

Potential Solution 4

Differentiate the Godiva brand from its top competitors by making a change in positioning

Perception

Currently known for nice packaging, refined chocolate, expensive price, and a beautiful boutique

Differentiate by being the *perfect* gift



The Plan

A Change in
Packaging



A Change in
Chocolate



A Change in
Advertisements



Packaging

Old Packaging

- Packaging theme of “collections”
- “...leaves the food industry for the luxury products sector”
- Boxes are more for decoration than for sales
- Themed with holidays

New Packaging

- Focus decorations on the gift aspect
- Modernize the look from old royalty to new luxury
- Keep holiday themes

Chocolate

Old Chocolate

- Mainly Chocolate
Pralines
- Has aged to be
“Grandma’s chocolate”

New Chocolate

- Mixes of pralines,
truffles, bonbons
- Customizable Boxes

Advertising

Old Advertising

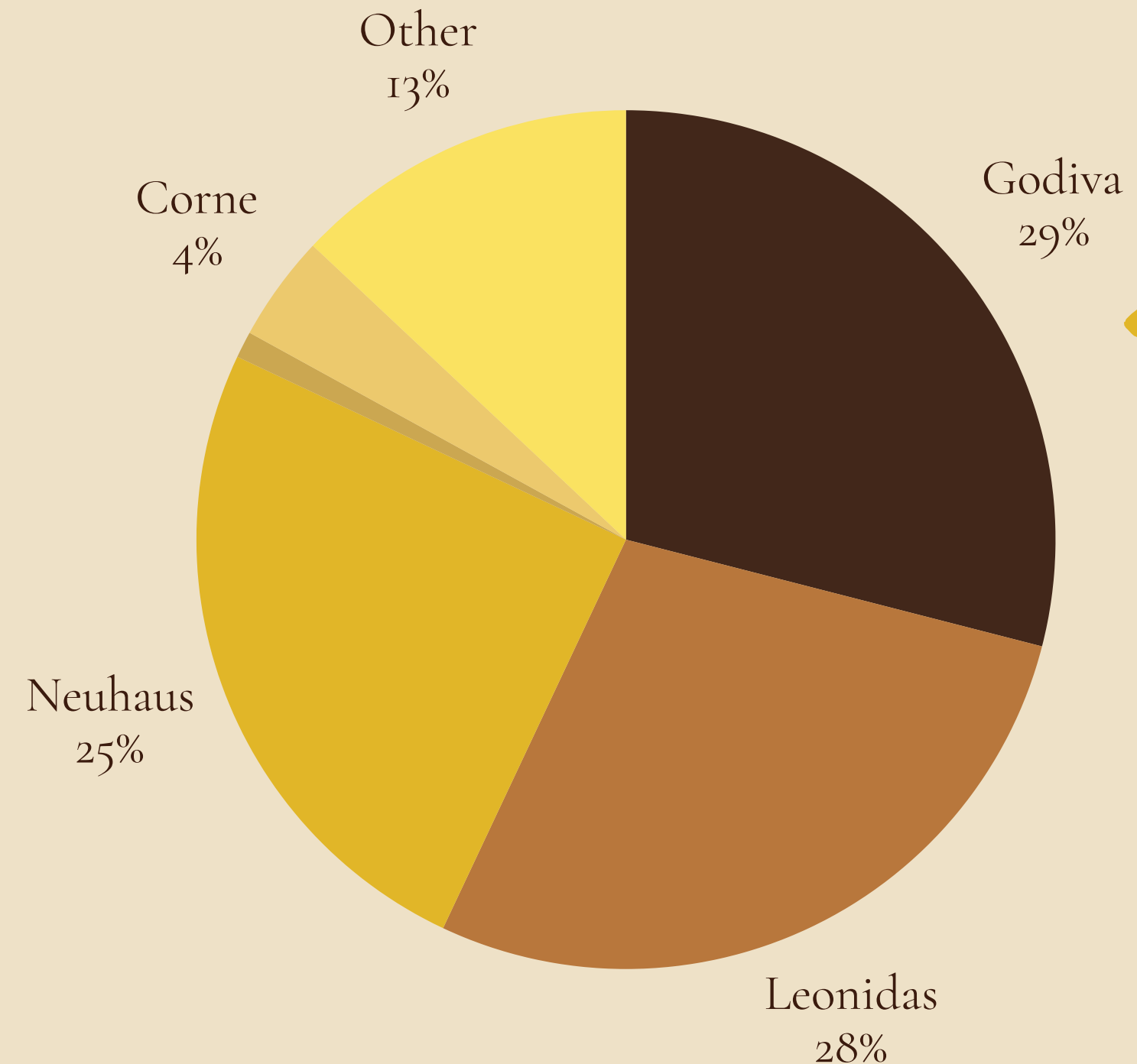
- Focused on Luxury
- Old Royalty

New Advertising

- Geared towards Godiva as a gift
- *Similar* to the United States

Brand Preferences for Gifts

- At 29% despite not being thought of as a gift
- Léonidas is more of a personal consumption chocolate at 49%
- Neuhaus is the most similar
- Market share can be taken from Léonidas and Neuhaus.



Pros and Cons

Pros

- Does not sacrifice the luxury brand
- No other chocolate has this unique positioning
- Unifies the Brand Globally
- Already a good gift

Cons

- Retaliation can be expected
- Léonidas is still cheaper

Our Ask

- We need 5 million BFs for R&D for packaging
(Industry Standard .8% of revenue)
- Making custom boxes of chocolate is already done by Godiva
- We need 50% increase in focus on Advertising
(eg. YouTube, Instagram, Netflix etc.)
13 million - 19.5 million

What to Expect in Return?

- Increased Market share of 1.67%
- Profit of 23,470,000 BFs
- Increased Revenue of 10%