

The Fortune Chronicle



2 The Joy of Eating

Enjoy the food, without having to worry about the consequences.



4 The Communication Plan

At AWL, we believe the ability to bring back the joy in eating will help Fortune consolidate.

Fortune - Leading the way

Fortune is one of the most popular brands in the AWL portfolio. Fortune's brand image reflects healthy, young, urban families.

In a departure from industry convention, Fortune promoted guilt-free eating, supported by the finest oils, giving consumers a healthier way to indulge. This positioning was further strengthened by aggressive marketing and promotional activities, and an advertising campaign with the tagline, "Thoda aur chalega". The results were impressive.

As for the future, the coming decade will witness major growth in the branded edible oil market due to constantly evolving consumer habits and rising middle-class income. AWL, as an organization, is well positioned to make the most of this opportunity. The goal is to ensure that Fortune emerges as an undisputed leader in the market - positioned at the center of the market, while still commanding a premium. In order to achieve this, we believe Fortune will have to break away from conventional category norms, while retaining our strong connect with consumers. This involves leveraging a contemporary cultural truth.



The Joy of Eating



Our recent research into consumer behavior showed that eating is no longer a relaxing familial activity. Few, in fact, seem to eat properly, let alone enjoy the meal. Blame it on fast-paced lifestyles, professional pressures, snacking and consumption of junk food, among others. That apart, we also observed a few general perceptions about food. Traditional Indian meals, while wholesome, are perceived as boring. There is also a belief that one has to choose between healthy food and guilt-inducing delicacies. It appears that there is a paradox and confusion in the eating habits of Indians today. The fact that people no longer seem to be enjoying their food is strange, considering its importance in our lives. At AWL, our goal is to help consumers rediscover the happiness of eating a good, home-cooked meal and enjoy the food. In effect, it is about rediscovering the joy of eating. With Fortune.

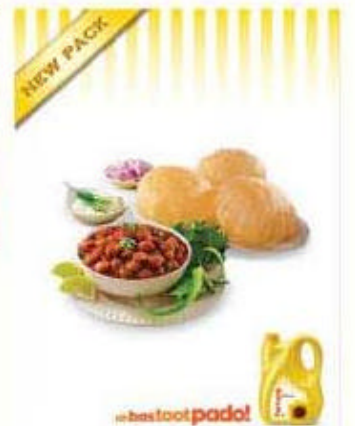


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The Communication Plan

We are rolling out a new campaign which highlights "Joy of Eating" as a distinct proposition and will be supported by a 360-degree marketing communication plan. In addition, the packaging for Fortune oil has also been revamped, with styling and design that reflect the new positioning. Our advertising campaign on TV includes seven films that convey joy of eating a healthy and delicious home-cooked meal with the family. Fortune plays a critical role in the final outcome of the home cooked meal in terms of both taste & health. These commercials will be telecast on prominent TV channels, with the objective of reaching a national audience, the key message being "Ab bas toot pado!", reflecting the Joy of eating. While the commercials are mostly in Hindi, some will be in regional languages to reach out to specific markets. Outdoor media such as hoardings will also be employed extensively to reach out to potential customers. An aggressive retail visibility drive is planned, with a range of Point of Sale communication material.



< The Fortune range of edible oils