



TV 18



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SEASON

CASE STUDY

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LOCALBANYA CASE STUDY



ABOUT LOCALBANYA.COM:

Localbanya is India's premier online convenience store with services across Mumbai (including Thane & Navi Mumbai), Pune, Hyderabad, Delhi, Noida, Ghaziabad and Gurgaon.

Started by three young entrepreneurs who have a strong understanding of the retail space and individually passionate about three of the most important aspects of a business: Operations, Technology and Marketing. Since inception, Localbanya has had a clear vision of being able to serve every household in India.

Since May 2012, we have aimed to revolutionize the grocery shopping experience with a single minded focus to make each step of the shopping process - from our website to the customer's home - as delightful as we can. We've grown in leaps & bounds since we first began and we are constantly striving to improve.

Every single day the team works towards giving the customer more during their next purchase with us, be it with a wider selection, an even better user experience, new features, enhanced service levels etc.

THE STORY SO FAR:

- Delivering to 8 cities (including Thane and Navi Mumbai)
- Retailing 14000+ products across categories
- No minimum order value / Rs. 49 delivery fee for orders less than Rs 500
- 1500+ deliveries a day
- Rs. 1500 average ticket size
- 1.5 lakh registered customers
- TG - Woman of the family household / Dual income households / Young working professionals
- Falling in the 30 to 40 age group primarily
- Introduced Instabanya - 2 Hour Deliveries in Thane, Navi Mumbai, Pune, Hyderabad and Gurgaon. Soon going to be launching this service to the most of Mumbai
- Plan to enter Tier I and Tier II cities soon
- Recently upgraded the Android App, iOS upgrade is underway
- Currently working on a JIT (Just-In-Time) model and direct with vendors where applicable
- Marketing channels – Print, Outdoor, Digital, Alliances, Partnerships
- The brand wants to continue to be fun / quirky and have a young and vibrant character

STATEMENT OF PURPOSE:

To service as many relevant households as possible, across India

PROJECT / OPPORTUNITY:

Given the nature of shopping for groceries in the context that it is a regular task performed by a large section of the population, we see orders coming in from a wide range of age groups.

How would you devise a communication strategy for the following age groups?

1. 18 - 25 years
2. 40+ age group (most of them are decision makers of the household)
3. Men in the age group of 25 to 40 years
4. 40+ Male audience

In the age of digital, what should the digital footprint of the brand comprise of? How do you see marrying digital with the traditional forms of marketing like outdoor, print and radio?

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EXPECTED METHODOLOGY:

We leave you to choose the best way to gather data (either from primary research or secondary research reports), gain insights and recommendations. We're looking at both quantitative and qualitative insights backed by solid methodology.

EXPECTED OUTPUT/DELIVERABLE(S):

- A creative communication strategy for different sets of audience while keeping the young and lively presence of the brand intact
- An immediate executable solution for acquiring new customers and converting them to repeat customers
- A detailed analysis of consumer buying behaviour, buying cycle, product selection and latest trends
- An in-depth analysis of the brand's marketing practices so far and benchmarking it against the industry standards

SUCCESS:

Depth of research and understanding of the category

Feasibility of suggested ideas keeping low budgets in mind

Retaining the quirk of the brand while communicating with different sets of audience

MENTOR:

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