

There is a difference between doing a good business and becoming a good brand name. Supreme Agro Foods was doing a GOOD business in Punjab , we made them a SUPER Brand.

## CASE STUDY

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**SUPREME** **AGRO**

  
Tastefully Yours

## ABOUT SUPREME AGRO

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Supreme Agro was incorporated in 1996 and it took 11 years to become "Supreme Agro Foods Pvt. Ltd." Their vision was to enter the manufacturing segment on a small scale but now, they are working towards providing high- quality products from their processing plants, locally and internationally. In 2014, by installing new plant and advancing as per the changing time, they augmented the processing capacity ranging from 2 Lakh litres to 5 Lakh litres per day. Supreme Agro follows an integrated business model and is equipped with the latest technology available globally. The state-of-the-art facilities conform to international quality standards which have resulted in superior quality products at an excellent value proposition.

## ABOUT SUPREME AGRO

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Keeping in mind the changing consumer of today, Supreme Agro has realigned its product portfolio to resonate with the needs of the modern consumer. All the items on the Supreme menu come with the promise of quality and consistency. The company has set up the largest and strongest procurement network for procuring milk from farmers. Supreme enjoys a preferred buyer status with the farmers on account of the relationships built over a period of time.

## BRANDS UNDER SUPREME AGRO FOODS

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Products: Ghee, Cow Ghee,  
Paneer, Dahi, Milk, Lassi, Anytime  
Milk, Skimmed Milk

Target Regions: Punjab and  
adjoining states



Product: Dairy Creamer

Target Region: North East

# FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

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Flags Comm served as the brand's Marketing Agency for 3 years. Flags was hired to do the rebranding exercise for the entire organisation. Uttam as a brand was known for its quality but there wasn't much of a brand recall. The brand required a make-over, yet the traditional essence had to be kept alive. Areas we look after:

- Marketing & Advertising
- Brand Management
- Digital Marketing

## INITIAL BRAND CHALLENGES:

- Changing the outlook of a successfully running company mid-way is not an easy task to do
- Revamp had to be done in a way, that it doesn't look completely new.. yet is completely new!!!
- Punjab as a market is very different hence the challenge was to have a corporate outlook yet rooted to the state traditions.
- Brand owners were a little apprehensive of trying newer things

# HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

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As an integrated MARCOM agency, Flags took upon the complete exercise for Supreme Agro , to establish its brand supremacy in the market. As the brand was more than 20 years old, the brand needed the complete makeover with a corporate outlook. Steps followed were:

- Understanding the Dairy market in Punjab as till now it had been ruled by govt players like Verka
- Understanding the taste buds of Punjabi's
- SWOT analysis was done.
- Consistently hammering the name of Uttam in the minds of the end consumer.
- Crafting customised marketing and communication strategies according to the needs of the market and need of the sector
- Launching various new products



## B2C COMMUNICATION

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B2C communication was the most important work for Uttam and Anmol in their respective markets to draw the customers towards the brand and to keep the brand recall alive. Also multiple new products were launched in the market and the entire conceptualisation right from the product packaging to product communication was done by flags.

- Uttam brand identity was recreated, keeping the essence of old logo alive
- 'Tastefully yours' was the new tagline derived which resonated well with the company's vision of launching new products under the brand.



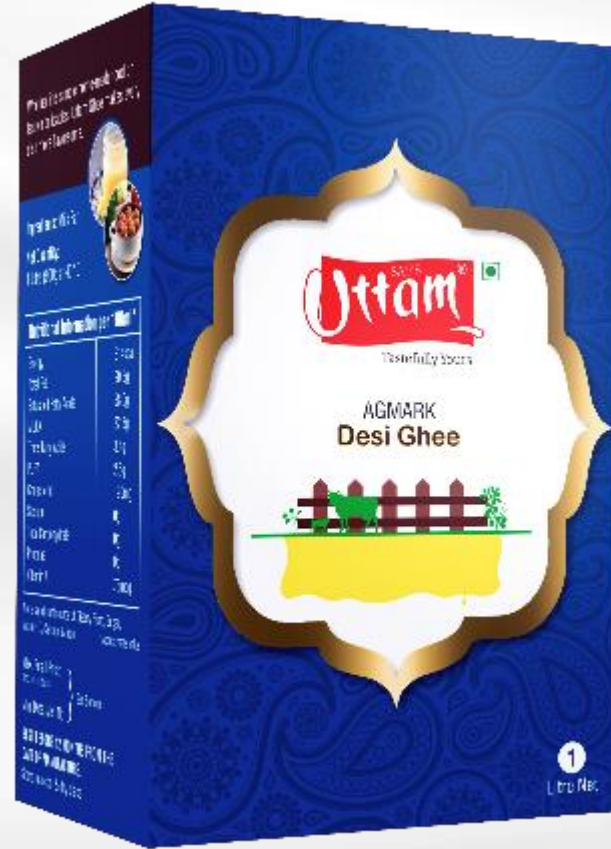
- New identity was revealed to the customer in a much deliberated manner.
- All the product packaging were made afresh
- The bigger task was to fade out the old packaging and replace it completely with the new one.



- Three variations for milk were introduced with a very attractive packaging



- Uttam's flagship product, Uttam Ghee was launched in the market with one of its kind packaging and sku's. Much innovation was done on that end.





- New products like Paneer, Dahi and Lassi were launched in the market by us. Right from giving the product names to crafting the yummylicious packaging's, it wasn't surely an easy ride.



- Different sku's were made for the different products
- Much competition study was done before launching all the above mentioned products.









- For the first time, brand got done the entire photoshoot with an exclusive and extremely fresh outlook which resonated extremely well with all the age groups



- Uttam's cow ghee launch was a breakthrough for the organisation as it was done specially for the markets like Punjab, Himachal Pradesh etc.
- As much as the cow ghee as a product was special, its packaging also stole the show. The Ghee Jar was specially designed by IIT students and hence we got the copyright too for the same. We wanted it to be an exclusive product in the market.



- Newspaper advertising was used strategically and aggressively for various brand promotions and brand communications. All the festivals were celebrated with much zeal, giving a sense of belongingness to the customers





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**Ottam**  
Tastefully Yours

**उत्तम जिंदगी**

PRODUCT RANGE: MILK, DESI GHEE, DAHI, SKIMMED MILK POWDER, LASSI, ANY TIME MILK

**SUPREME AGRO** [@uttamtastefullyyours](https://www.facebook.com/uttamtastefullyyours) For Dealer Enquiry Call: **9592052057**  
Helpline: contact@supremeagro.com

**Ottam**  
Tastefully Yours

supremeagro.com

**स्वास्थ्य और स्वाद का अनुठा संगम**

PRODUCT RANGE: MILK, DESI GHEE, DAHI, SKIMMED MILK POWDER, LASSI, ANY TIME MILK

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**Ottam**  
Tastefully Yours

supremeagro.com

**100% Purity Locked Inside**

Over the years, Ottam has served the assurance of quality. Encouraging a vigorous lifestyle with 100% pure Desi Ghee, it comes with a seal that guarantees adulteration-free product. Hence, forming a healthy nation.

PRODUCT RANGE: MILK, DESI GHEE, DAHI, SKIMMED MILK POWDER, LASSI, DAIRY WHITENER

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**Ottam**  
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- Brand commercials and videos were developed for the respective mediums



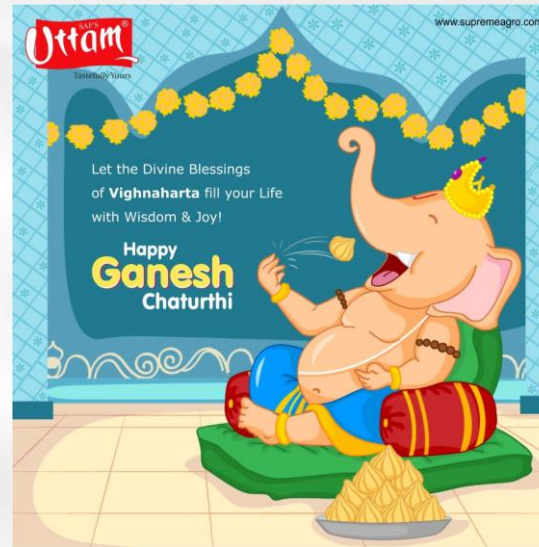
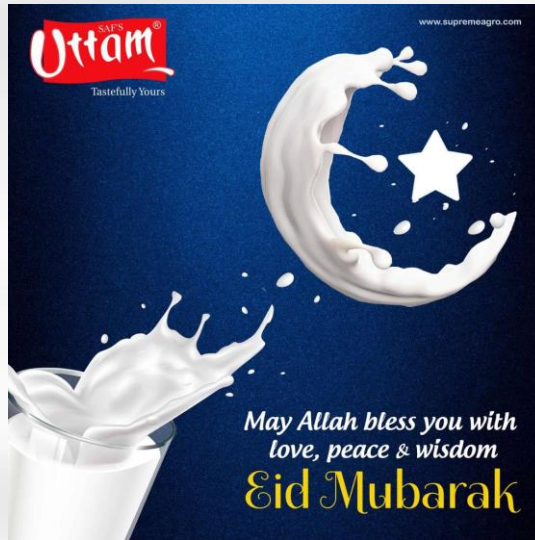
- Brand Website was made with the new theme and outlook





- Brand became extremely active digitally.
- Digital medium is used to keep the engagement high with the end consumer.







- UHT milk by the name of Uttam Supreme was launched in the market with 90 days shelf life



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**Uttam**<sup>®</sup>  
SAF'S  
Tastefully Yours

**Freshness is on its way**  
**WITH A SHELF-LIFE OF 90 DAYS!**

With over 20 years of experience, Uttam, the leading dairy brand of Punjab, now comes to your city. Enjoy the purity and taste of Punjab.

**Uttam**<sup>®</sup>  
Tastefully Yours  
**Supreme**  
Homogenized Toned Milk  
160ml

**Uttam**<sup>®</sup>  
Tastefully Yours  
**Supreme**  
Homogenized Toned Milk  
500ml  
**90 DAYS**  
FRESHNESS  
Needs No Refrigeration Till Opened  
**UHT**  
MILK

Dealers & Distributer Enquires Solicited  
**Call: 9876622281**

PRODUCT RANGE: MILK, DESI GHEE, COW GHEE, PANEER, DAHI, SKIMMED MILK POWDER, LASSI, DAIRY WHITENER

uttam@supremeagro.com

f @uttamtastefullyyours

**SUPREME AGRO**

- Uttam ghee and Skimmed Milk Powder was launched in North East market and the campaign was much celebrate in the region



The advertisement features a woman in a red and white sari with a bindi, performing a traditional Namaste gesture. She is positioned on the left side of the ad. In the center, there are three product containers: a blue can of Uttam Desi Ghee, a white bag of Uttam Spray Dried Skimmed Milk Powder, and a blue bag of Uttam Any Time Milk Dairy Whitener. The background shows a stylized mountain range. The Uttam logo is in the top left corner, and the Supreme Agro logo is in the bottom right corner. Text in the top right corner includes 'स्वाद भी. सेहत भी' and 'upremeagro.com'. The main headline is 'Unmatched Quality of UTTAM TASTE NOW IN NORTH EAST'. Below this, a paragraph states: 'With over 20 years of experience, Uttam, the leading dairy brand of Punjab, now comes to your city. Enjoy the purity and taste of Punjab.' At the bottom left, a red box contains the text 'Dealers & Distributer Enquires Solicited Call: 9876622281' and 'uttam@supremeagro.com'. At the bottom center, there is a Facebook icon and the handle '@uttamtastefullyyours'. At the bottom right, a blue box contains the text 'PRODUCT RANGE: MILK, DESI GHEE, DAHI, SKIMMED MILK POWDER, LASSI, ANY TIME MILK'.

**Uttam**  
Tastefully Yours

स्वाद भी. सेहत भी  
upremeagro.com

Unmatched Quality of **UTTAM TASTE**  
**NOW IN NORTH EAST**

With over 20 years of experience, Uttam, the leading dairy brand of Punjab, now comes to your city. Enjoy the purity and taste of Punjab.

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**Call: 9876622281**  
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**PRODUCT RANGE: MILK, DESI GHEE, DAHI, SKIMMED MILK POWDER, LASSI, ANY TIME MILK**

**SUPREME AGRO**



- Various CSR initiatives were taken as Uttam is a leader brand in domain and it required to get onto a role of educating and mass awareness



स्वाद भी, सेहत भी  
supremeagro.com

अपनी सेहत के साथ ना  
करें खिलवाड़। सही को पहचानें।

खुले दूध में क्वालिटी का कोई माप दंड नहीं होता, जिसके चलते मिलावट की संभावना काफी बढ़ जाती है। पैकड दूध कई गुणवत्ता जांच से गुजरने के बाद आपके घरों तक पहुंचता है। इसलिए अपनों की सेहत से खिलवाड़ ना करें, सिर्फ उत्तम डेयरी प्रोडक्ट्स ही चुनें।

चुनें शुद्धता। चुनें उत्तम।



स्वाद भी, सेहत भी  
supremeagro.com

आंखें खोलें।

अधिकतर लोग दूध खरीदते वक्त अपनी आंखें बंद कर लेते हैं। ध्यान दें। खुला दूध ना खरीदें। इसमें भारी मात्रा में हानिकारक बैक्टीरिया और बीमारी फैलाने वाले कीटाणु पाए जाते हैं।

चुनें शुद्धता। चुनें उत्तम।



- Flavoured Dahi is the new introduction that can soon hit the market



- Anmol Dairy creamer was given an entire fresh look and was launched in the North-East market
- The launch campaign was much celebrated in the region.



## B2B COMMUNICATION

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B2B strategy for Supreme Agro had to do with giving corporate outlook to the brand. Also a lot of dealer activities were done to push across our product in the new markets

- New Brand identity was given to the parent brand Supreme Agro Foods.



**SUPREME AGRO**



- Internal branding was done to imbibe a feeling of a corporate.
- Entire office branding was done to give it a refreshed outlook.
- Aggressive dealer branding exercise was carried out across Punjab and neighbouring states for Uttam
- Strategies were made for forming Dealer-distributor network in various markets of North-East for Anmol Re-launch.
- Aggressive dealer branding exercise was carried out across the states of North-East for Anmol.

## ACHIEVEMENT/ SUCCESS STORY

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- Uttam from a local brand became a regional player
- The corporate feeling was much visible even to the end customer
- Fresh and positive sentiments were floated around the brand.
- Company launched many new products and they became a success.
- Todays entire product range of Uttam stands out in the shelves because of the exciting look and feel.
- All the marketing efforts reflected well on brands ROI

FLAGS COMMUNICATIONS IS PROUD TO BE STILL ASSOCIATED  
WITH THE BRAND AND A HAPPY CLIENT-BRAND RELATIONSHIP  
CONTINUES...

THANK YOU

LET'S CONNECT @ 09310055885