

Maggi Noodles

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Addressing the Challenge

How can Maggi Noodles regain trust and market share following this crisis?

Factors for Consideration

Address Lack of trust in the brand

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Reestablish relationships with retailers

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Address Lack of trust in the brand

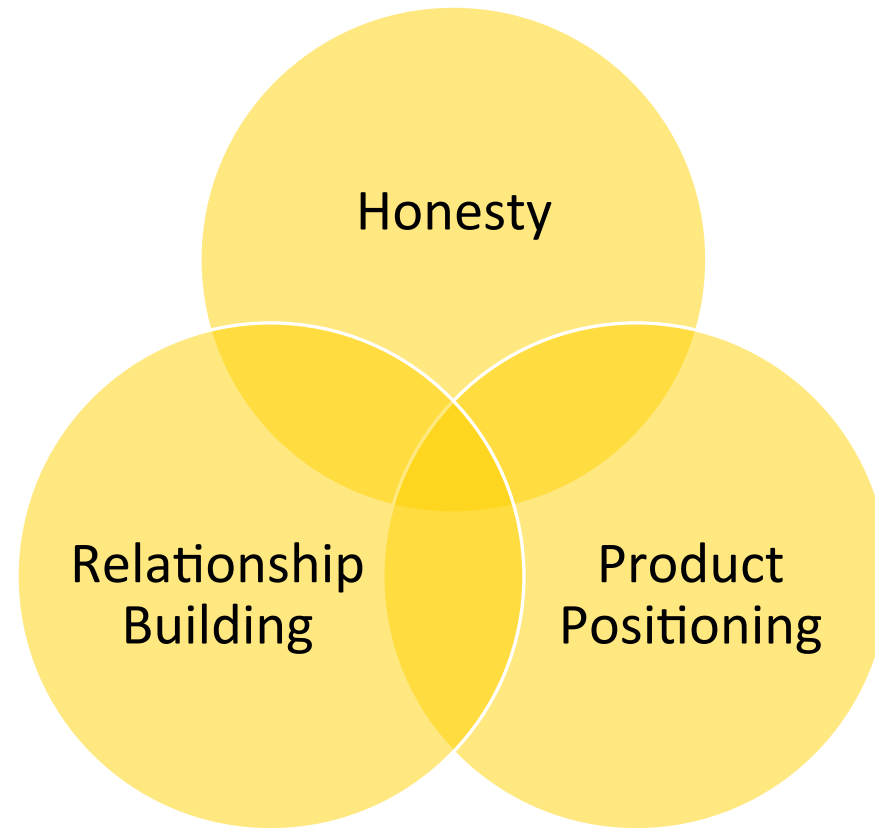
Address safety concerns

Reestablish relationships with retailers

Address competitive challenges

Long-term brand management

Strategy to Address Major Factors



Who was Effected?

Customers

Retailers

Suppliers

Government

Shareholders

How do we Re-Engage Stakeholders Prior to the Re-Launch?

1. Revamp the Product Offering

- Remove MSG
- Re-evaluate Taste Requirements (Focus Groups)

How do we Re-Engage Stakeholders Prior to the Re-Launch?

2. Marketing Campaign

- Honesty Campaign to Build Back Trust

Online, Social Media, Television

- Press Releases & Videos on behalf of Narayanan
 - In store taste tests
- Samples to Universities to reach student market
- Online sample request campaign with coupon inc.

How do we Re-Engage Stakeholders Prior to the Re-Launch?

3. Rebuild trust with retailers

- Keep them informed of changes
- Involve them in marketing efforts
- Provide incentives or support to bring back products

Communication Strategy

Honesty Campaign to Build Back Trust & Win Back Customers

Social Media - Television - Print Ads

Narayanan Involvement – Key to Success

How do you Address the New Competitive Market?

Low Price Strategy

- Undercut Sales
- Re-establish market share

Differentiate

- Focus Groups
- New Flavors

“What’s Your Flavor” Campaign



Avoid Permanent Damage

Publicly release quality results from random check conducted on a weekly basis

Lobby government for mandatory testing for instant foods manufacturers and their suppliers

Implement and maintain strictest quality control in the industry

Clean Water Initiative



Investment in clean water technologies for rural areas throughout India

Voluntary involvement of Maggi employees

Investment of 32M rupees per year

If We Could Go Back in Time

Within
1 Hour

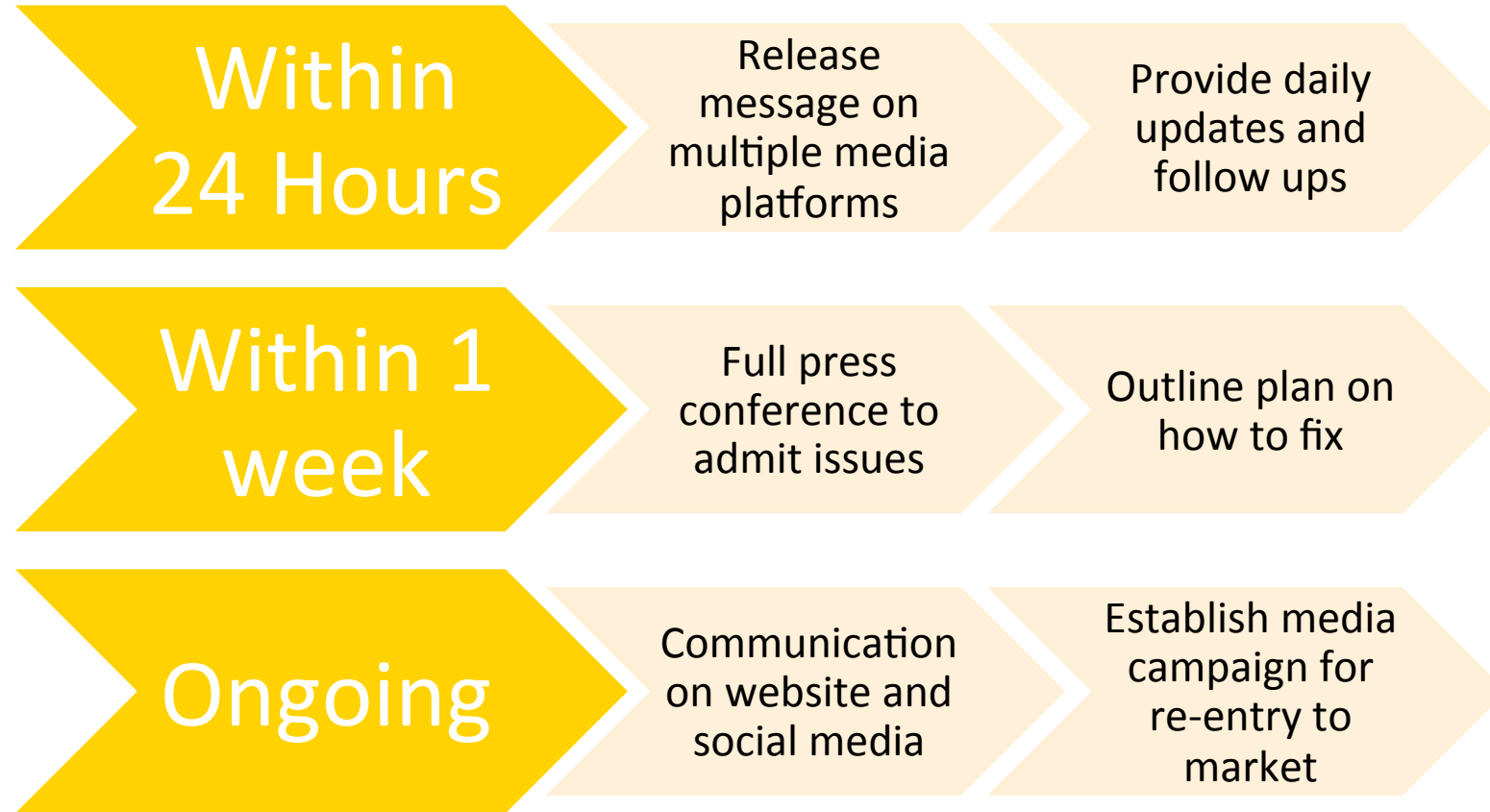
Voluntary pulling
of products in all
states

Within
2 Hours

Issue public
apology and
acknowledgement
of issue

Commitment to
investigating root
cause of lead issue

If We Could Turn Back Time



Crisis Control – Going Back to Market

Many quality issues have already been addressed and proven through government testing

Need to gain back trust

Cannot rebuild until after apology

Further damage to the brand needs to stop

Questions?

