

New Product Introduction: Air Fryer's 'Kadhai ki Ladai' (battle of the cooking vessel) promotional strategy

Companies have to carefully design promotional strategies for product introduction to create awareness in the market

Philips has promoted a new consumer goods category 'Air Fryer' that fries the food without using traditional medium of cooking using kadhai (cooking vessel) and oil. Philips is creating awareness about the new product through offline and online promotional strategies.

The awareness creation strategy is targeted at women who are requested to cook by themselves through both the methods and taste what they fried in the khadai and 'AirFryer' to judge which tasted better. The 'Air Fryer' uses Rapid Air Technology to cook the food.

Strategies for product introduction are many such as rapid skimming, slow skimming, rapid penetration and slow penetration. New product introduction is the first stage of product life cycle which is characterized by high expenses, negligible sales and negative profits. Companies have to decide right strategy for new product introduction to create awareness in the market.



Source: Google Images

The promotion has been run for three weeks duration. The buzz is created first on social media with a Facebook page where the company provided details of the product and the importance of healthy way of eating. The online promotion on Facebook is supported by inviting customers closer to the on-ground demonstrations in the four Indian metros at select stores.

The promotional efforts during the three weeks have resulted in five times increase in sales and manifold increase of traffic on Facebook page.

Topic	Course
Strategies for product introduction: Product and product lines: Unit 11.6	Marketing Management

Source: Ojha Abhilasha (2014), The campaign succeeded in creating a buzz around a new category: Gulbahar Taurani, Business Standard, February 03, 2014.