



STRANGER & SONS GIN

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ROLL NO: 02



MARKET SCENARIO

INDIAN ALCOHOL MARKET

The Indian Alcohol market amounts at 3500m crore Indian rupees.

3rd largest liquor market in the world

GIN MARKET IN INDIA

Revenue in the Gin segment amounts to 12lakh 43m in 2019.
The market is expected to grow annually by 8.3% (CAGR 2019-2023).

5th largest Gin consumer in the world



Stranger & sons is a craft gin brand that has positioned itself very well with the growing gin consumers in India. They are looking at expanding and with the problem of advertising alcohol in the country, how and what should they plan to do as a communication strategy.

BRAND: STRANGER & SONS

RESEARCH OBJECTIVE

To find out the overall awareness of Gin and Stranger and sons as well as the perception & triggers of consumer of Stranger and sons Gin.

To understand the media consumption habits as well as when and where do they prefer consuming alcohol.



STRANGER
& SONS
GIN

STRANGER & SONS



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CENTRE OF LEARNING

Third Eye Distillery

Founders are Sakshi Saigal, Rahul Mehra and Vipul Gupta.

Stranger and sons Gin – Homegrown Indian Craft Gin

Locally sourced botanical ingredients like *liquorice, Pepper, Nutmeg, Mace, Coriander, Angelica, Cassia bark & a mix of Indian citrus peels led by Gondhraj limes from Calcutta.*

Only ingredients imported are Juniper berries from Macedonia.



Stranger & sons is currently available in Mumbai and Goa, priced between Rs 1450 to Rs2575 varying between different states in India.

Stranger & sons premium packaging and the cork opening which portrays that brand is premium.



7 DEADLY SIN'S **ENVY**



RESEARCH METHODOLOGY

TARGET AUDIENCE



QUALITATIVE RESEARCH {SAMPLE SIZE 40}

- In dept interviews: (Face to Face interviews)
- Dyads & Triads or focused group interviews: (2 to 3 people together or group of known people)



QUANTITATIVE RESEARCH {SAMPLE SIZE 125}

- Online Surveys (Snowball)

AGE: 25 – 35 YEARS AND ABOVE

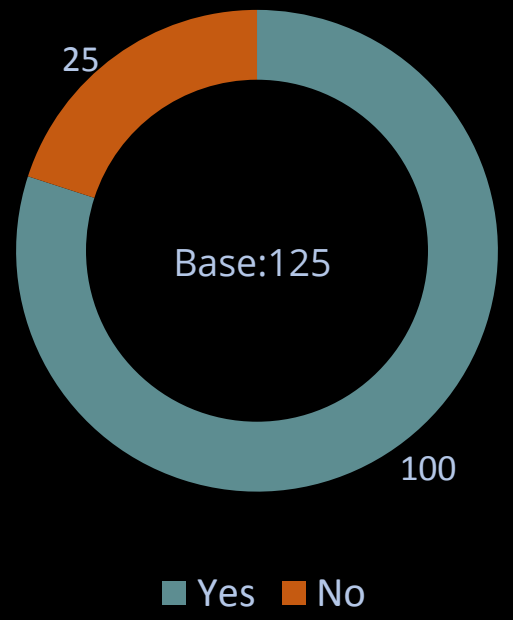
GENDER: MALES AND FEMALES

TIER 1 CITIES (MUMBAI)



RECOMMENDERS, TRIALIST & AWARENESS OF GIN

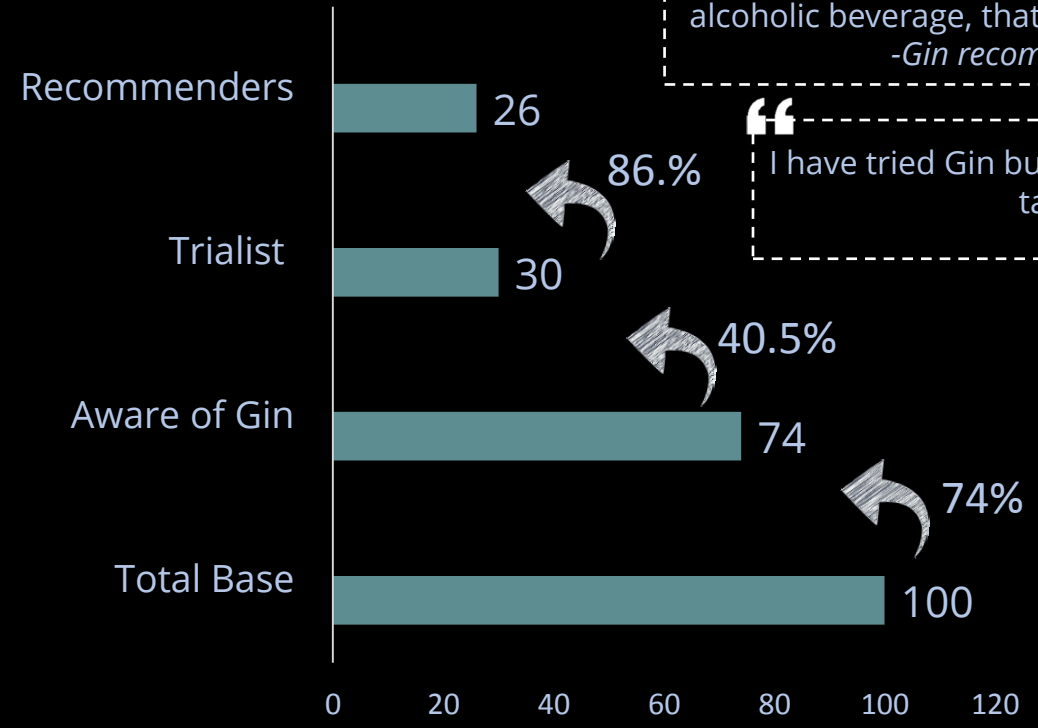
DO YOU CONSUME ALCOHOL?



“ Before I used to have whiskey but since I have had gin I and my wife have fallen in love with it and are exploring different brands of Gin
- *Gin recommenders* ”

“ Gin is smoother than any other alcoholic beverage, that's why I love it
- *Gin recommenders* ”

“ I have tried Gin but I dont really like the taste
- *Gin Trialist* ”



❖ Awareness to trialist of Gin is Low



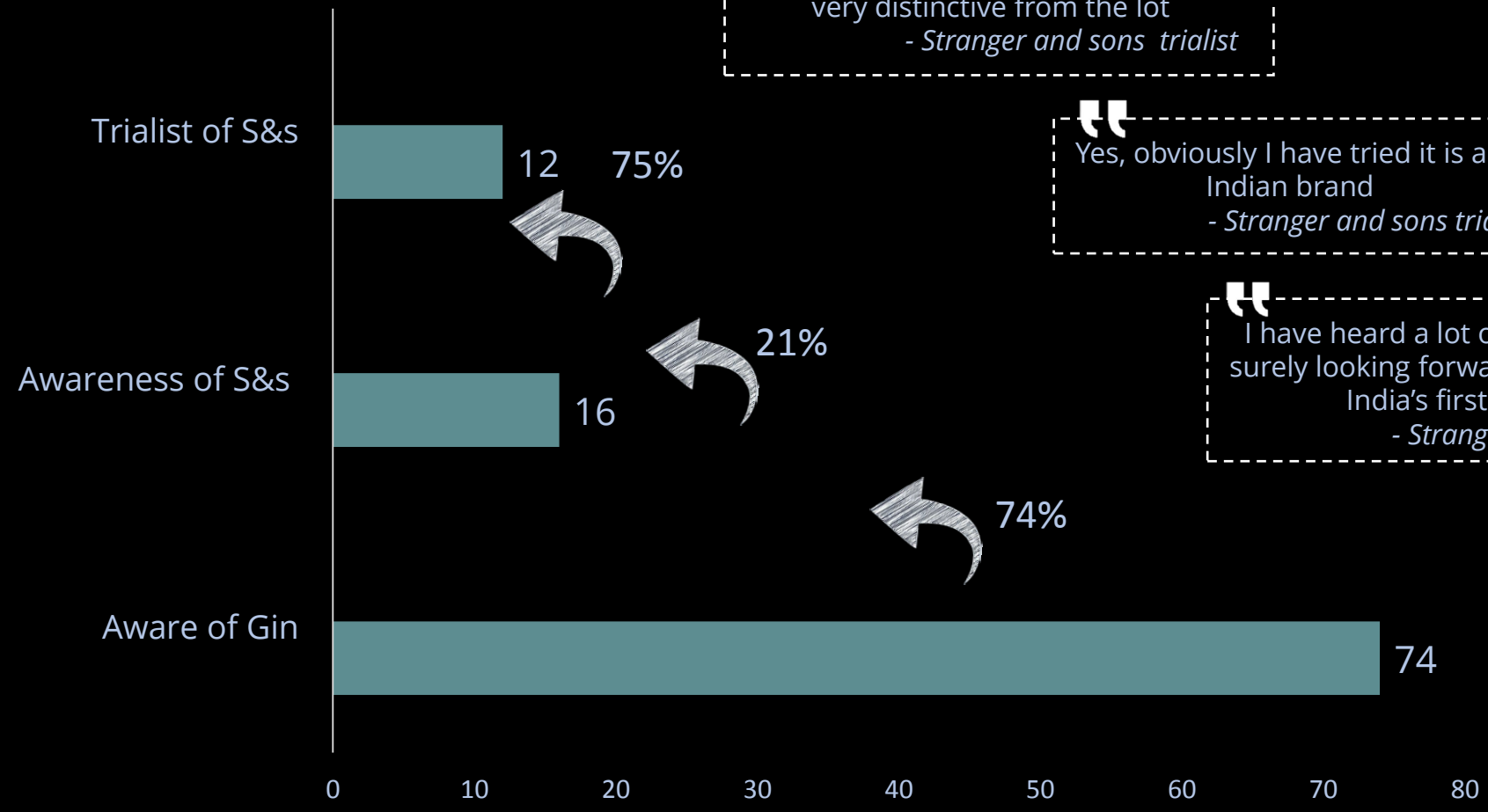
TRIALIST & AWARENESS OF S&S



“
I am a very big gin lover and have tried different gin but Stranger and sons is very distinctive from the lot
- Stranger and sons trialist

“
Yes, obviously I have tried it is an Indian brand
- Stranger and sons trialist

“
I have heard a lot of this brand and surely looking forward at having it, its India's first craft gin
- Stranger and sons trialist

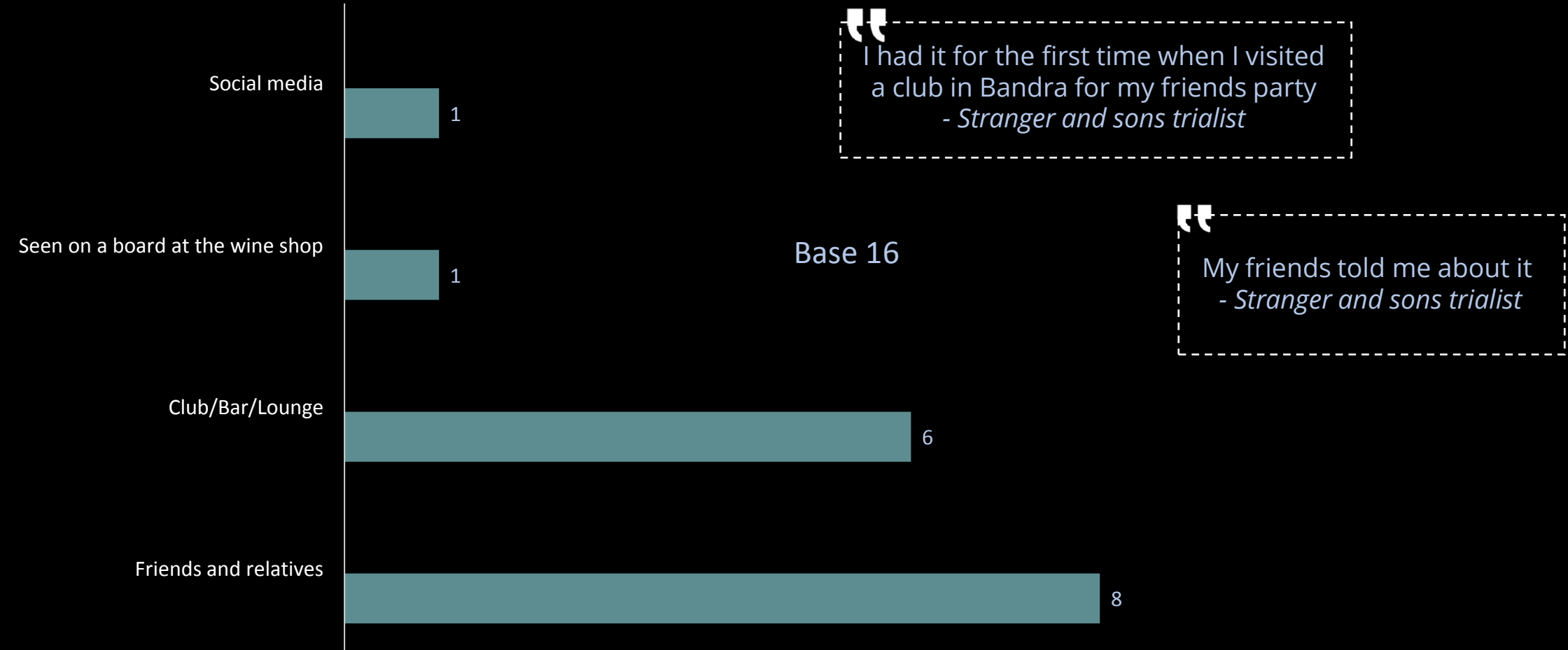


❖ Awareness of Stranger and sons is Low

Base 74



FROM WHERE DID YOU GET TO KNOW OF STRANGER AND SONS?



TRIGGERS FOR CONSUMING STRANGER & SONS



“
“
Stranger and sons is very tasty and a premium brands
- *Stranger and sons trialist*

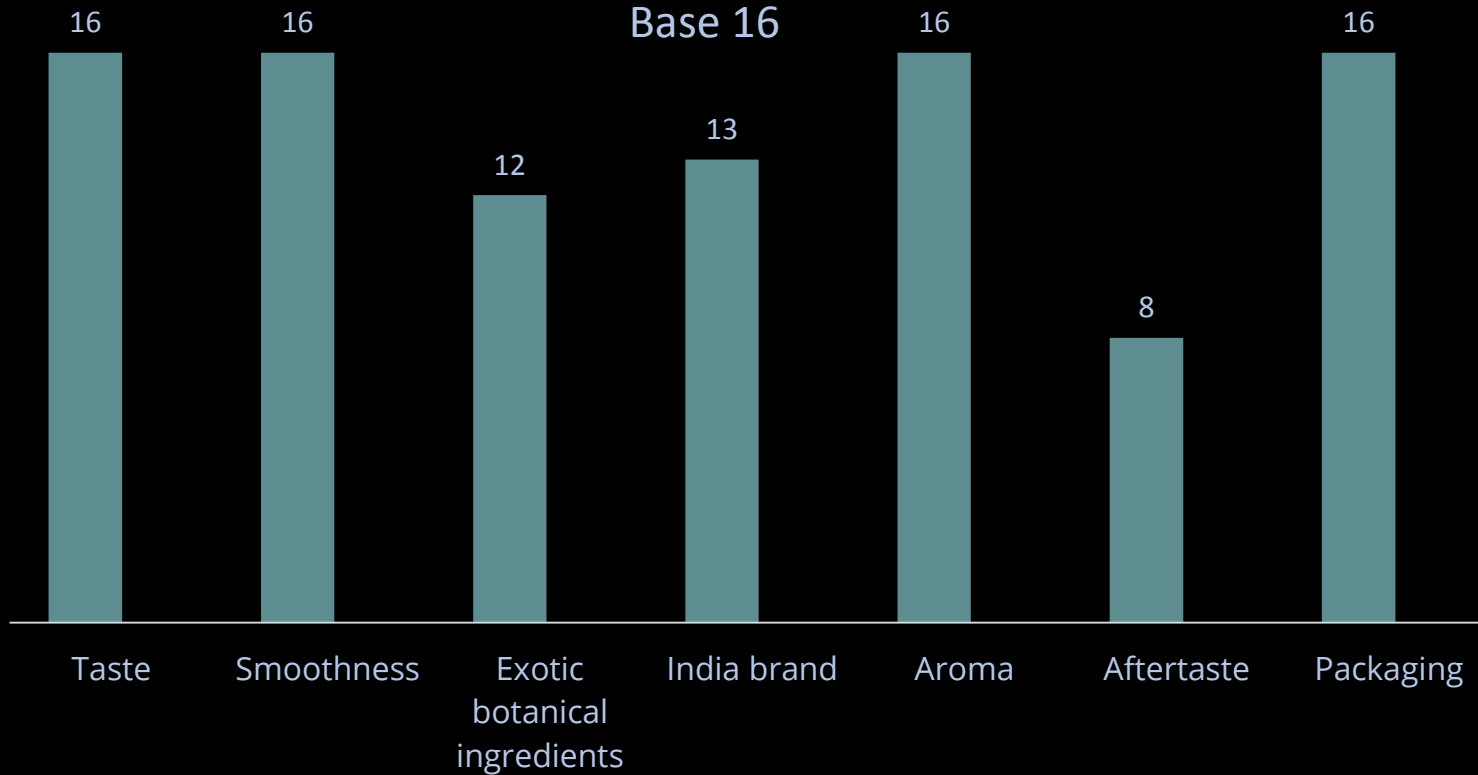
“
“
It is one of India's best Gin
- *Stranger and sons trialist*

“
“
Stranger and sons bohot achaa Hai who piyunga toh pura Kamba katam karunga
- *Blue Ribband consumer*

“
“
It has a wonderful aroma which other gins don't have, the aroma makes the brand premium
- *Stranger and sons trialist*

“
“
Its so smooth
- *Stranger and sons trialist*

“
“
I love the label and the look of the entire bottle, the cork makes the brand even more premium
- *Stranger and sons trialist*

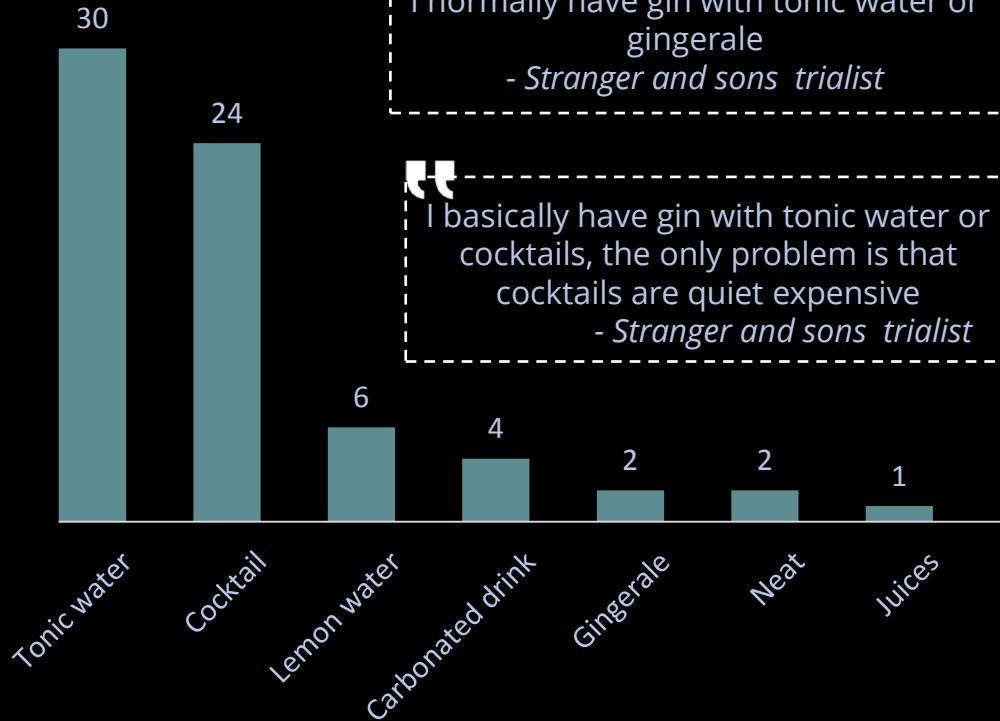


WHICH MIXER DO YOU PREFER?

“ I just need ice and a slice of lime, and my day is made
- *Stranger and sons trialist* ”

“ I normally have gin with tonic water or gingerale
- *Stranger and sons trialist* ”

“ I basically have gin with tonic water or cocktails, the only problem is that cocktails are quiet expensive
- *Stranger and sons trialist* ”



Base 30

CONSUMPTION PLACES

“ I usually enjoy my drink at home
- *Alcohol consumer* ”

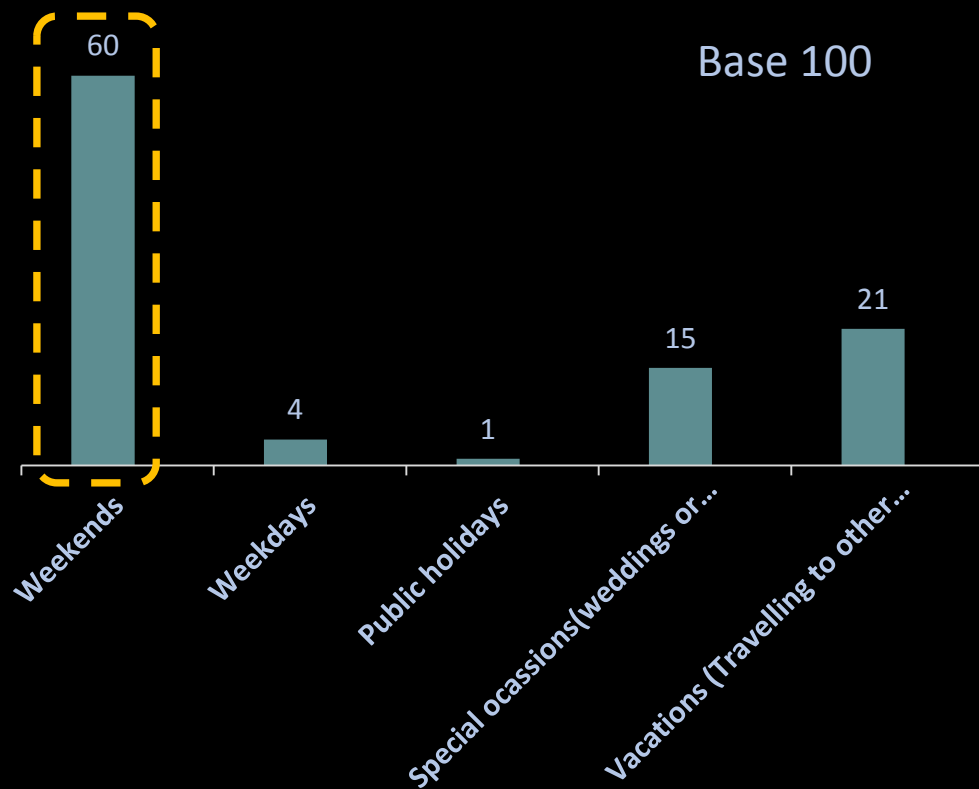
“ I enjoy drinking when i go out for parties, I love the ambience, the vibe of the place, the occasion
- *Alcohol consumer* ”



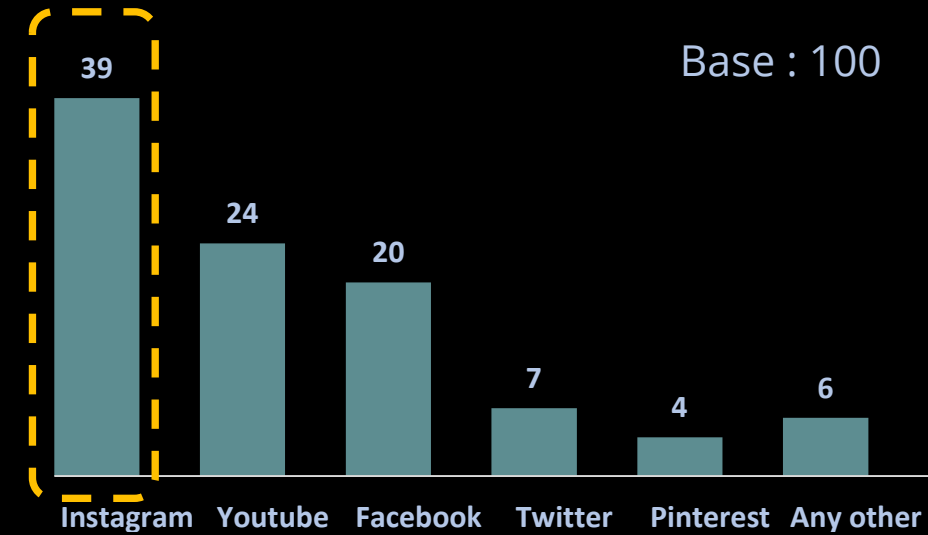
Base : 100



WHEN DO YOU PREFER CONSUMING ALCOHOL?



SOCIAL MEDIA SITES YOU USE THE MOST?



- ❖ Aware to trialist of Gin is **LOW**.
- ❖ 70% of people are aware of Gin but only 21% are aware of Stranger and sons Gin.
- ❖ Majority of trialist of Stranger and sons have got to know of the brand from their friends and relatives or from clubs/bar.
- ❖ Stranger and sons has an acquired taste as compared to other Gins.
- ❖ The bottle has a cork opening which gives it a premium look and feel.
- ❖ Majority consumers prefer consuming gin with tonic water or cocktails.
- ❖ Consumers mainly prefer consuming alcohol on Weekends.
- ❖ Instagram is the most used social media app.



- ❖ Stranger and sons should focus on increasing its awareness.
- ❖ This can be done by focusing on the triggers like the aroma, packaging, taste, smoothness, the exotic botanical ingredients, etc.
- ❖ They must focus more on digital, ground activations and influencer marketing as advertising alcohol is against the law in India.
- ❖ Stranger and sons can also gain traction by focusing on the cocktail trend in India.



Increase the awareness of Stranger and sons by focusing on the triggers through digital marketing, ground activations and influencer marketing in order to drive aware to trialist ratio.



CAMPAIGN NAME **BE A SON TO A STRANGER**

#BeAsonToAstranger

MAINLY FOCUSING ON:

DIGITAL MARKETING

INFLUENCER MARKETING

ON-GROUND ACTIVATIONS



DIGITAL PLAN:

Botanical ingredients	Cocktail tutorials	Topical posts
	(FLAVOURS OF THE WEEK)	
Posts, Gifs, short videos	Posts, Gifs & Short videos	Posts
On Wednesdays of every week	On Mondays	Occasionally

Mainly targeting Instagram, You tube & Facebook



TOPICAL POSTS: WORLD GIN DAY



**World
Gin Day**
Let The Party Be-GIN!



BOTANICAL INGREDIENTS:

FLAVOURS OF THE WEEK



STRANGER & SONS WITH
TONIC WATER

*Fill a copa glass with ice
Add 50ml Stranger & sons
Gin
Top up with premium
original tonic
Garnish with fresh thyme
& an apple slice*



STRANGER & SONS WITH
TONIC WATER

*Fill a tall glass with ice
Add 50ml S&S Gin
Top up with lemon
tonic
Garnish with lemon
slices & fresh thyme*



INFLUENCER PLAN:

#Strangerandsonsmoments

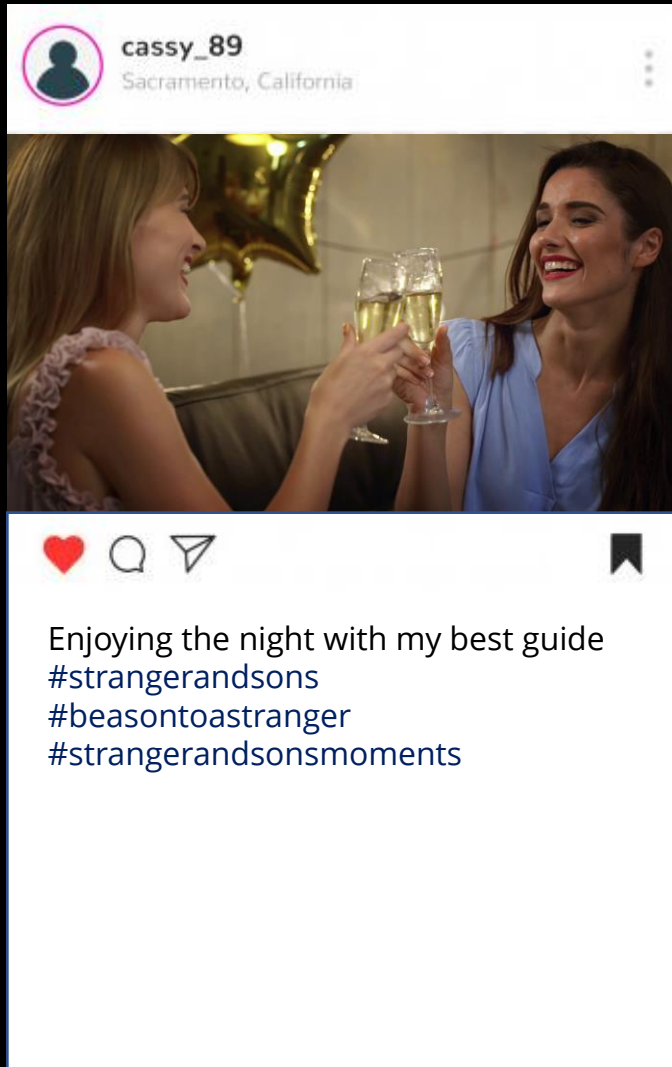
Influencers will share posts of their moments while having this Gin, tagging **#Strangerandsonsmoments** **#BeASontoAstranger** which will induce UGC. Stranger and sons will later repost these posts.

#ItsAstrangerandsonsaaffair

Influencers will share their experience of having this Gin, they will mention of any new cocktail or drink that they have tried after which SOS will repost with the tutorial of that cocktail.

#Strangerandsonsaaffair
#BeASontoAstranger
#SOSflavoursoftheweek





ON-GROUND ACTIVATIONS

Master Class

THE GIN TO MY TONIC

Stranger and sons along with their influencers will conduct a master class in different restaurants, clubs and lounges educating people about the Gin making process, its botanical ingredients, how to make different cocktails, etc.

SOS and the influencers will create lives on insta, IGTV videos, stories and posts on insta tagging **#BeASontoAstranger**
#theGintomyTonic

Spot the Stranger

#Strangerandsonspotting

We hang SOS initials at outside different restaurants, clubs or bars. We will announce this online and get people to capture a selfie with the same and post it tagging
#Strangerandsonspotting
#BeASontoAstranger





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CHEERS!!

