founding later in the piece. It is an amazing debut.

In addition to its goods' flavour and reputation, Campa-Cola was well-known for its advertising. In the market, Campa-Cola promoted its products extensively and in the most creative way feasible. One of the first commercials released by Campa-Cola featured Salman Khan, the most well-known actor in India.

In 1982, Kailash Surendranath, the founder of Kailash Picture Company and director of advertisements, was contacted by

Founders and How it Started?

In terms of history, Campa Cola has a long one. Let's go back to 1949, when Pure Drinks Group launched Coca-Cola in India. At that time, Pure Drinks Group consented to sell Coca-Cola goods in India. The Coca-Cola Company did fairly well in the Indian market from 1949 and 1976. They were making a tonne of money and had established a sizable market inside these years. Later, in 1977, under Morarji Desai's administration, Pepsi-Cola and Coca-Cola were forced to leave India because of specific laws and regulations.

Now, as Coca-Cola was leaving India, the Pure Drinks Group introduced Campa-Cola to take the place of the globally recognised Coca-Cola brands. In order to close the market gap that Coca-Cola products had taken, Pure Drinks Group took this action.

ITC relaunches its iconic brand Charmis with Kajol

Charmis is a heritage face care brand and enjoys consumer trust that has extended over eight decades. ITC has given the iconic Charmis a fresh new look.



A new television ad called "Achchaai Jo Chehre Par Nazar Aaye" has been launched to honour the goodness that mothers tirelessly nurture and impart in their children. The ad embodies the values and soul of the company. The ad honours and honours the life lessons best learned from mothers, or "Maa ki Seekh," and how they help kids make the right decisions as they make their way through the maze of life and deal with the difficulties and conflicts that arise every day.

Sameer Satpathy, CEO of ITC Limited's Personal Care Products Business, discussed the campaign in his remarks. "It is a moment of pride for us to reintroduce Charmis, a brand that has been loved by consumers for over eight decades, in a fresh new look. We are excited to introduce a great new sensorial with SPF 30 and above all with a delightful new TV campaign. The brand presents the core thought in an engaging manner and I must appreciate the great work done by the director, Ram and the entire creative team at Contract."

The new television commercial, which was created by the Contract creative team and Equinox film director Ram Madhvani, features the touching story of a young child who, in the face of a difficult decision, chooses to uphold morality and his mother's lessons—brave males don't beat girls. The TVC narrative vividly embodies the brand's central idea, which is that our faces radiate goodness from within, in a straightforward yet incredibly potent and effective manner. The pleased mother and the youngster both had that light on their faces.

Ram Madhvani, Director, further stated, “I am delighted to have been chosen to work on the film. I found the brand’s concept – 'Achchaai jo chehre par nazar aaye', extremely unique and was excited to make the film, simply because of the value systems that the brand was speaking about. And of course, having Kajol as part of the film helped elevate the entire conversation. Besides being a powerful performer, she also stands for the values showcased in the film.”



The brand spokesperson role has been taken over by Kajol. She is a contemporary mother who is not afraid to discuss the active part she takes in raising her kids. She exhibits the traits of the Charmis Mom—a woman who takes great delight in motherhood and has a significant influence on her children's moral compass and way of thinking—even when she is not on camera.

As she expressed her joy at becoming a part of the TVC, Kajol said, "The Charmis flick simply underlines a basic truth that while goodness is about character, integrity, honesty, kindness, moral courage, but above all, goodness is about how you treat other people. Being a Charmis ambassador makes me feel good and trustworthy; both aspects being important to me as a person and an artist.”

The brand-new ITC Charmis deep-nourishing cold cream will retail for INR 40, INR 70, INR 120, and INR 180 ml in packets of 30 ml, 58 ml, 100 ml, and 175 ml, respectively. ITC Charmis fights winter with its special combination of vitamins A, C, and E, leaving skin radiant.

Methodology:

A mixed-methods research design combining qualitative and quantitative approaches.

Utilization of a case study methodology to gain an in-depth understanding of the relaunch strategies for Campa Cola, Charmis, and Bajaj Chetak.

Data Collection:**Primary Data:**

In-depth interviews with key stakeholders, including brand managers, marketing experts, and executives involved in the relaunch process.

Consumer surveys to gather feedback on perceptions, preferences, and expectations regarding the relaunch of the selected brands.

Focus group discussions to explore nuanced consumer attitudes and reactions.

Secondary Data:

Analysis of historical market data, sales figures, and financial reports related to the brands in question. Review of existing literature, articles, and news reports on brand management, revitalization, and relaunch strategies.

Sampling:

Purposeful sampling for interviews, selecting participants with direct involvement in the relaunch processes or significant industry expertise.

Random sampling for consumer surveys to ensure a diverse representation of consumer demographics.

Data Analysis:

Thematic analysis for qualitative data, identifying recurring themes and patterns in interviews and focus group discussions.

Quantitative analysis of survey data using statistical tools to derive insights into consumer preferences and sentiments.

Comparative analysis to draw connections and distinctions between the relaunch strategies and outcomes of Campa Cola, Charmis, and Bajaj Chetak.

Ethical Considerations:

Adherence to ethical guidelines, ensuring informed consent from participants and confidentiality of sensitive information.

Transparent reporting of findings, acknowledging any potential conflicts of interest.

Limitations:

Potential biases in participant responses due to their association with the brands.

Time constraints may limit the depth of data collection and analysis.

Validity and Reliability:

Triangulation of data from multiple sources to enhance the validity of findings.

Clear documentation of the research process to ensure the reliability of the study.

Data Interpretation:

Iterative process of data interpretation, involving constant comparison and validation of emerging themes.

Collaborative analysis involving multiple researchers to minimize individual biases.

The chosen methodology aims to provide a comprehensive understanding of the relaunch strategies employed by Campa Cola, Charmis, and Bajaj Chetak, combining qualitative insights from key stakeholders with quantitative data on consumer perceptions and market dynamics.

FINDINGS

Nostalgia Factor: Research suggests that there is a strong nostalgia factor associated with iconic brands

from the past. Consumers often have fond memories associated with these brands, which can be leveraged to create emotional connections and drive sales.

Brand Recognition: Despite being off the market for some time, brands like Campa Cola, Bajaj Chetak, and Charmis Cream still enjoy significant brand recognition. This recognition can be capitalized on to gain an initial foothold in the market and generate buzz around the relaunch.

Market Analysis: Conducting thorough market analysis is essential to understand current consumer preferences, competitor landscape, and emerging trends in the relevant product categories. This analysis can help in positioning the relaunched brands effectively and identifying potential challenges.

Product Adaptation: While retaining the essence of the original products is important to maintain authenticity and nostalgia, it's also crucial to adapt them to meet modern consumer expectations. This could involve reformulating the products to align with current health and wellness trends or incorporating new features to enhance their appeal.

Marketing Campaign: Designing a compelling marketing campaign is essential to generate excitement around the relaunch and attract both existing fans of the brands and new consumers. This could include a mix of traditional advertising, social media engagement, influencer partnerships, and experiential marketing initiatives.

Distribution Strategy: Establishing an effective distribution strategy is key to ensuring widespread availability of the relaunched products. This may involve partnerships with retailers, e-commerce platforms, and strategic placement in high-traffic locations.

Sustainability and Corporate Responsibility: In today's market, consumers increasingly value sustainability and corporate responsibility. Incorporating environmentally friendly practices into the production and packaging of the relaunched products can enhance their appeal and resonate with socially conscious consumers.

Customer Feedback and Iteration: Continuous monitoring of customer feedback and market dynamics is crucial post-launch. This allows for timely adjustments and iterations to the products and marketing strategies to ensure long-term success.

CONCLUSION

In conclusion, the relaunching of iconic brands from yesteryear such as Campa Cola, Bajaj Chetak, and Charmis Cream presents a significant opportunity for tapping into nostalgia, leveraging brand recognition, and capitalizing on consumer sentiment. Through comprehensive market analysis, product adaptation, strategic marketing campaigns, and sustainable practices, these brands can position themselves effectively in today's competitive landscape.

By embracing consumer feedback, maintaining agility, and prioritizing innovation, these brands can not only reestablish their presence but also foster long-term relationships with both existing and new customers. The journey of relaunching these iconic brands is not just about resurrecting the past but also about embracing the future, staying relevant, and leaving a lasting impact on the market.

Ultimately, the success of these relaunched brands will hinge on their ability to strike a balance between honoring their heritage and adapting to contemporary consumer preferences, thereby securing a prominent place in the hearts and minds of consumers for years to come.