

The background is a solid purple color. In the top left corner, there are two pieces of a dark chocolate bar with a grid pattern. In the bottom left corner, there is a larger piece of a similar chocolate bar. Scattered around the central text are several small pieces of chocolate and three round, dark chocolate-covered candies. The word "Cadbury" is written in a large, elegant, gold-colored cursive script, centered horizontally and slightly tilted upwards to the right.

Cadbury

Online Reputation Management

Sheza Waqar Beg

About

Cadbury is a British multinational confectionery company.

Operates in more than 50 countries worldwide.

Owned by Mondelez International.





Product Range in India

SWOT ANALYSIS





S

- **Global Presence**



- Wealthy parent company: Mondelez International**

- **Powerful Brand Identity**



- 70% chocolate market of India**



W

- **Lack of US rights – Acquired by Hershey in the US**



- Product recalls**



- Limited products, aren't expanding**



O

- **Emerging markets due to globalization**



- Product Range expansion capacity**



T



- Sugar Tax – Many countries are imposing to curb sugar consumption**



- Health Consciousness**



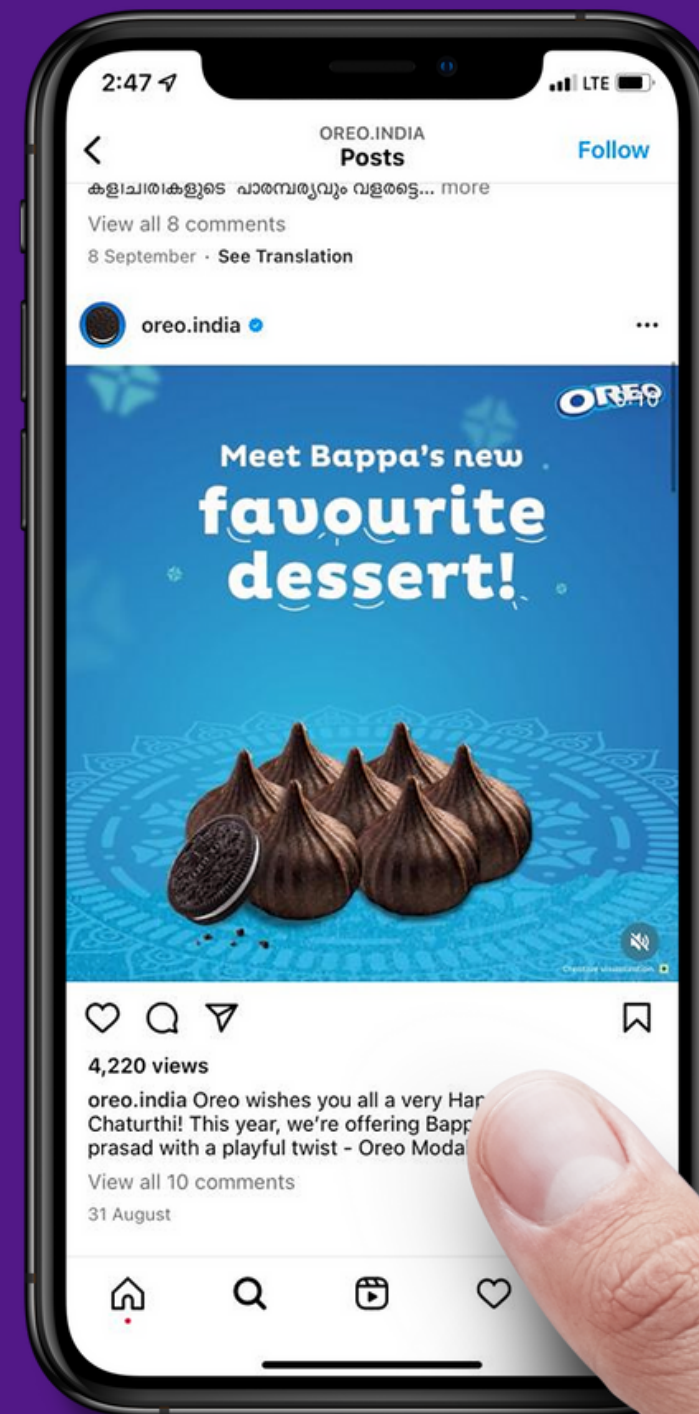
BRAND TONE

Happy

SOCIAL MEDIA PRESENCE

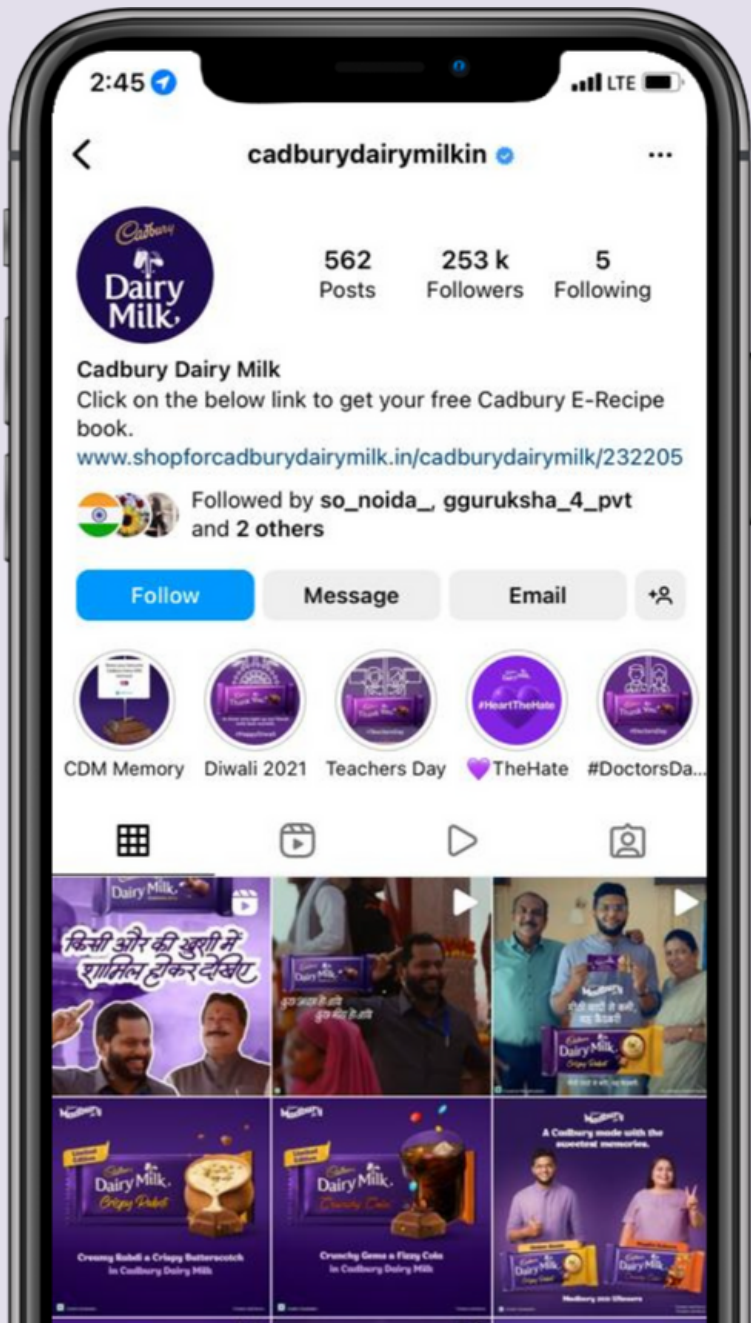


Instagram



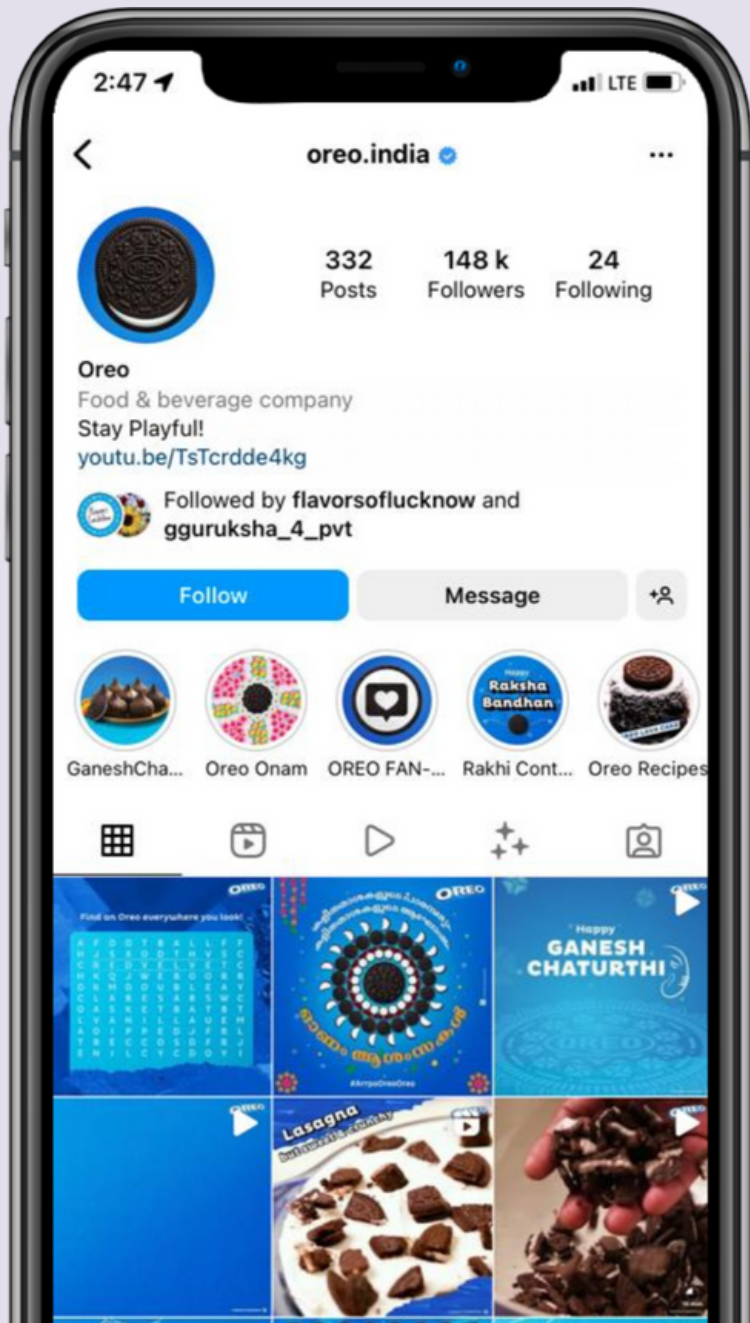
@cadburydairymilkin

Active: 3 posts a week



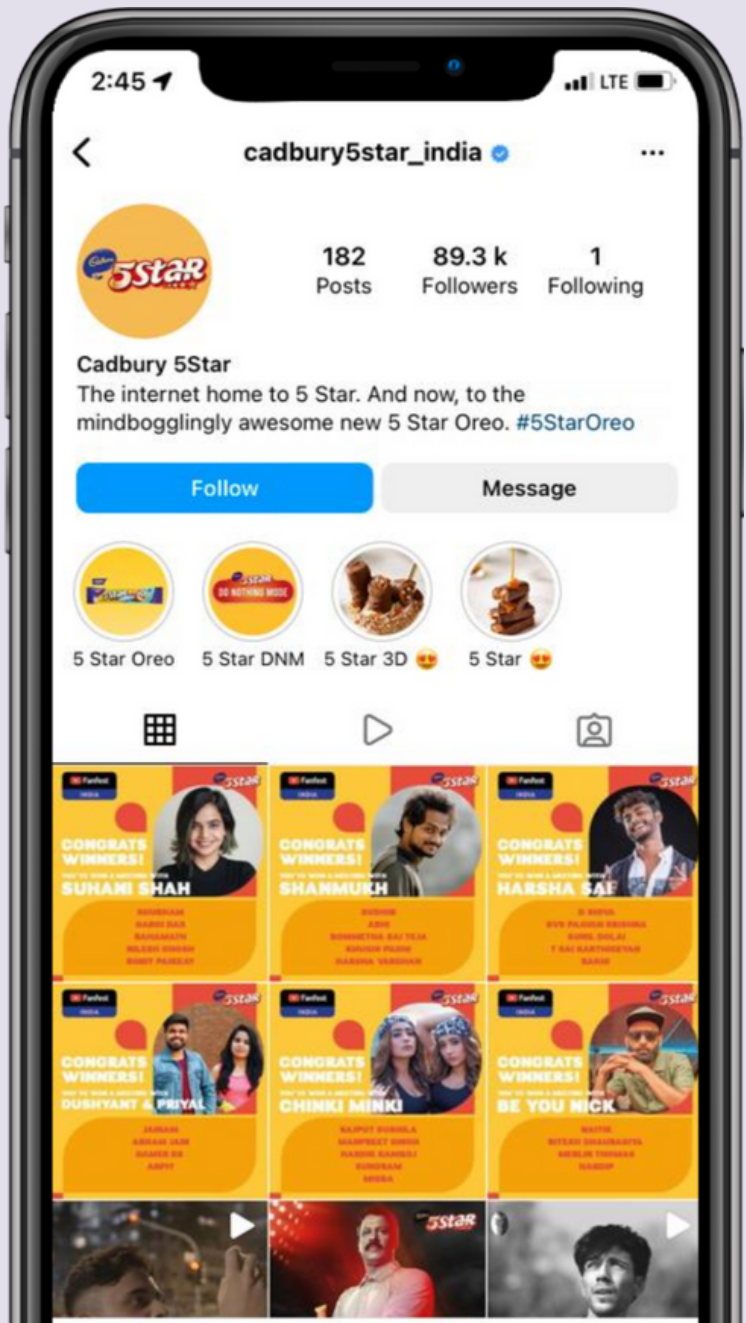
@oreo.india

Active: 3 posts a week



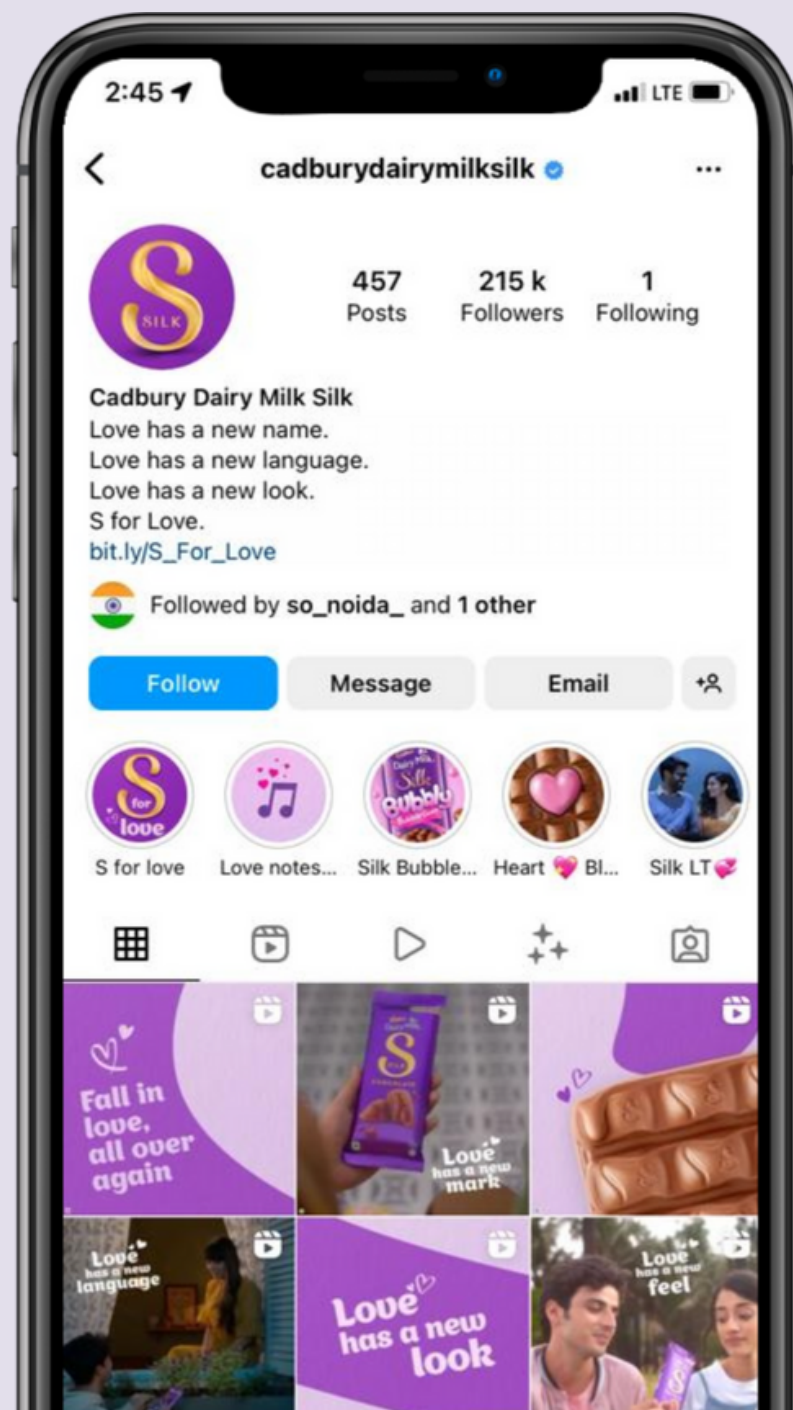
@cadbury5star_india

Inactive: Hasn't posted since July



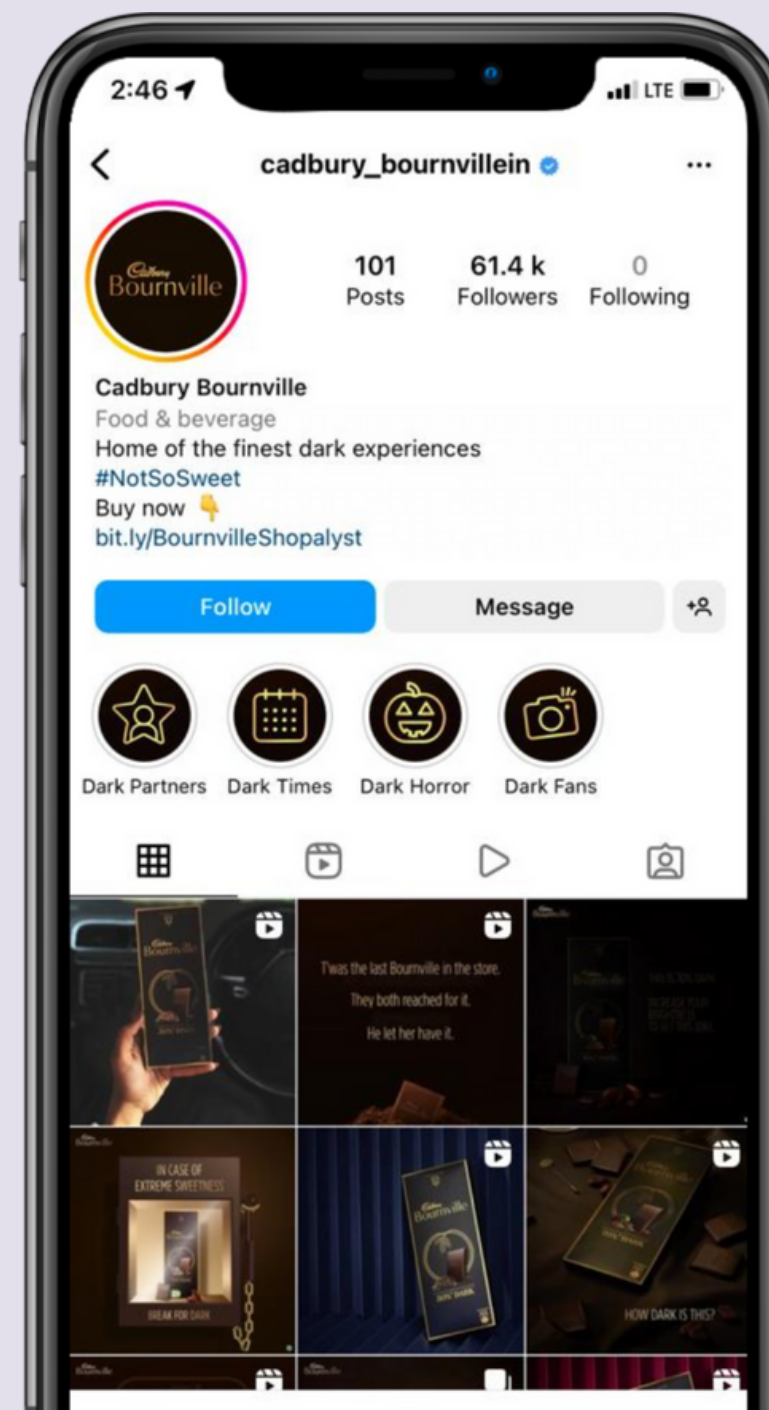
@cadburydairymilksilk

Extremely Active: 5 posts a week



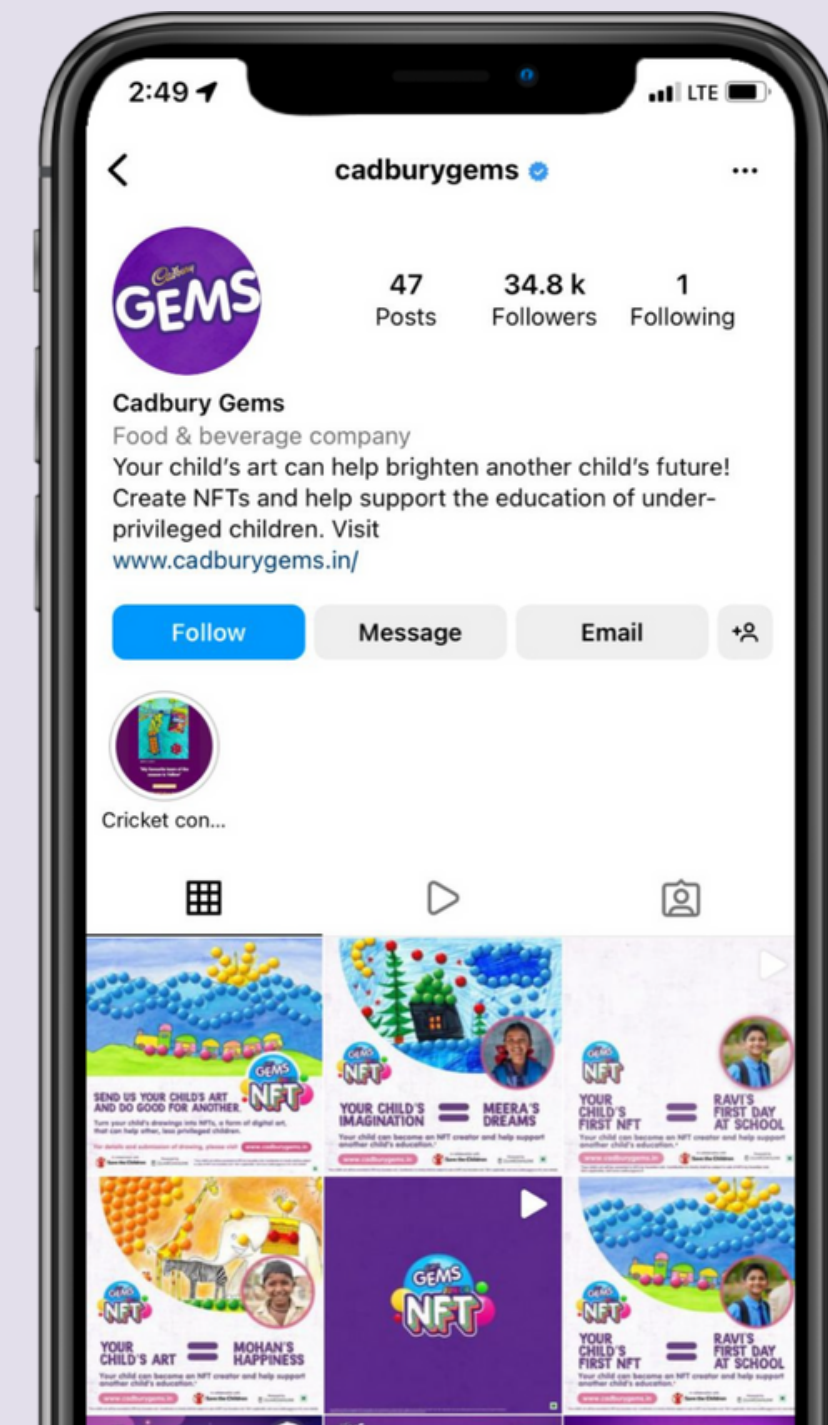
@cadbury_bournvillein

Moderately Active: 1 post a week

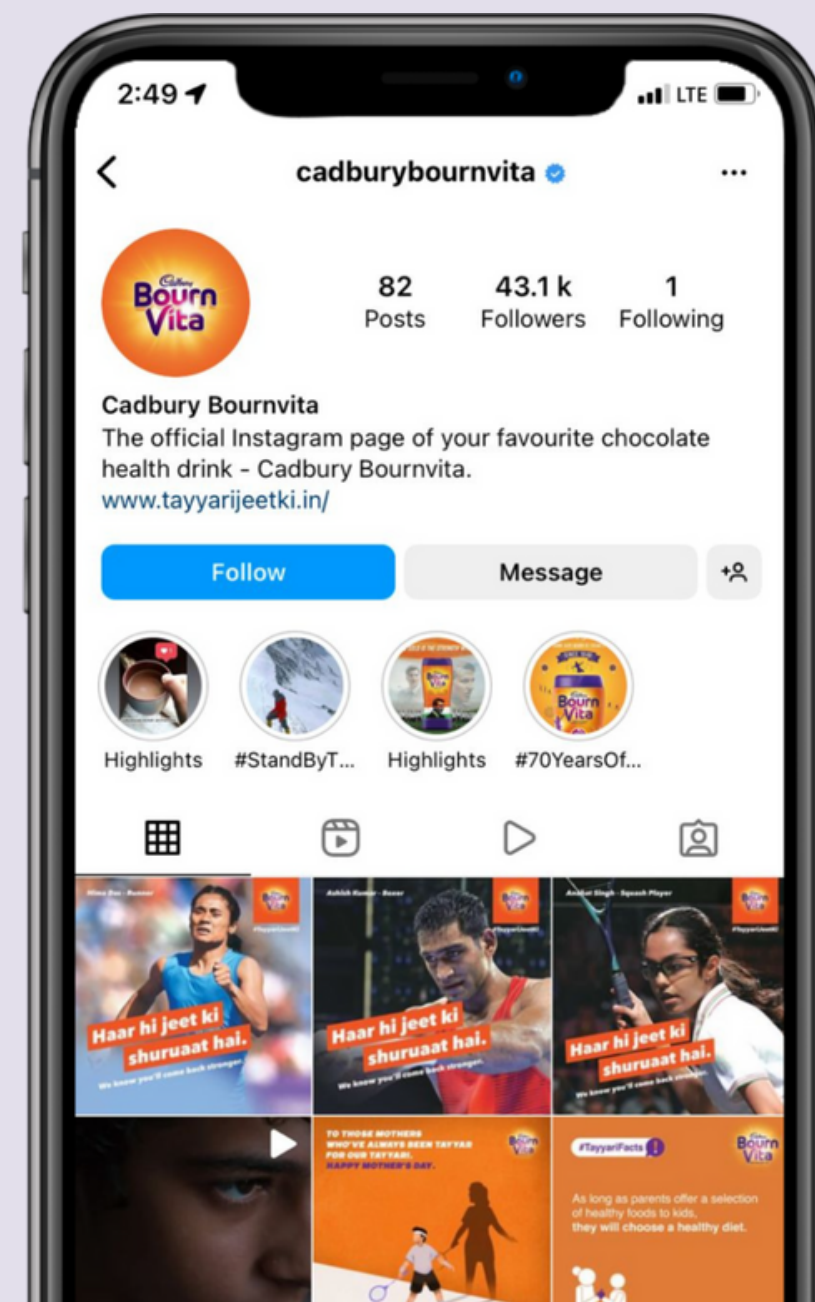


@cadburygems

Inactive: Hasn't posted since August



@cadburybournvita
Inactive: Hasn't posted since August





TWITTER





@cadburysilk

Active: 3 tweets a week

@DairyMilkin

Extremely Active: 7 tweets a week

@BournvilleIN

Inactive: Hasn't posted since 2021



Cadbury

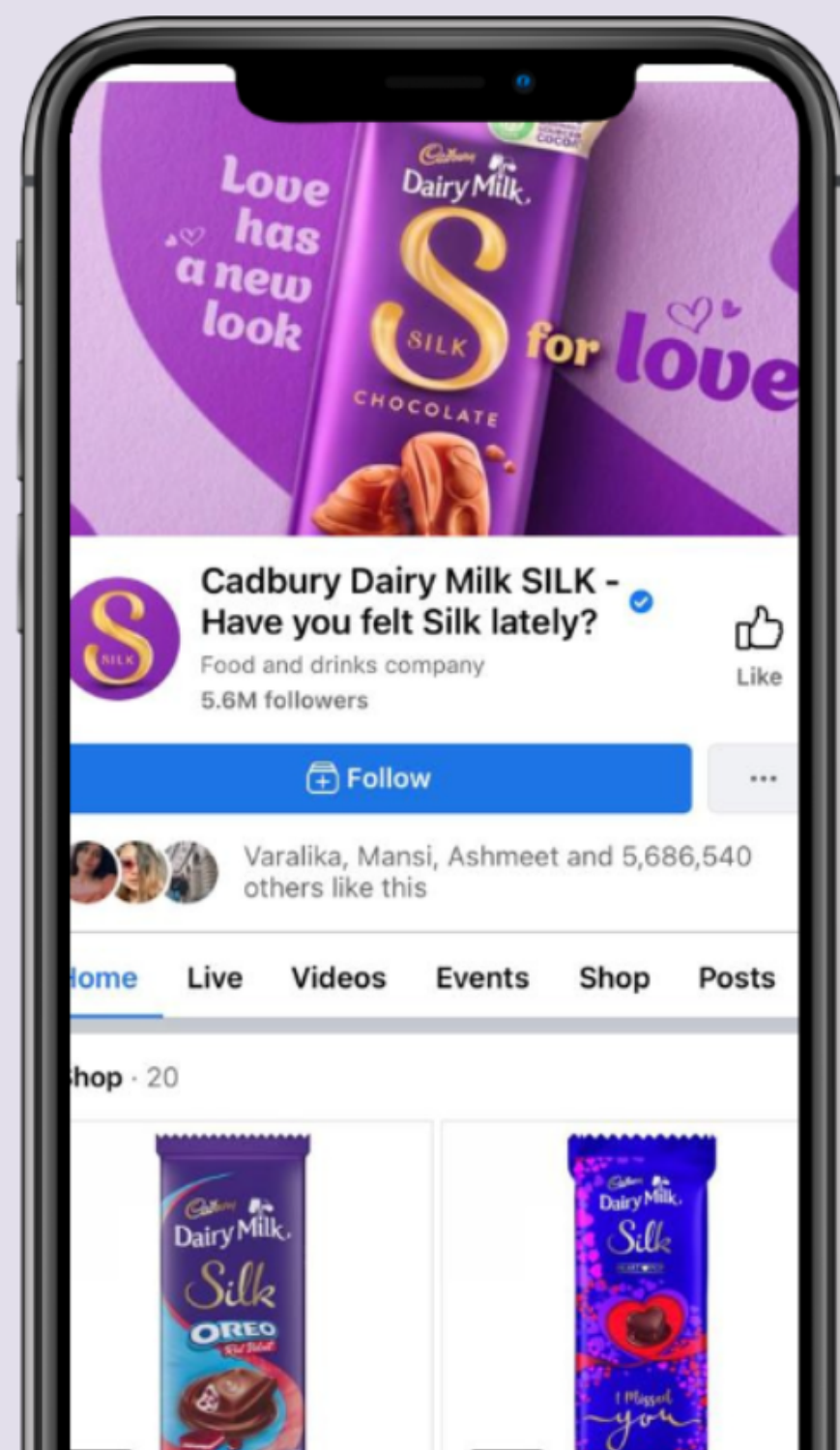
facebook



Cadbury

Cadbury Dairy Silk

Extremely Active: 5 posts a week



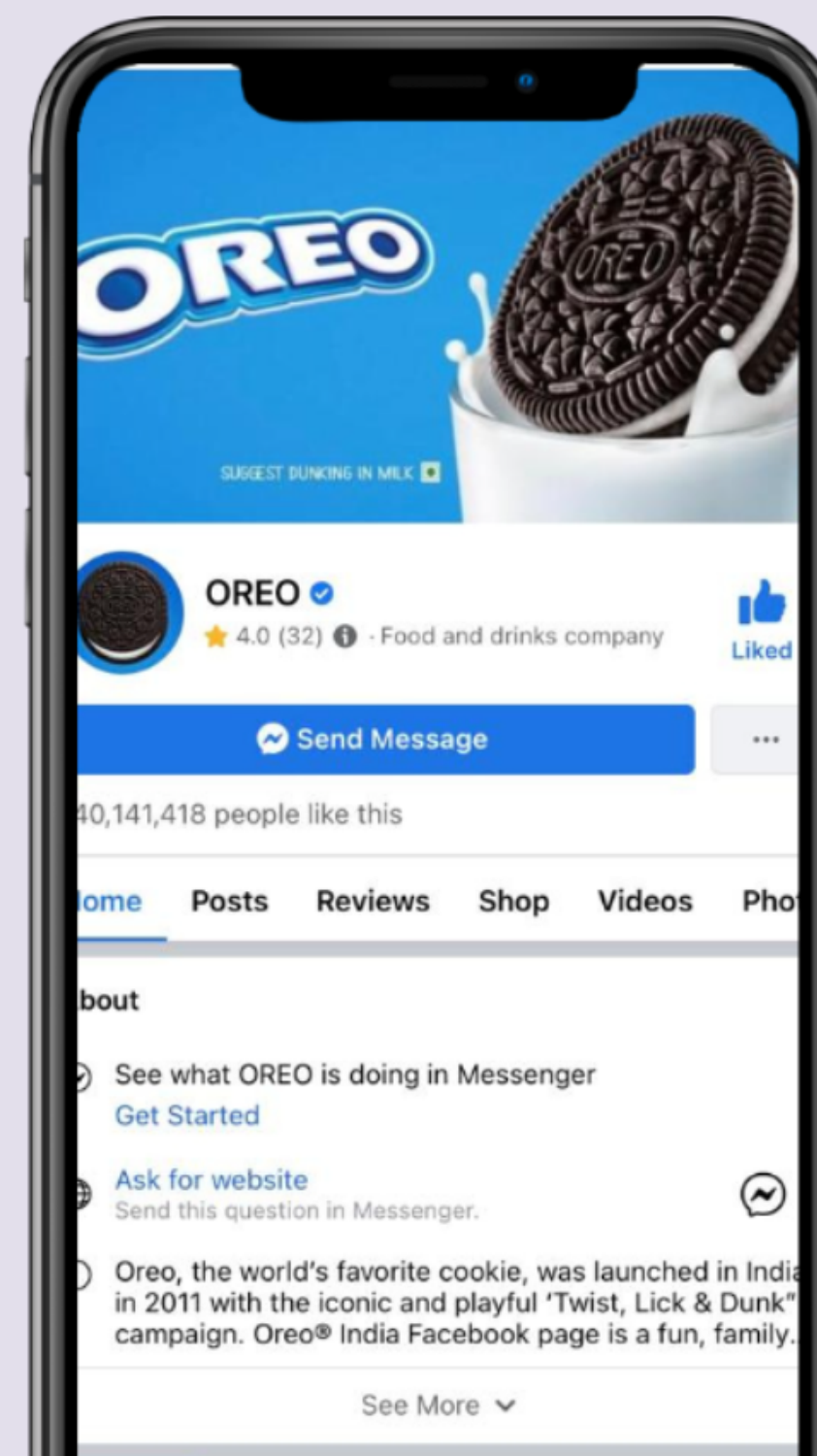
Cadbury Dairy Milk

Extremely Active: 7 posts a week



OREO

Moderately Active: 1-2 posts a week



Cadbury 5 Star

Active: 4 posts a week



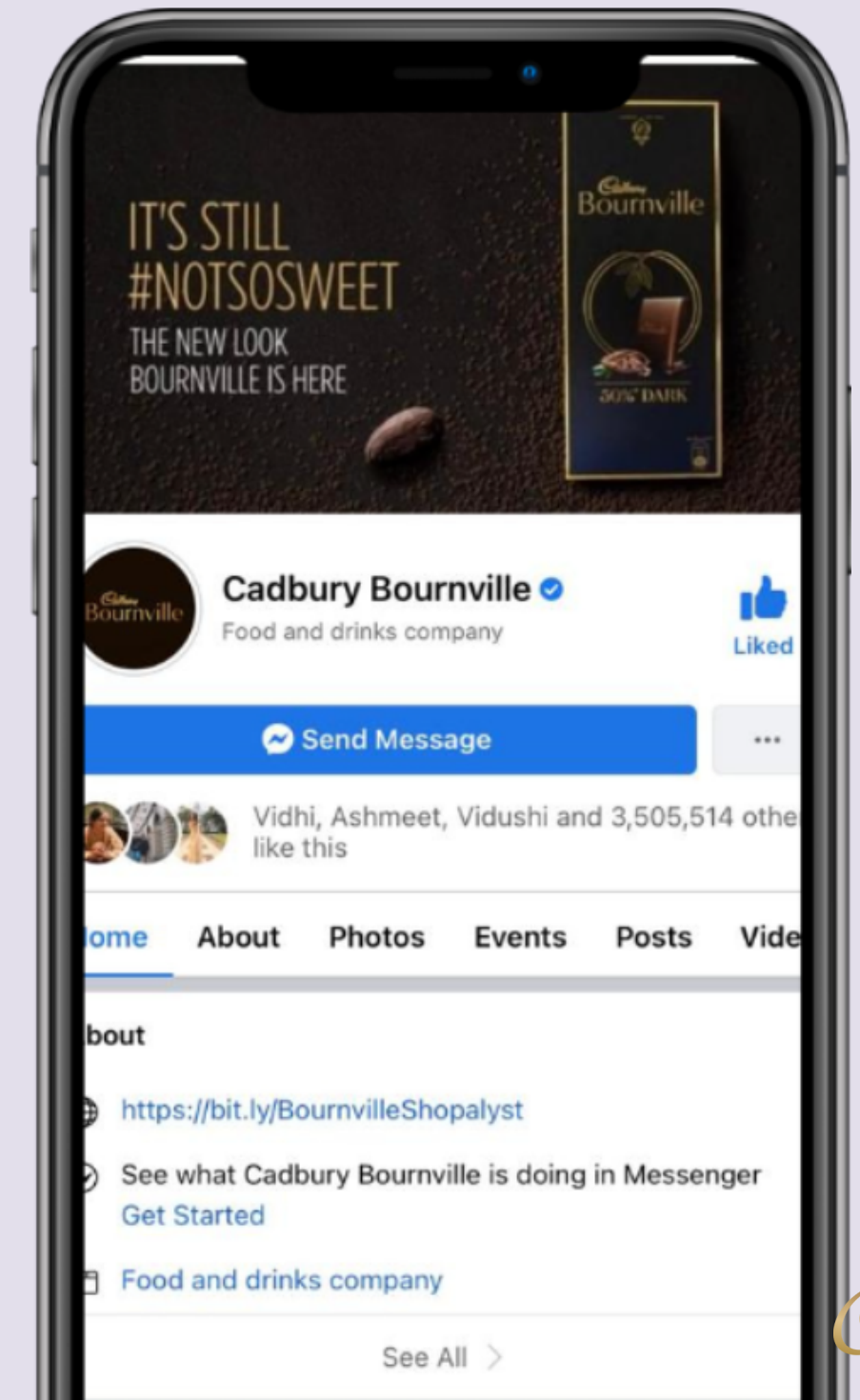
Cadbury Gems

Inactive: Hasn't posted since August



@cadburysilk

Active: 2-3 posts a week



MOST ACTIVE FOR ORM: CADBURY DAIRY MILK



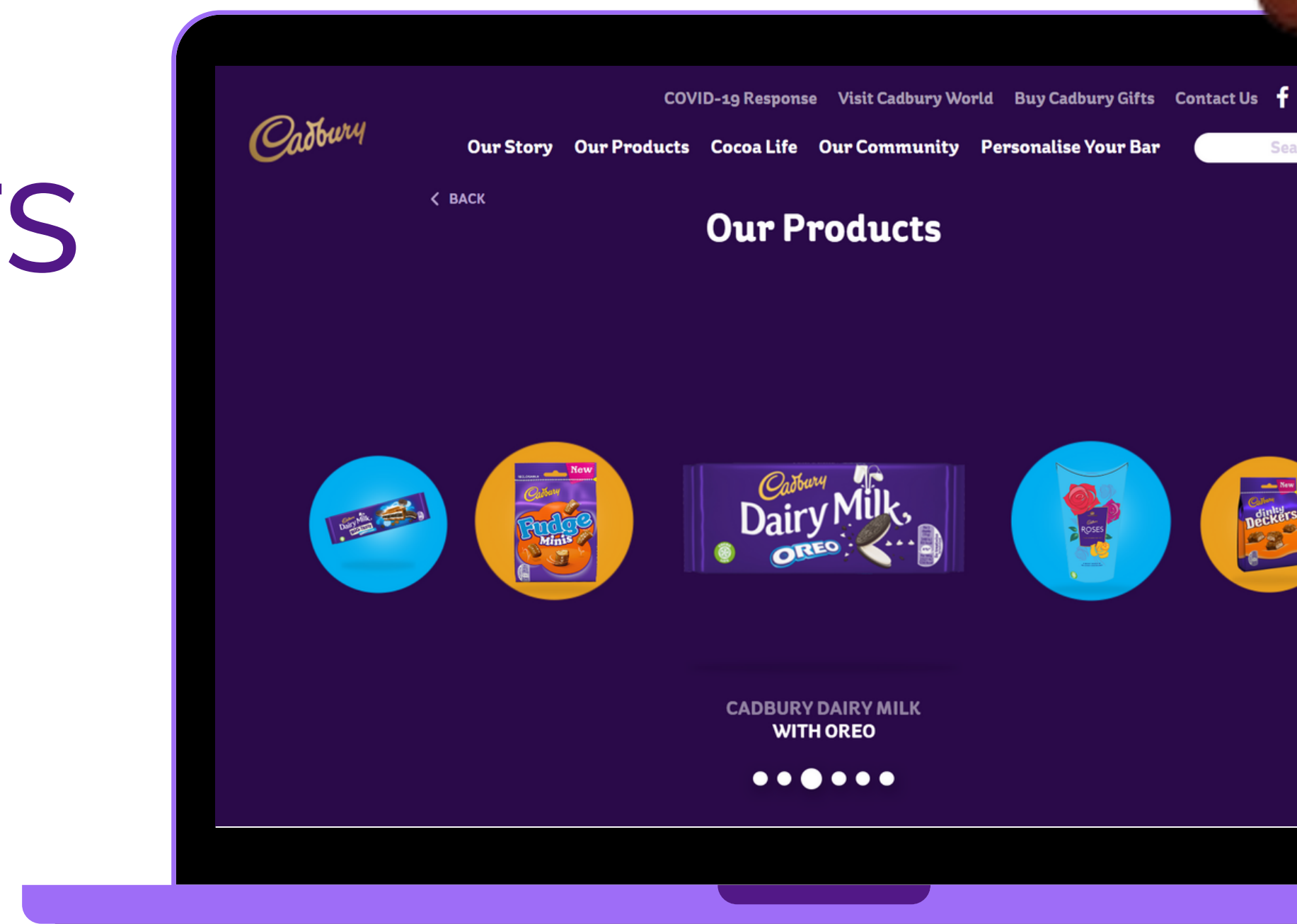


Response Tone:

Polite

NEGATIVE COMMENTS

Tweets Instagram Facebook





Cadbury Dairy Milk @DairyMil... · 2d

Being generous takes very little. It takes very little from us, but does so much more for them.

Kabhi kissi aur ki khushi mein shaamil hokar dekhiye.

#CadburyDairyMilk

#KuchAchhaHoJaayeKuchMeethaHoJaaye



Anirudh @anirudhgandhi03 · 2d

Replying to @DairyMilkIn

Cadbury day by day you are reducing quantity and charging the same price is that generous of you? 😂 You are not generous and fooling is with your emotional add campaign

1



6



Cadbury Dairy Milk @DairyMil... · 1d

We have read your comments with concern. Mondelez India Foods Pvt Ltd (formerly Cadbury India Ltd) is a responsible manufacturer, and we have enjoyed consumer confidence for over 70 years in India because of our commitment to Quality and (cont) [ms.spr.ly//6016j0BnG](https://www.cadburygifting.in)

1



1

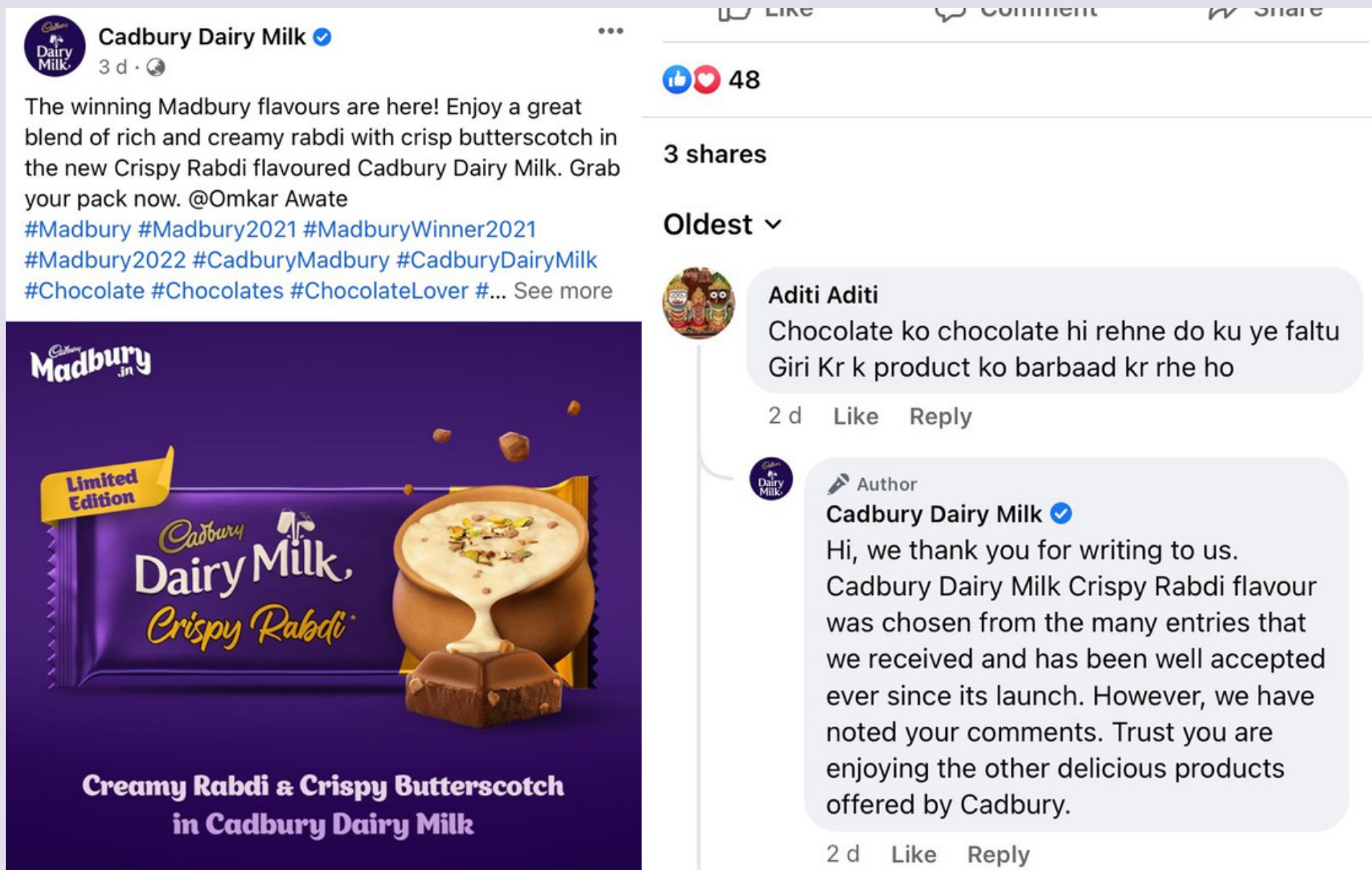


Holding Statement

We value your feedback. Mondelez India Foods Pvt Ltd (formerly known as Cadbury India Ltd) is known for its quality, budget friendly products and exceptional services for 70 years in India. We regret we could not live up to your expectations. Visit our website for offers that may appeal to you. <https://www.cadburygifting.in>

"We have read your comment with concern" shows agitation which can encourage trolls/members.





Holding Statement

Thanks for your valuable feedback. We regret we could not live up to your expectations with our new flavour. Cadbury Dairy Milk Crispy Rabdi has been well accepted and has a good deal of demand from consumers all over India. Visit our website for chocolate flavours that may appeal to you.
<https://www.cadburygifting.in>

Did not give an opportunity to lure business. Add website link.



Use lines that are understandable for the majority of consumers. Otherwise, the message conveyed will be lost.

Holding Statement

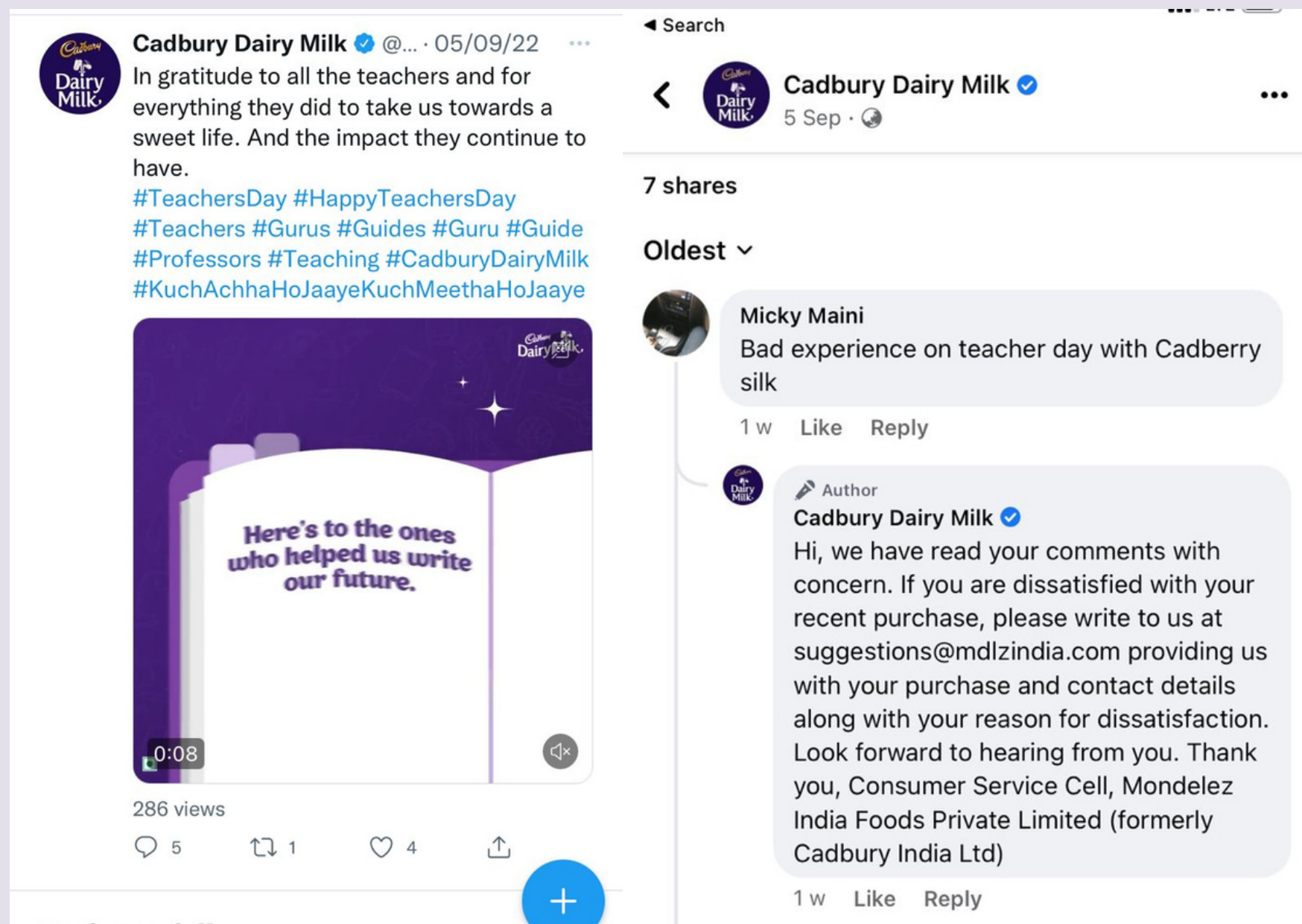
We value your feedback. Mondelez India Foods Pvt Ltd (formerly known as Cadbury India Ltd) and you have the same vision for the environment and sustainability. We believe strongly in a healthy environment and are a responsible entity that is working towards a similar goal with our carbon-positive manufacturing. We are also in the process of reducing plastic. Have a look at our initiatives and join us in the journey. (link)



Did not give an opportunity to lure business. Add website link.

Holding Statement

Hi, Anubhava! We regret we could not live up to your expectations with our flavours. We aim to get maximum satisfaction for our consumers. Reach out to us at suggestions@mdlzindia.com providing a list of chocolates of your liking, we can see which one of our collections can suite your taste the best. We trust to get you a Cadbury chocolate of your liking.



Holding Statement

Hi, we regret we could not live up to your expectations with our Cadbury Silk. We aim to get maximum satisfaction for our consumers. Reach out to us at suggestions@mdlzindia.com providing us with your contact and purchase details along with your experience. We look forward to hearing from you.

Did not apologize for a bad experience.

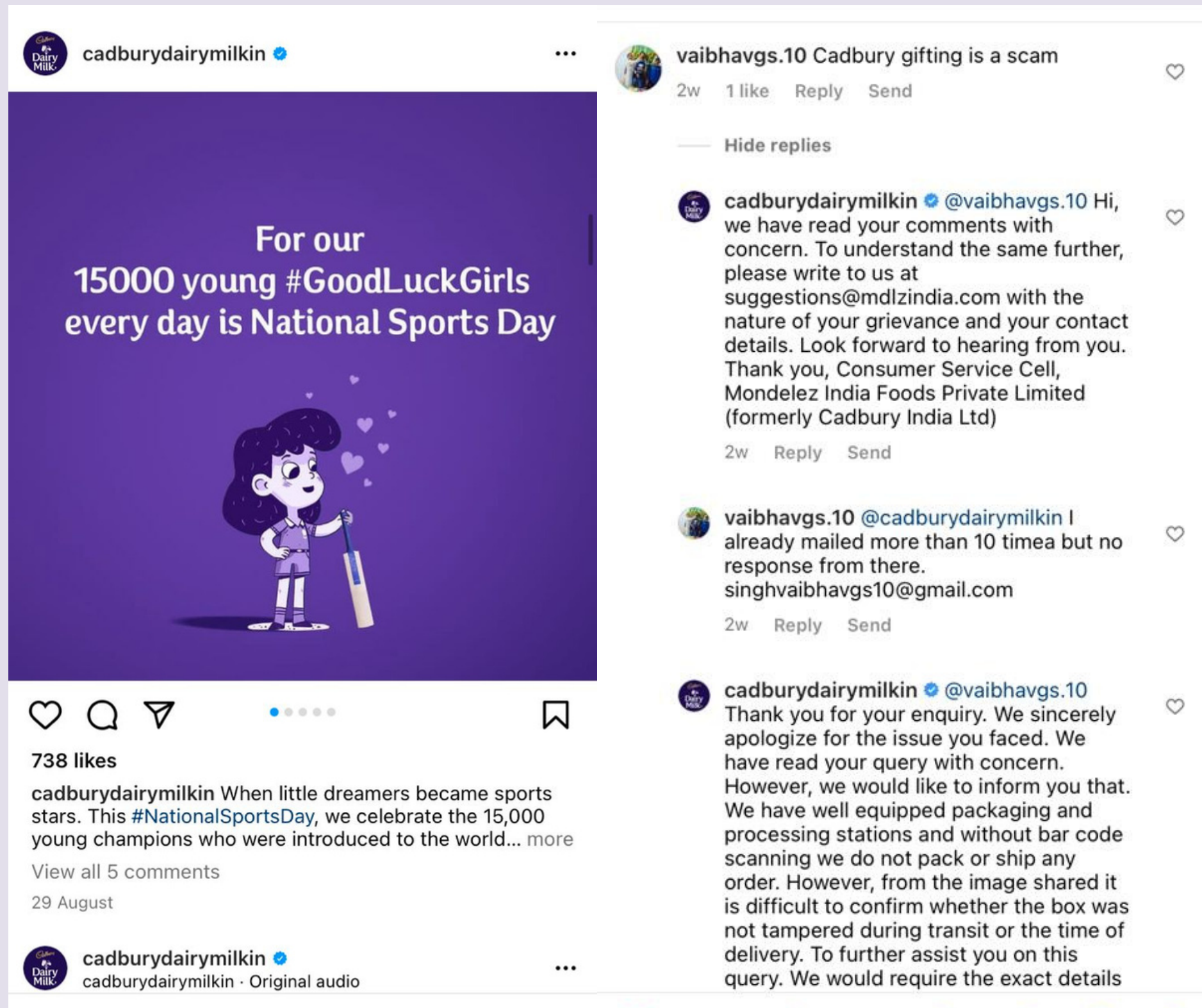


Holding Statement

Hi, Shivansh! We value your query. We have forwarded the same to the concerned department. We aim to get maximum satisfaction for our consumers. Meanwhile, have a look at our website to check similar Cadbury products.

<https://www.cadburygifting.in>

Did not give an opportunity to lure business. Add website link.



Giving public explanation for a personal query may harm the trust the consumer has for the brand.

Holding Statement (1)

Hi, Vaibhav! We value your feedback. To deeply understand and address the situation, please write to us at: suggestion@mdlzindia.com with your contact details and nature of your grievance. We look forward to hearing from you.

Holding Statement (2)

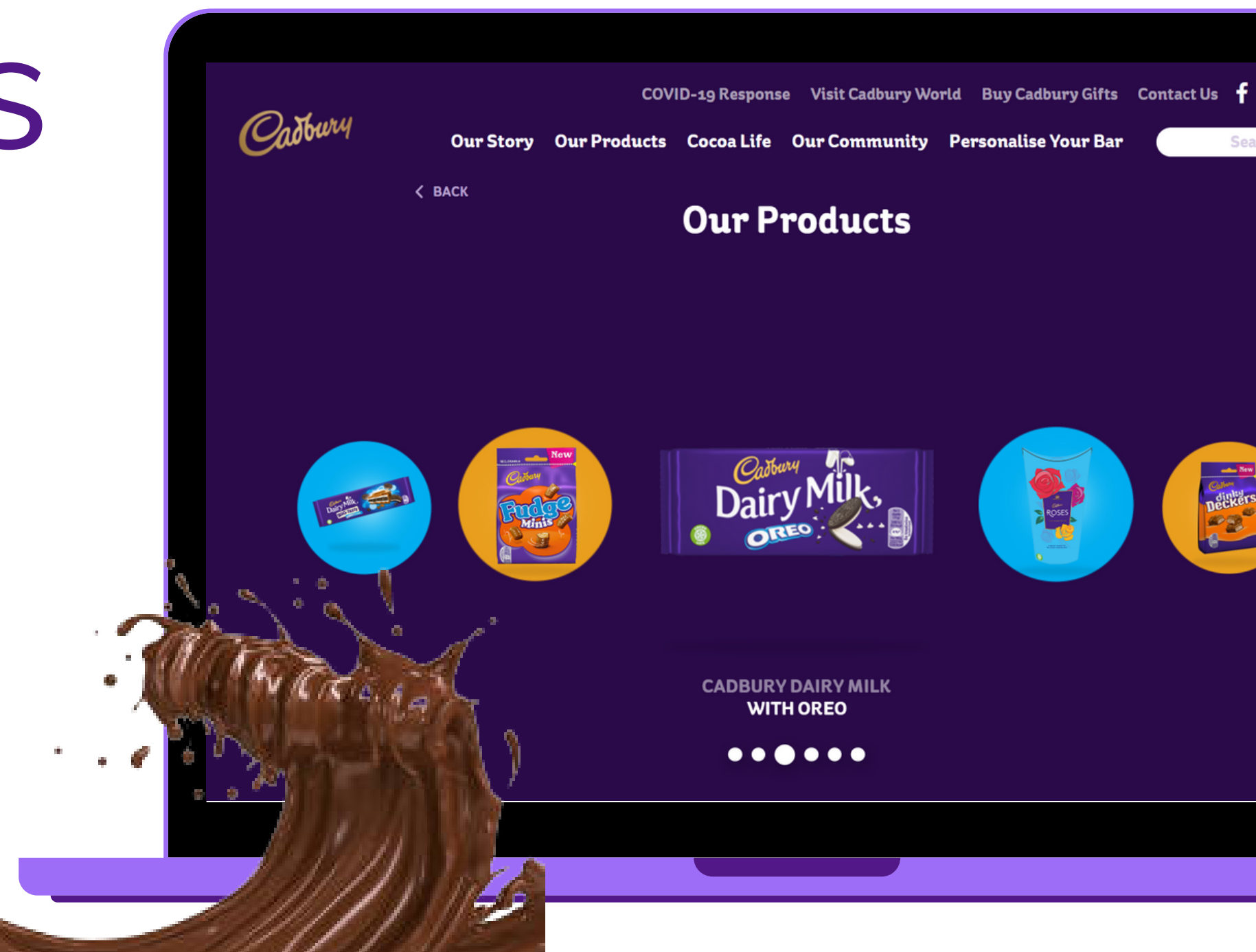
Thank you for reverting to us here. We sincerely apologize for the inconvenience caused to you. We have forwarded your concern to the respective team and they will reach out to you in 2-3 business days. Meanwhile, have a look at what our consumers have to say about Cadbury gifting. <https://www.cadburygifting.in>

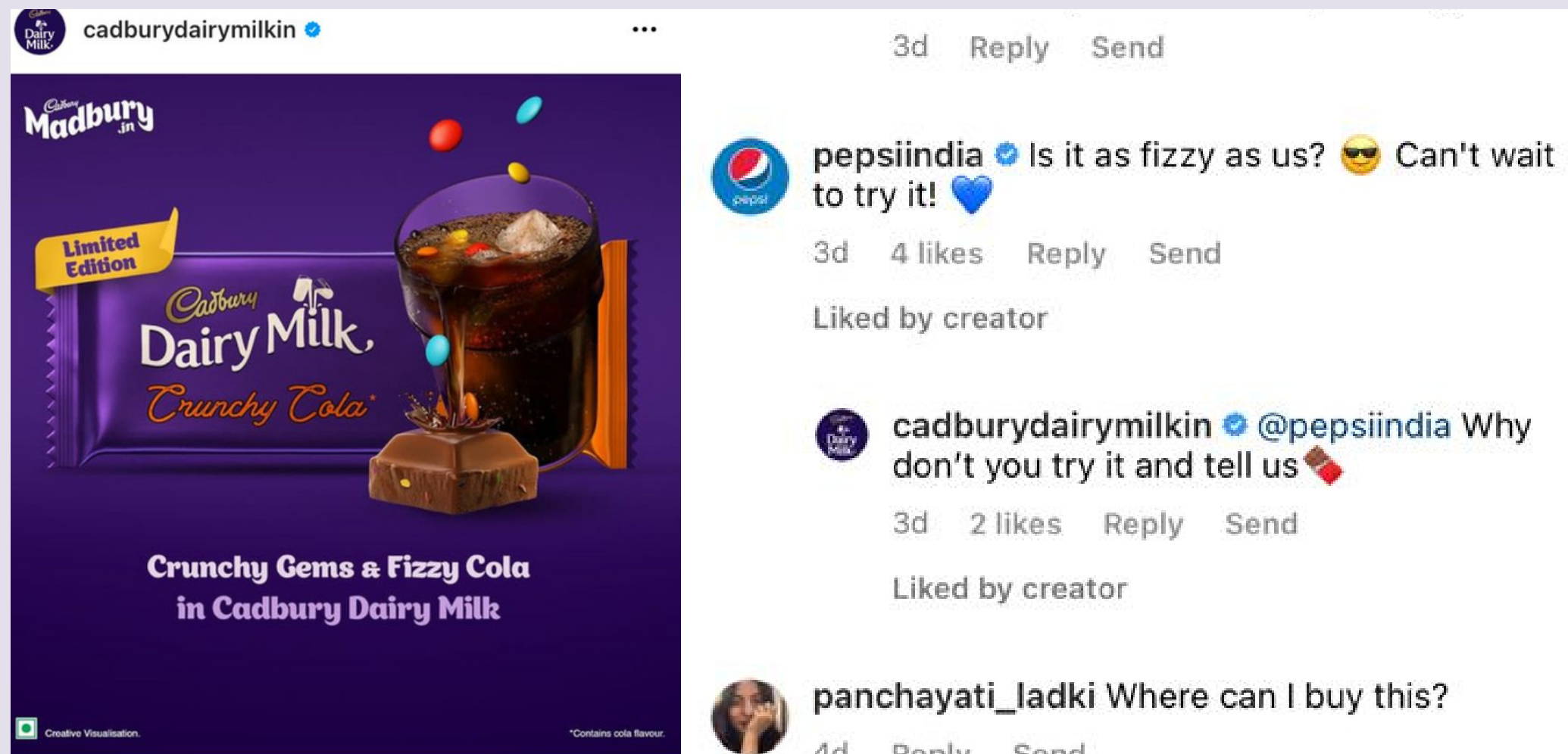
Cadbury



POSITIVE COMMENTS

Tweets Instagram Facebook





Holding Statement

Trust you will find it to be a GEM! ;)

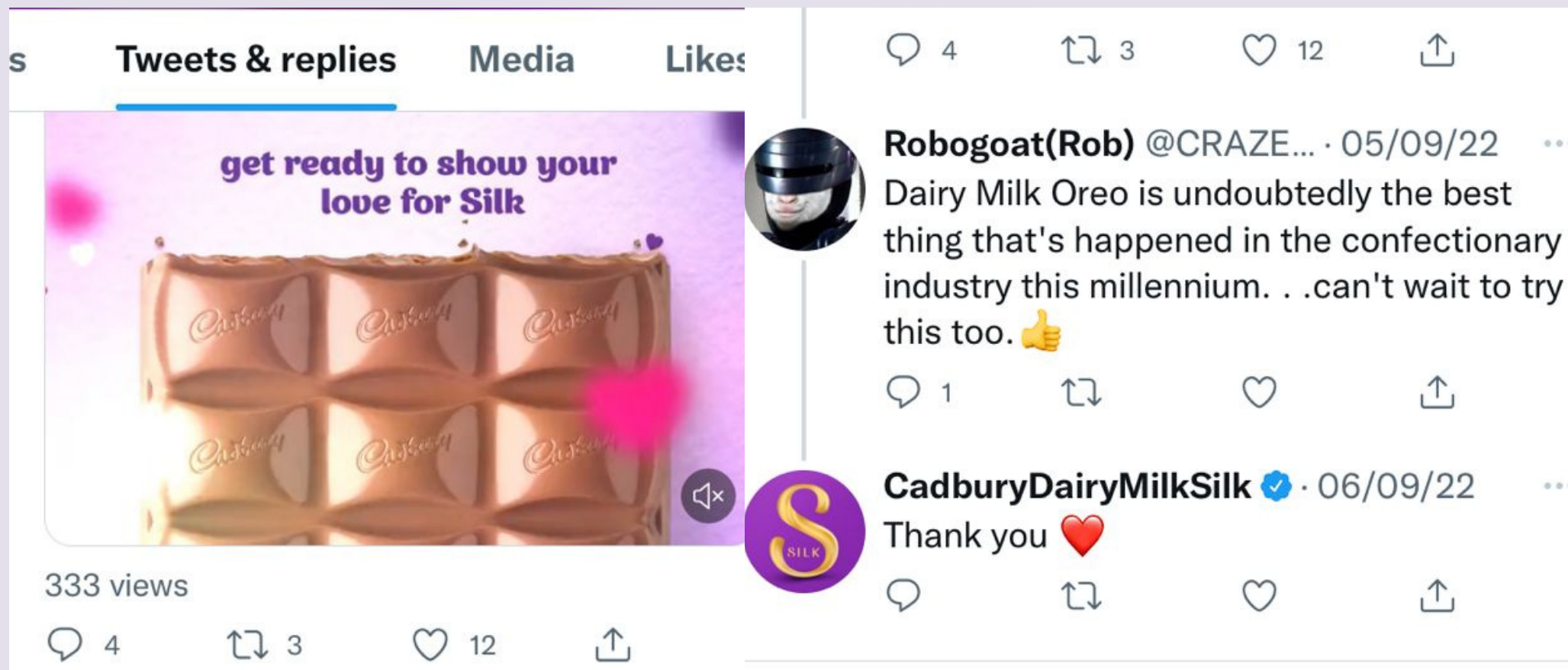
Have fun with word play like Pepsi did.



Holding Statement

We appreciate your feedback. We have forwarded your accolades to our marketing team. Mondelez International Pvt Ltd has quality and consumers' best interest as our top priority. We aim to maintain our services across all of our sectors and platforms.

Write longer response to positive comments as they do for negative comments.

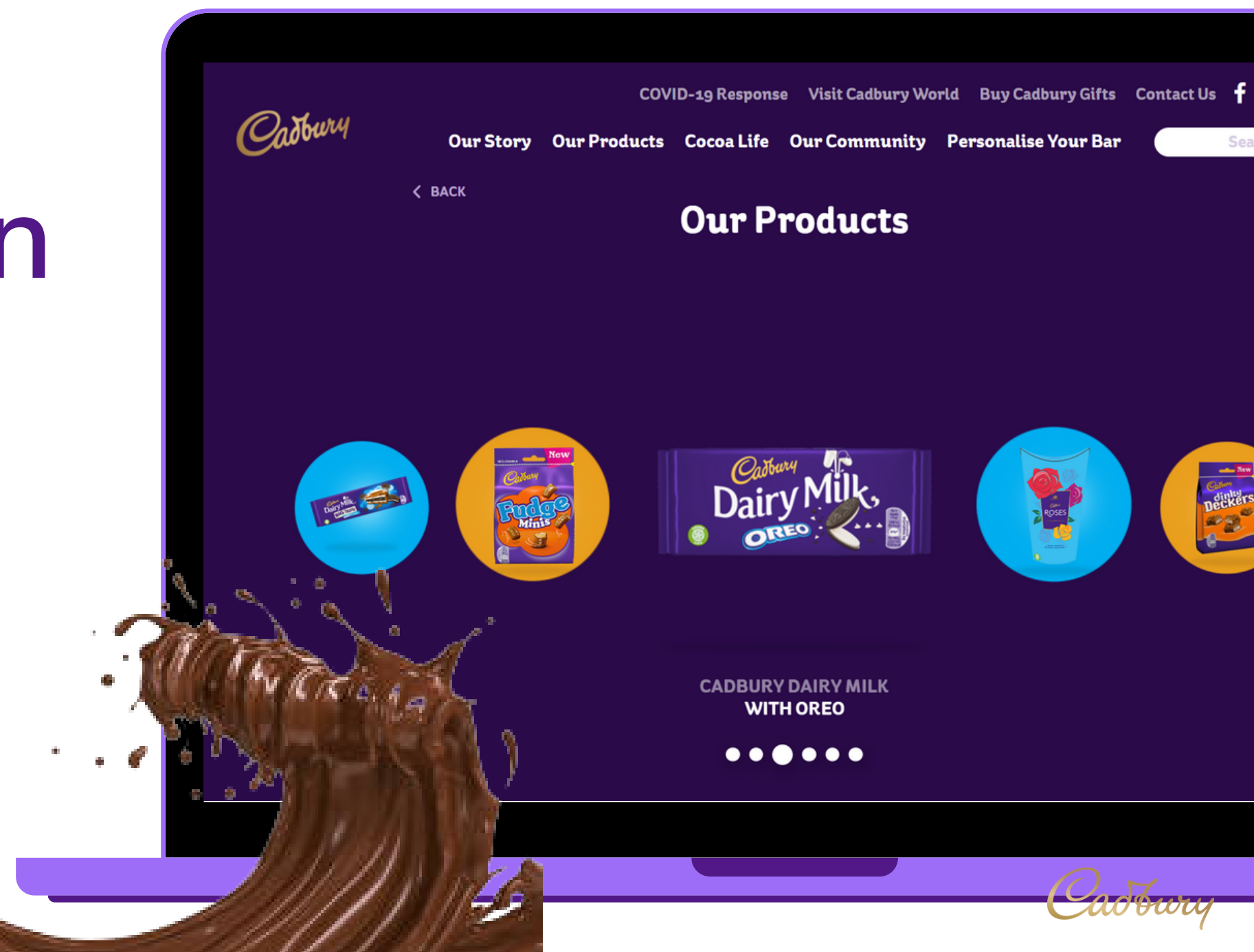


A detailed good feedback deserves a detailed response.

Holding Statement

We appreciate your feedback. We're glad you feel fondly about Dairy Milk Oreo. Mondelez International Pvt Ltd has quality and consumer satisfaction as top priorities. We have forwarded your accolades to our manufacturing team. We aim to maintain our products and services across all of our sectors and platforms. Stay connected with the family!

Tweet that needs immediate attention



Cadbury



Tasmiya Sayed @tasmiyasayed · 1d

What is **Cadbury** doing?????



2



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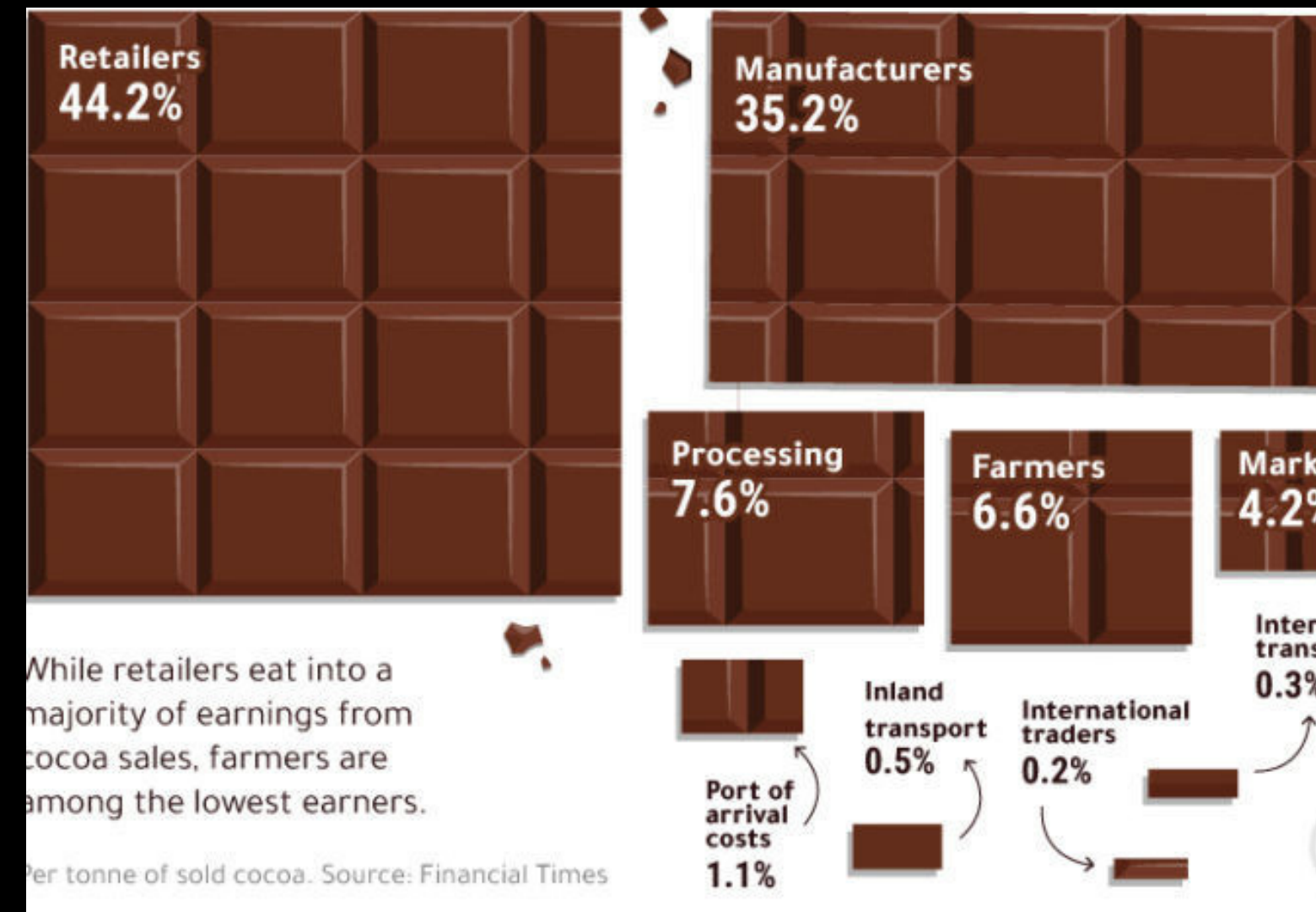


Holding Statement

Hi, Tasmiya! Dairy Milk Rabdi and Dairy Milk Crunchy Cola have received an overwhelming response for its flavor across India. We regret we could not stand up to your expectations. We trust you enjoy our other products.

BRAND ANALYSIS

TOOL - AWARIO



Settings for **cadbury dair...**

 Hide Tutorial

Add the keywords you'd like to collect the results for. Fill out the Excluded keywords field if there are any words you'd like to exclude. This will make your results more accurate.

Keywords: 

+"\$cadbury"  **cadbury dairy milk india** 
++"cadbury dairy milk"  **cadbury dairy milk**  **cabdury** 
#cadbury  **#cadburydairymilk** 
#cadburydairymilkindia  **#cadburyIndia** 

 **Add #Hashtags as Keywords to Monitor Instagram**

Excluded keywords: 

"general mills"

Advanced alert settings

Narrow down the search to specific languages, locations, sources, and date range. This way, you'll get less mentions, but they will be more accurate.

Languages: 

All languages 

Locations: 

India

☒ Include results with unknown location

Sources: 

5 sources 

Include Historical Data: 

Last 7 Days 

[Whitelist](#)

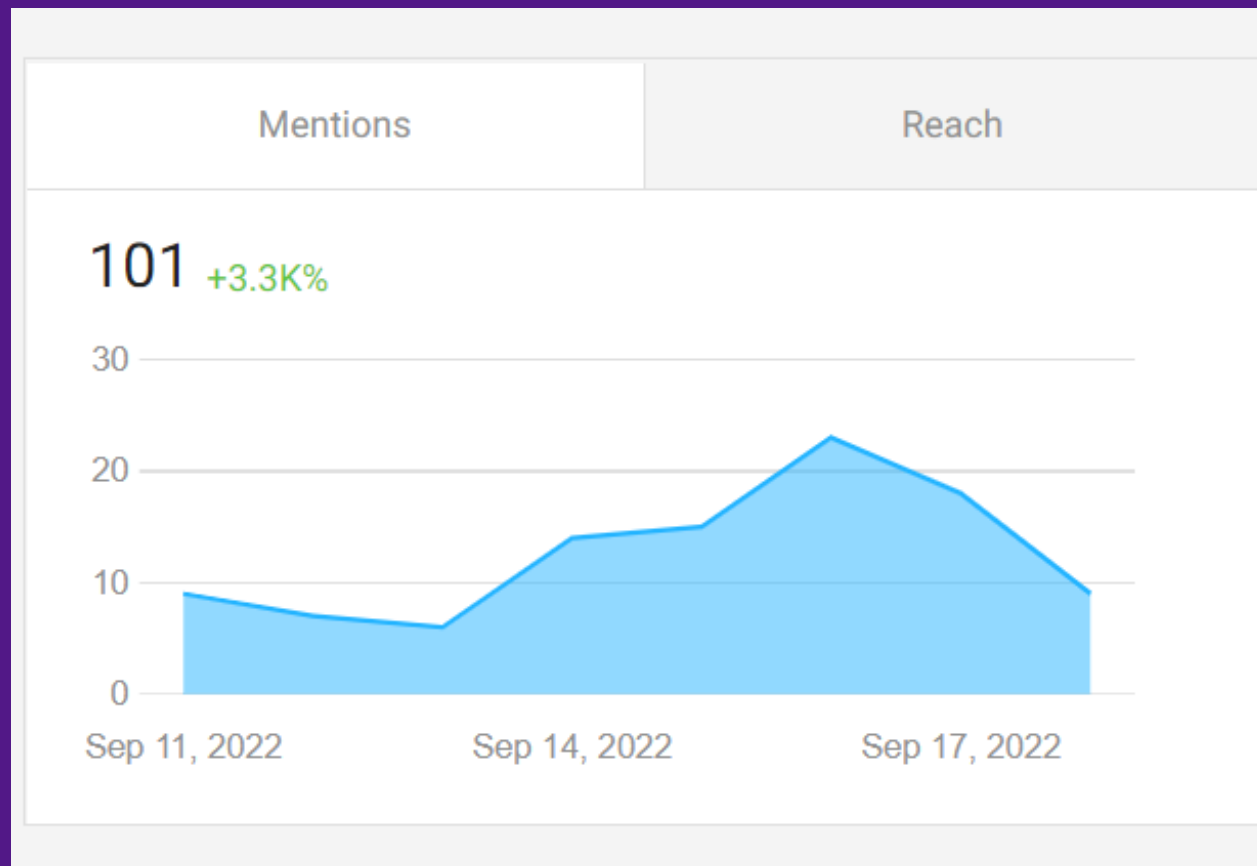
[Blacklist](#)

 Delete Alert

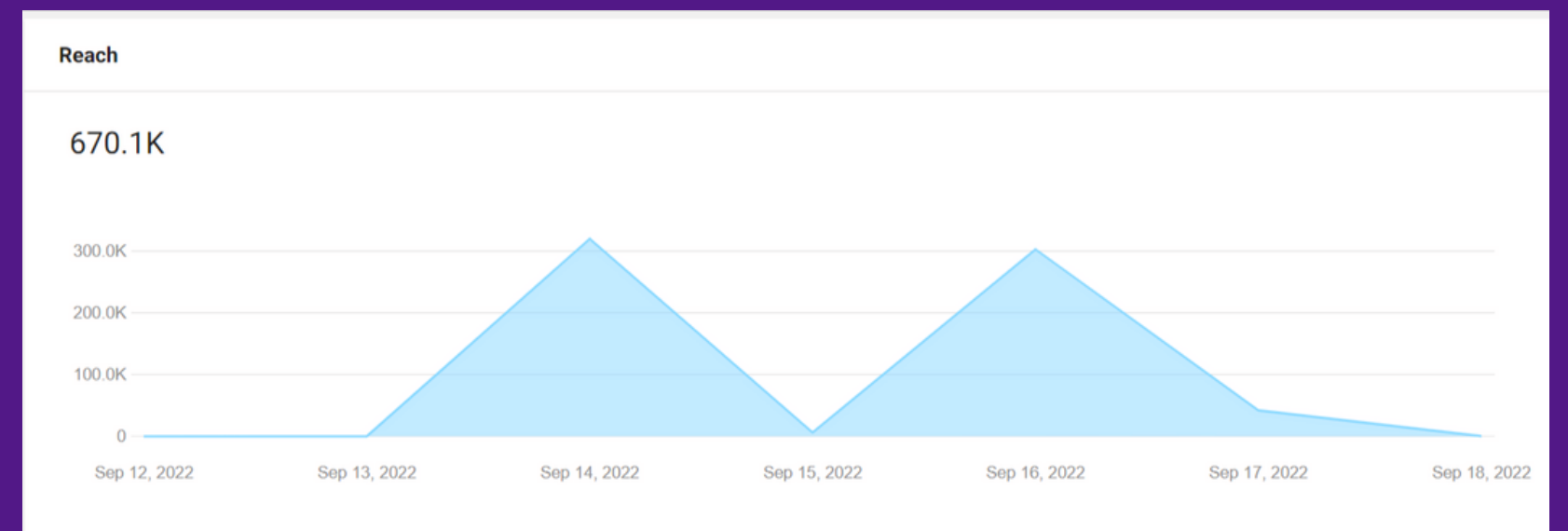
Cancel

Save Settings

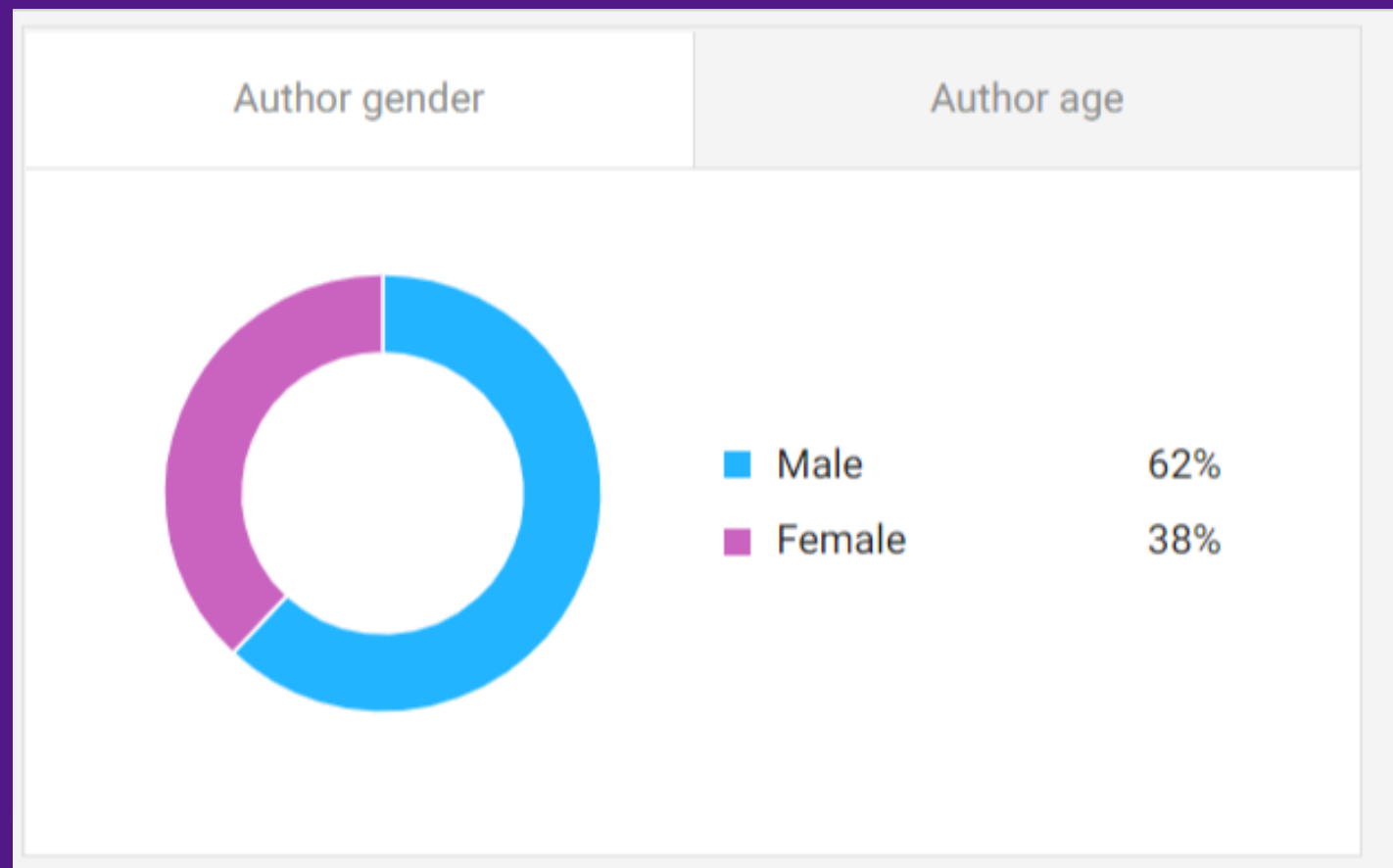
Settings for appropriate results and analysis.



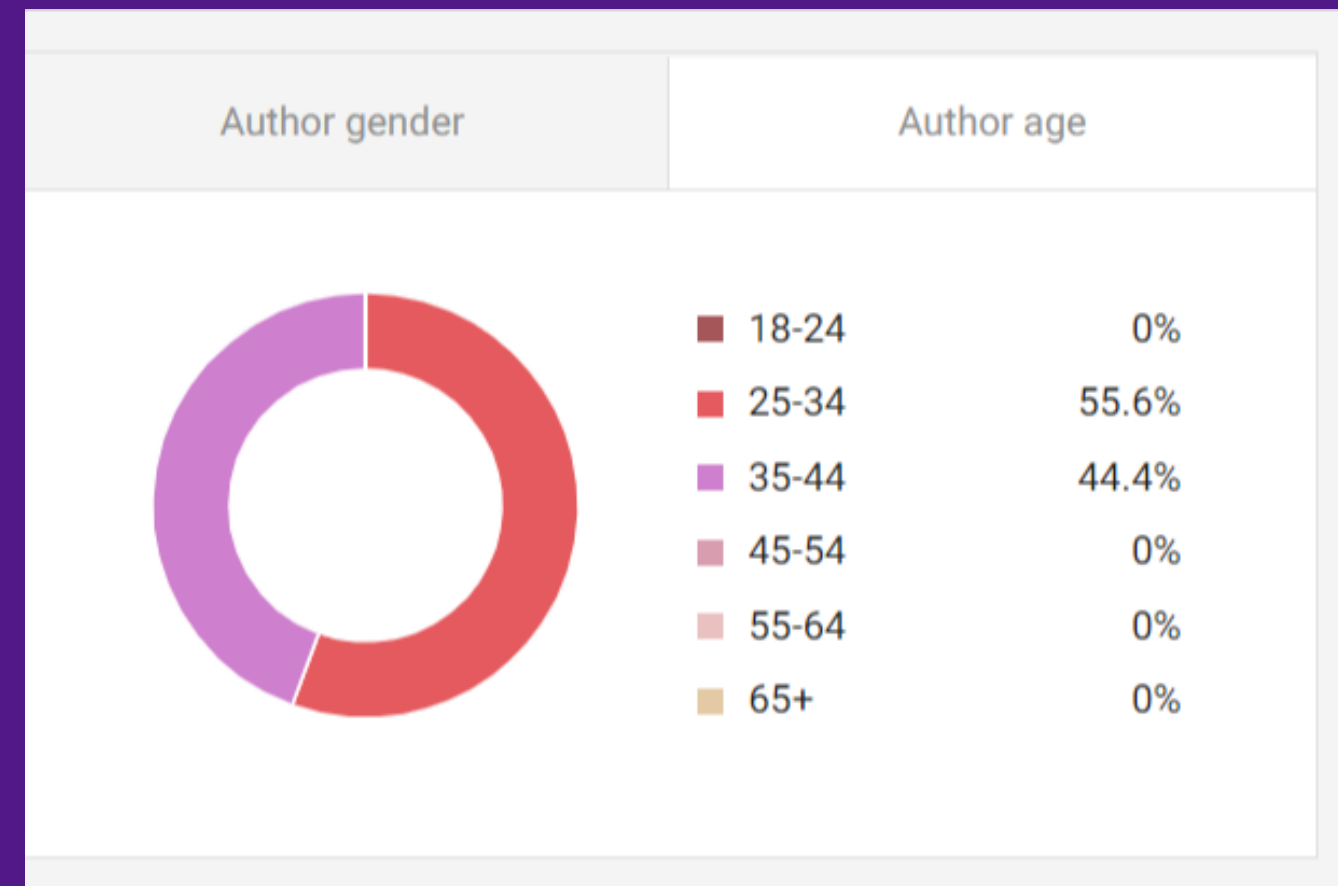
**Cadbury Dairy Milk has been mentioned
101 times in past 7 days**



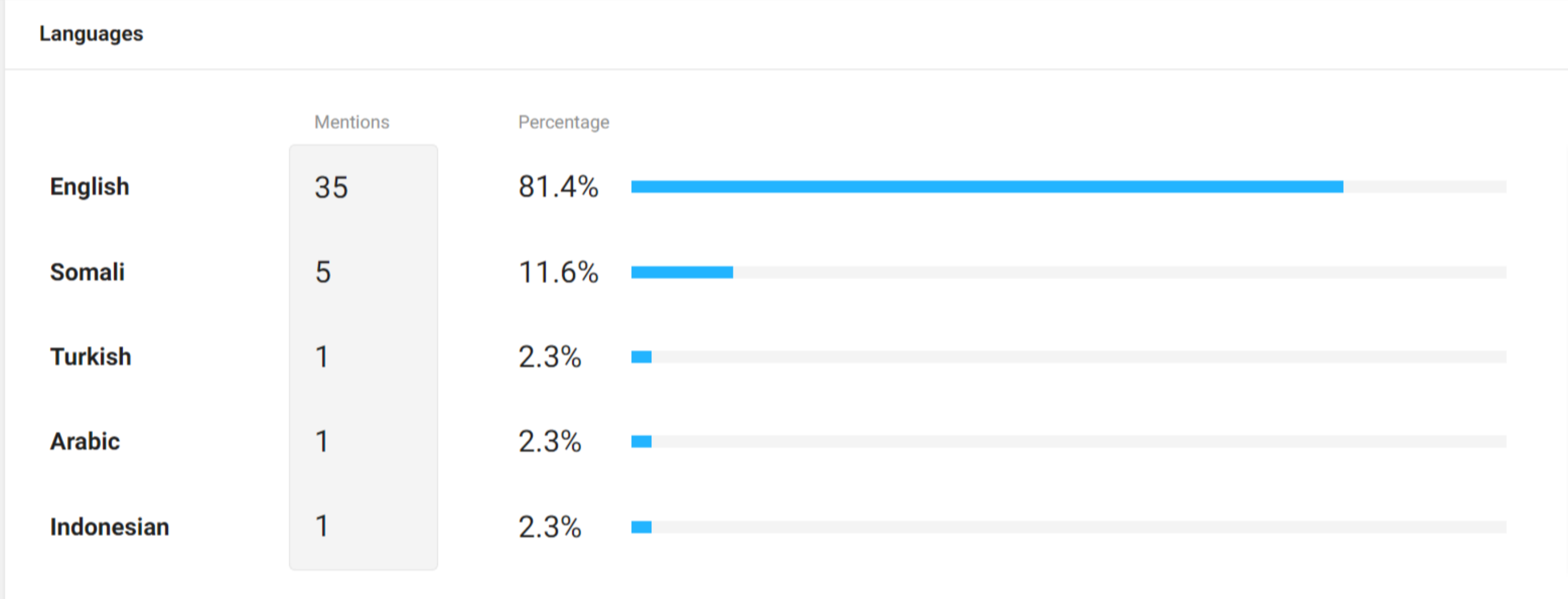
**Cadbury Dairy Milk reach is 670.1k for
the past 7 days**



Cadbury Dairy Milk gains more engagement from men than women.



Cadbury Dairy Milk gains most engagement from 25-34 years age bracket.



Most mentions have been in English Language.

Top mentions



Cadbury Dairy Milk

@DairyMilkIn

The winning Madbury flavours are here! Enjoy a great blend of rich and creamy rabdi with crisp butterscotch in the new Crispy Rabdi flavoured Cadbury ...



Karthik IN

@beastoftraal

... Lovely, earthy work by Ogilvy India; fits Cadbury Dairy Milk's 'Kuch Accha Ho Jaye, Kuch Meetha Ho Jaye' plank very well.
<https://t.co/j8Mj2UsNXD>



exchange4media group

@e4mtweets

Cadbury Dairy Milk says celebrate others' happiness #cadbury #dairymilk #advertisinginindia #kuchmeethahozaye #ogilvy @Ogilvy @DairyMilkIn ...



Indiantelevision.com

@ITVNewz

... with @Ogilvy . #cadbury #dairymilk #rolledout #new #campaign #collaboration #Ogilvy Read Full Article:
<https://indiantelevision.com/mam/marketing/mam...>



olajumo-ike

@katelexiidami

And pizza and icecream and Cadbury dairy milk



Media Infoline

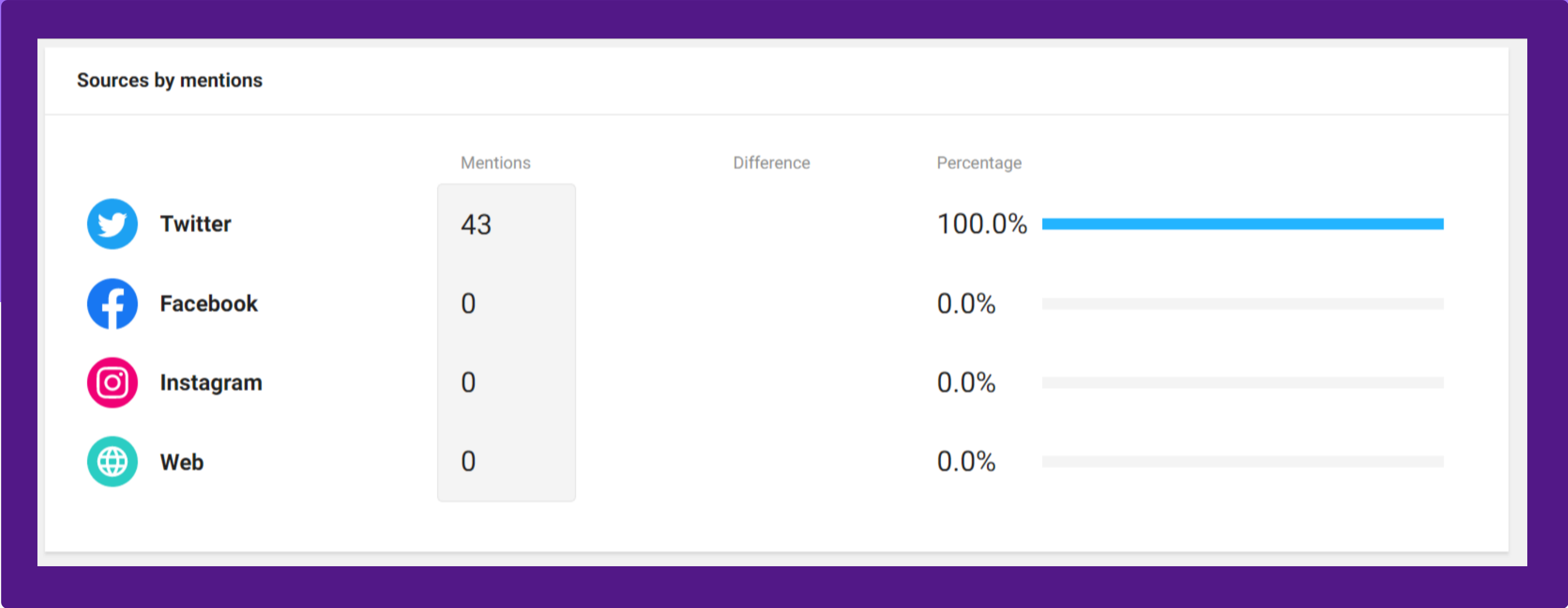
@MediaInfoline

Cadbury Dairy Milk urges people to partake in others' happiness in Generosity campaign More :
<https://www.mediainfoline.com/foodies/cadbury-dairy-milk...>



Kucing Kece

TOP mentions for Cadbury Dairy Milk for past week.



Cadbury Dairy Milk mentions have been
from Twitter

MY FEEDBACK FOR BRAND'S ORM



SUGGESTIONS



Digress from the actual query and feedback - Results in ineffective solution/response.

Negatively affected by negative comments - It shows in their tone which might lead to losing out on potential business

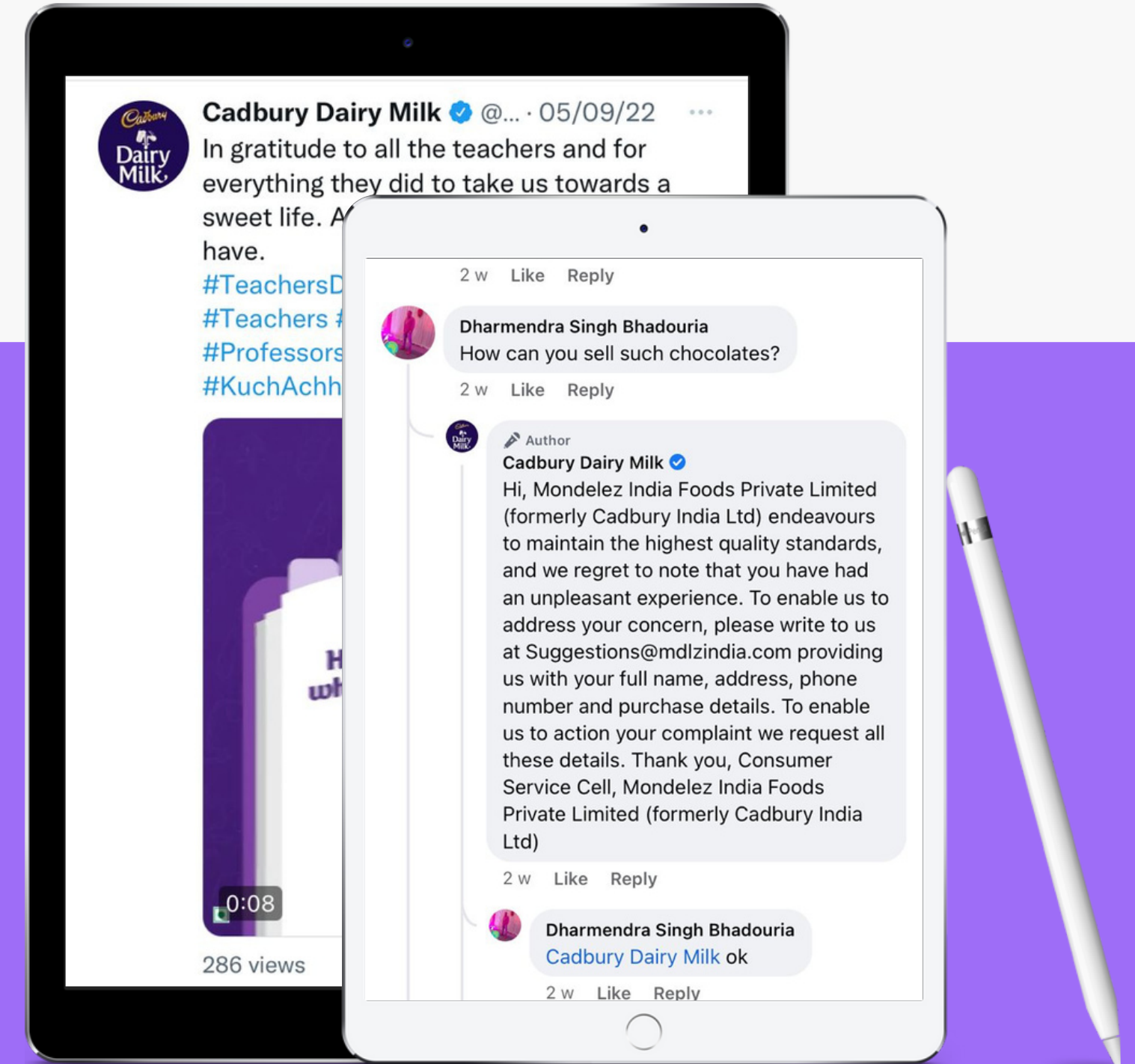
More response to negative comments - this results in fewer positive comments since they aren't been replied to. Positivity is as essential for a brand as negativity is.

WHAT I LIKED ABOUT BRAND'S ORM

Prompt replies - shows effective management.

Long replies - shows consideration for consumers feedback/query.

Personal touch - shows consumers that they are heard and enhances trust in the brand.



THANK YOU



Sheza Waqar Beg

Cadbury