

Diwali Marketing Strategy Assignment

Background

Diwali is a Hindu Festival celebration all over the India. It is called festival of lights. Learn more about Diwali, Below is the Link.

<https://www.pbs.org/newshour/world/what-is-diwali-and-how-is-it-celebrated-in-india-and-the-diaspora#:~:text=Diwali%20is%20derived%20from%20the,darkness%20and%20knowledge%20over%20i gnorance.>

This link will help you to learn more about Diwali and will also help you to develop this assignment.

1. Marketing Strategy Development

Develop a Comprehensive marketing strategy for a fictional global brand launching a Diwali-themed campaign. Your strategy should include:

- Target audience definition
- Unique selling proposition
- Key messaging and themes
- Marketing Mix: Develop Strategies for 4 P's (Product, Price, Promotion, & Place).
- Channel selection (digital, traditional, experimental)
- Budget allocations

Consideration: Focus on authenticity, cultural relevance, and aligning with Diwali's core values of light, renewal, and togetherness.

2. International Marketing Approach

Compare and contrast Diwali marketing approaches in three different countries:

- India (Primary Market)
- United States (growing diaspora market)
- United Arab Emirates (Significant expatriate population)

Analysis points:

- Differences in consumer behavior
- Adaptation of messaging and visuals
- Local partnerships and influencer strategies
- Regulatory Considerations.

3. Buyer Motivation During Diwali

Examine the psychological and cultural factors driving consumer behavior during Diwali:

- Gift-giving traditions
- Personal indulgence and "new beginnings mindset"
- Family and community influences
- Impact of promotions and discounts

Research requirements: Include data on Diwali spending patterns and popular product categories.

4. Economic Competition Analysis

Evaluate the competitive landscape during the Diwali season:

- Identify key players across relevant industries (Example: retail, whole sale, e-commerce)
- Analyze promotional strategies and pricing tactics
- Assess the impact of merging trends (Example: sustainability, digital gifting)
- Recommend strategies for brands to differentiate themselves

Focus area: Explore how e-commerce has transformed Diwali shopping behaviors and intensified competition.

5. Compare any Major holidays in United States with Diwali

Comparing the major holidays from the United States to Diwali. You pick any one major holiday that you are celebrating in United States and compare in this paragraph.

Compare the buy behavior

How India is celebrating the other holidays? (The holiday you picked should be compared with Diwali).

Examine the growing economic potential of Diwali in the US market.

What other religions are celebrating Diwali?

Project Submission details:

Due Date: 5days from the assigned date

Format:

The assignment should be 1500-2000 words, well-structured, and written in a clear, professional manner, Double spaced and font size 12.

Include citations from credible sources and references to marketing theories where applicable.

Evaluation Criteria:

- Depth of research and understanding of Diwali and U.S. holidays.
- Creativity and feasibility of the marketing strategy.
- Clarity of international marketing considerations.
- Insightfulness of economic competition analysis.
- Overall presentation, including grammar and formatting