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## Evaluating and Analyzing the Innovative Branding and Marketing Strategies of International Brand: A Study of Kellogg's Pringles

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### Abstract

Due to the rise of industrialization and world trade, numerous global companies are venturing into the food marketing industry, which is seeing rapid growth and intense competition worldwide. This review article extensively studies Kellogg's Pringles, a leading brand in the snack industry. It sets the stage with an introduction to marketing management, and it discusses Kellogg's acquisition of Pringles, which is later followed by a company overview that encompasses the firm's history, products, and market position. The SWOT analysis indicates Pringles' strengths, weaknesses, opportunities, and threats, such as brand identity, worldwide presence, and competitive arena. Moreover, the PESTEL analysis looks into the external forces affecting Pringles' operations, such as regulatory, economic, and technological factors. This study delved into Pringles' marketing strategy, utilizing the marketing mix elements: product, price, promotion, and distribution. Through an in-depth analysis, the research focused on how Pringles is positioned within the snack food industry and, more importantly, how it creates and maintains its competitive advantage. Monumental achievements demonstrate the company's focus on product innovation, dynamic pricing strategies, one-of-a-kind promotional campaigns, and wide distribution. This study has underlined the brand's ability to employ these factors in maintaining its market supremacy and recommended ways of increasing its marketing strategy in the future.

*Keywords:* Branding, marketing strategy, Kellogg, Pringles, SWOT analysis, PESTEL analysis

### Introduction

Marketing management is an instrumental function within any organization, essential for overcoming the challenges posed by the quickly evolving consumer preferences and market rivalry (Felix, 2015). However, while many global firms have struggled to comprehend the demands of their target consumers and the unique traits of the market, only a few companies have managed to successfully establish their brands in the food industry by diligently studying the needs of their target audience before introducing their products.

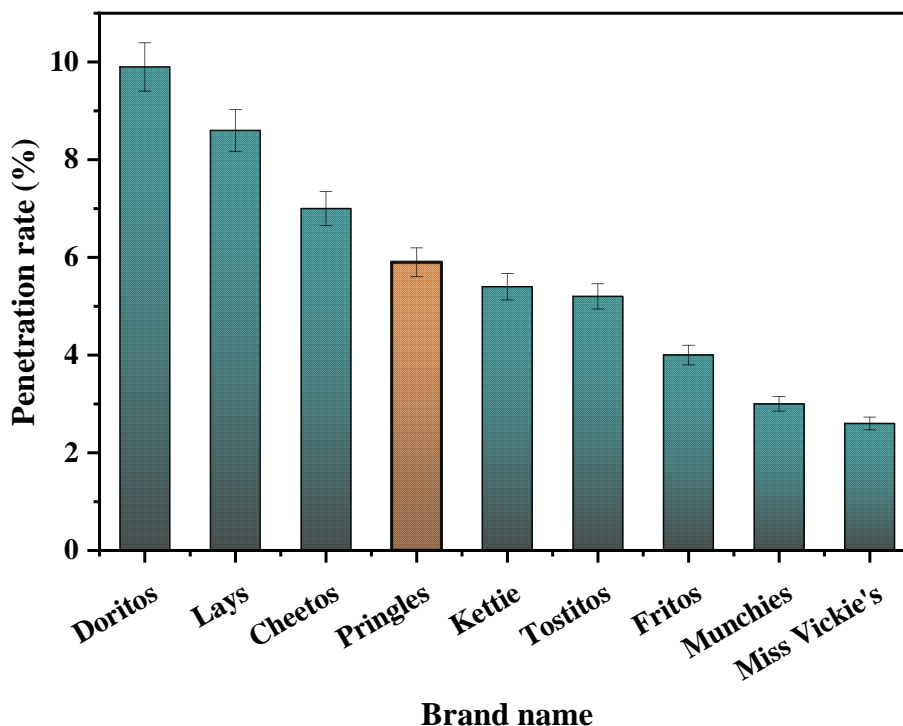
This research is an analysis of the marketing management techniques of Kellogg Company – one of its brands called Pringles. The Pringles brand of Kellogg's is an effective example of how marketing management excellence can lead to success in a highly competitive market. The Kellogg Company, a well-known global food industry company, used its marketing expertise to develop the Pringles brand, which became the first choice among consumers of savory snacks (Habibi Savadkouhi & Herman Jut, 2020).

The potato chips sector has shown downward consumption trends and stronger

competition with other healthier alternatives and private-label products in the last five years. However, industry leaders have responded by developing exotic, premium products that have led to the reduction of classic potato chip sales. The five-year projected industry growth rate is 1.5% annually, driven by the anticipated rise in potato chip consumption among people who want to switch their unhealthy snack choices for a healthier alternative (Tumu et al., 2023). This brings a projected growth of 0.6% in the said year. In 2017, the statistics revealed that potato chips were the most consumed, with around 41% of Australians snacking on potato chips instead of nuts, chocolate bars, or biscuits.

Pringles is a definite item of ingenuity, which gives the original picture. The shape of the cylinder is also one of the highlights of the marketing of the brand because it makes it unique and easily distinguishable from other brands that use a traditional logo right on the front (Swaminathan et al., 2020). Instead of the usual foil bag package, the founders of Proctor and Gamble wanted to change how most potato chips are packaged. Figure 1 portrays the market penetration rate of various chip brands in the US region in 2022.

**Figure 1**  
Market penetration rate in the US food market in Q4 2022 (Report, 2022)



In 2012, Kellogg company acquired Pringles from Procter & Gamble for \$2.695 billion, significantly enhancing its position in the global snack market (Bar & Haviv, 2023). This acquisition nearly tripled Kellogg's international snacks business, making it the world's second-largest savory snacks player (Bar & Haviv, 2023). Pringles distinguishes itself with its unique cylindrical packaging and uniformly shaped chips, offering a wide variety of flavors that cater to diverse consumer preferences. This distinctive design and consistent quality have been pivotal in establishing Pringles as a globally recognized brand.

Kellogg has effectively leveraged its marketing expertise to enhance Pringles' market presence. However, the snack industry remains highly fragmented, with numerous competitors vying for market share. Through strategic marketing initiatives and a deep understanding of consumer behavior, Kellogg has successfully positioned Pringles as a leading brand in the global snack market (Swaminathan et al., 2020).

The research will investigate Pringles's external and internal factors, as well as identify the macro-environmental factors that have been used to determine a key importance that must be considered.

### **Significance of this Study**

This review paper explores the details of marketing management, getting into the specifics of SWOT (strengths, Weaknesses, Opportunities, and Threats), PESTEL (Political, Economic, Social, Technological, Environmental, and Legal), Competitive analysis, and implementation of market strategies Kellogg used to elevate Pringles to its present prominence. A key element in the growth of Kellogg Company's Pringles has been successful marketing management. Incorporating marketing functions such as market research, product development, branding, advertising, and distribution together has made Pringles the most preferred choice of consumers worldwide (Khan & Lee, 2020). This research will examine how Kellogg's marketing management strategies have influenced Pringles' market positioning and sustained the company's competitive advantage. For this purpose, this study will offer a comprehensive analysis of Kellogg's marketing strategies for Pringles, focusing on market conditions and consumer perceptions that influence the brand's positioning. It also evaluates the effectiveness of Kellogg's marketing efforts in

shaping Pringles' market share and brand image. By conducting this analysis, this paper seeks to understand the pivotal contribution of marketing management toward brand success within the highly competitive snacks industry. By dissecting Kellogg's approach to marketing Pringles, this study intends to elucidate the best practices and strategic frameworks that can be applied broadly in marketing management.

### **History and Background of Kellogg**

Kellogg Company developed in 1906 when Will Keith Kellogg founded the Battle Creek Toasted Corn Flake Company, located in Michigan, USA (Myers & Parcell, 2022). Innovation of the company's product lines started with Kellogg's Corn Flakes, a new breakfast cereal that inspired people to have a new morning routine. The company has gradually expanded its product line to contain several kinds of cereals, snacks, frozen foods, and vegetarian options. After acquiring Pringles, it was Kellogg's first entry into the savory snacks sector, the acquisition of which greatly extended its global reach.

Kellogg's Pringles brand has expanded its product line with the introduction of healthy alternatives that include reduced fat and low-sodium versions which still taste great, and this addresses the needs of consumers who are health conscious without compromising on taste. Pringles from Kellogg's has a very strong bond with the advertisement from which it has also collected a huge population of loyal customers all over the world (Swaminathan et al., 2020). Creativity and innovativeness are the markers of Pringles' marketing. The brand is associated with current popular celebrities, participates in core events, and uses interactive advertising to be in line with its audience. Developing trends and listening to the voice of the customer are the effective techniques that allow the Pringles brand to maintain its image, which is liked by the current customers and attracts others (Khan & Lee, 2020). Kellogg's Pringles seems to accomplish its purpose quite well in 140 countries. The distribution network of supermarkets, convenience stores, airports, and online platforms expands the market for Pringles products and makes them easily available to consumers from different corners of society and age groups (Tumu et al., 2023).

### **Research Methodology**

This review study involves a comprehensive approach that integrates

qualitative and quantitative techniques to analyze the subject matter effectively. Data collection is carried out through primary and secondary sources through published articles by renowned publishers. The research incorporates a SWOT analysis to evaluate strengths, weaknesses, opportunities, and threats associated with the subject, allowing for a strategic understanding of internal and external factors. In addition, a PESTEL analysis is conducted to examine the political, economic, social, technological, environmental, and legal influences for a better understanding of the branding and marketing strategies of an international brand, Kellogg. These analytical frameworks provide a structured means of assessing both micro and macro environmental factors that shape the research domain.

Furthermore, a competitive analysis is performed to identify key market dynamics, industry trends, and potential challenges that could influence the study's findings. By

assessing competitors, industry benchmarks, and best practices, the outcomes of this review work aim to establish a comparative framework that highlights critical differentiators. Through this structured methodology, the study achieves a well-rounded perspective, providing valuable insights and strategic recommendations based on empirical and analytical assessments.

## Results

### SWOT Analysis

SWOT analysis is a strategic tool for assessing a business or product's strengths, weaknesses, opportunities, and threats (Siddiqui et al., 2023). For Kellogg's Pringles, the SWOT analysis method will supply necessary information about the brand's inner strengths and weaknesses and external environment. Figure 2 briefly illustrates the results of the SWOT analysis, which is further elaborately described in this study.

**Figure 2**

*Result of SWOT Analysis*



#### Strengths.

Pringles, a Kellogg's brand, has a solid international identity and recognition. Moreover, the interesting saddle-shaped chips, stylish cylindrical packaging, and range of flavors ensured a strong brand image for all age groups. These features offer Pringles a competitive advantage over Lay's (PepsiCo), Kettle Brand (Diamond Foods), and Doritos (Frito-Lay), which offer similar products. The

innovative design of the Pringles brand, conforming to its stacking ability and guaranteeing freshness, distinguishes it from other potato chip brands. Pringles features numerous flavors, varying from classical, like Original and Sour Cream & Onion, up to limited editions and seasonal ones (Myers & Parcell, 2022). This broad taste variety meets the customer's taste buds and lets Pringles readily adapt to rapidly changing consumer behavior.

Kellogg's Pringles has increasingly had a strong local presence, with distribution and support in over 140 countries. Pringles benefits from Kellogg's Company's distribution network that covers supermarkets, retail outlets, and online channels (Tumu et al., 2023).

#### **Weaknesses.**

Besides being a market leader, Pringles has faced some backlash for its high-sodium and artificial flavor ingredients. This can be a problem when trying to reach health-conscious consumers who are looking for satisfying snack products. The following are the repackaging design defects or problems that will affect the perception of consumers or the brand's consistency. Despite the varied Pringles flavors offered, the restriction applies to diets like gluten-free or vegan options. Market penetration will be facilitated by bringing more product variants that reflect the trends in the consumer market. Though Pringles has a powerful brand identity, some consumers might still think it is less natural than regular potato chips because of its consistent shape and manufacturing processes.

#### **Opportunities.**

The trend of consumers switching to healthier snacking allows Pringles to launch healthy alternatives like reduced-fat or organic chips to attract health-conscious customers (Ozumba & Okon, 2023; Sobuz, Al, et al., 2024). The company can benefit from its growth potential through Pringles' adaptation of flavors and marketing strategies to the local tastes. The continued efforts of Pringles to develop flavors and innovation in packaging technology can make Pringles stand out from the crowd of competitors and make it suitable in an aggressive market environment. A huge share of e-commerce platforms lets the Pringles brand use it and communicate with a wider audience. Digital marketing investments help the brand to interact with customers and increase its visibility.

#### **Threats.**

Pringles faces severe competition as traditional potato chip brands and substitute snack alternatives make inroads. Competitors can threaten Pringles' market share by using the same packaging innovation or delivering similar flavor varieties (Abuselidze et al., 2023). Changes in the tastes and preferences of people who want healthy and natural snacks might cause Pringles to lose its market share.

Failure to adjust to advancements in consumer behavior could lead to revenue reductions. Disruptions in the supply chain, like a shortage of raw materials or difficulties with transportation, may impact on the production system and the delivery, resulting in inventory problems or delivery delays. Conducting a SWOT analysis of Kellogg's Pringles would reveal positive internal factors and negative internal factors of the brand and market opportunities and market risks of the snack sector. Pringles benefits from a good image, unparalleled package, and international business but conflicts with consumer perceptions, product variants, and rapidly changing market trends. Sustaining and strengthening the brand's position among many players, Pringles has to leverage health trends, product innovation, and emerging markets as its distinct business opportunities.

Through the strategic use of its strengths and the foresight to deal with issues, Kellogg's Pringles will be able to master the difficulties of the snacks industry and continue to triumph in the international market.

#### **PESTEL Analysis**

Overcoming weaknesses, including product components, brand perceptions, and limited product versions, would be the key factors to growing competitiveness and thereby meeting various needs of the customers (Jameel et al., 2023). From exploiting its strengths to actively addressing difficulties, Pringles will successfully tackle the complexity and remain a player in the world market. Implementing a comprehensive strategy that correlates with market tendencies and consumers' preferences will provide Pringles with a competitive advantage and safeguard it against possible threats. Therefore, Pringles will remain indispensable and profitable in the dynamic snack industry.

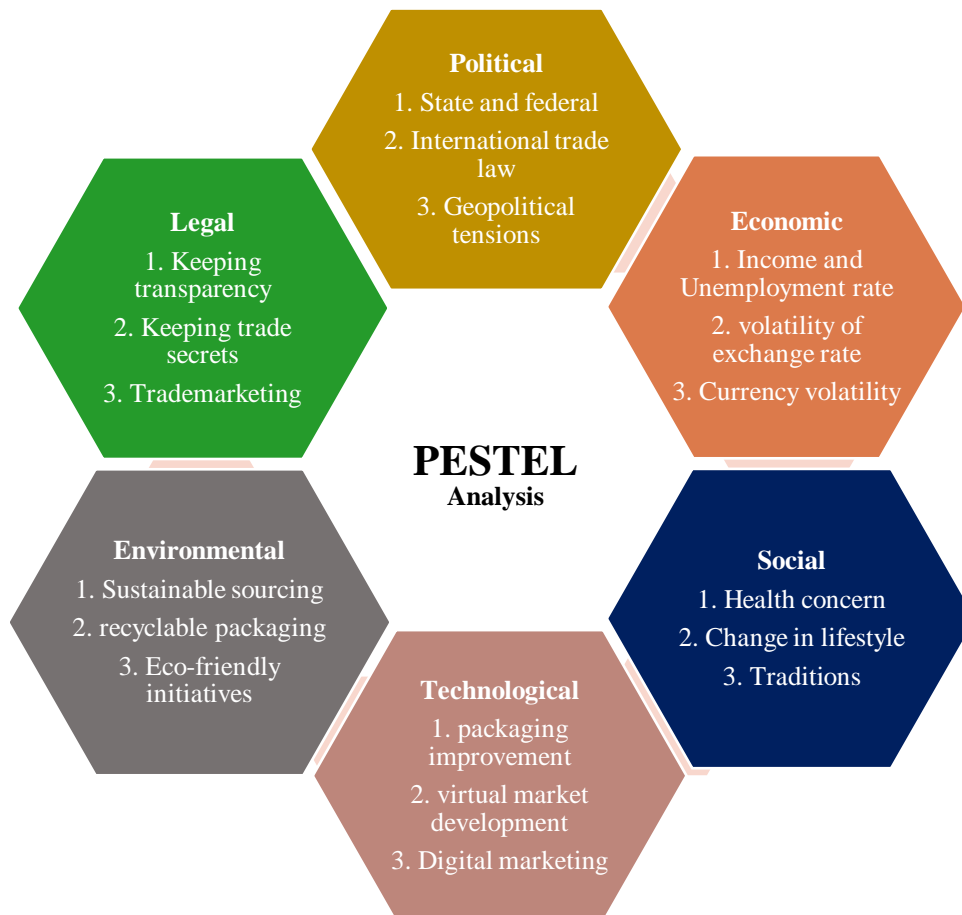
A PESTEL analysis is a strategic tool to evaluate the external macro-environmental factors that may affect a business or industry (Nandonde, 2019). Through political, economic, social, technological, environmental, and legal influences, this analysis gives a generalized notion of the bigger factors that affect Kellogg's Pringles' operating environment. The outcomes of the PESTEL analysis are illustrated in Figure 3 below. Here, all the factors considered for PESTEL analysis are mainly sorted from an extensive literature review of previous studies, recent market statistics of Kellogg, and other research articles

that analyze marketing strategies of snack and food industries.

As seen in Figure 3, trade policies, import tariffs, and food safety regulations influence global distribution, requiring Kellogg's to navigate varying compliance standards (Tumu et al., 2023). On the other hand, inflation and

currency fluctuations impact raw material costs and pricing strategies, which pushes the brand to optimize supply chain efficiency economically. Furthermore, shifting consumer preferences toward healthier snacks has led to innovations like reduced-fat and protein-enriched Pringles (Chauhan et al., 2024).

**Figure 3**  
*PESTEL Analysis Output*



Technological advancements in AI-driven marketing and e-commerce expansion have strengthened direct consumer engagement, enabling personalized promotions and data-driven product development (Hossam, 2022). Environmentally, Kellogg's is pioneering sustainable packaging with biodegradable canisters and reducing its carbon footprint through energy-efficient production (Hossam, 2022). Last of all, the brand ensures strict adherence to labeling, advertising, and

intellectual property laws to legally maintain market trust (Chauhan et al., 2024).

**Competitive Analysis**

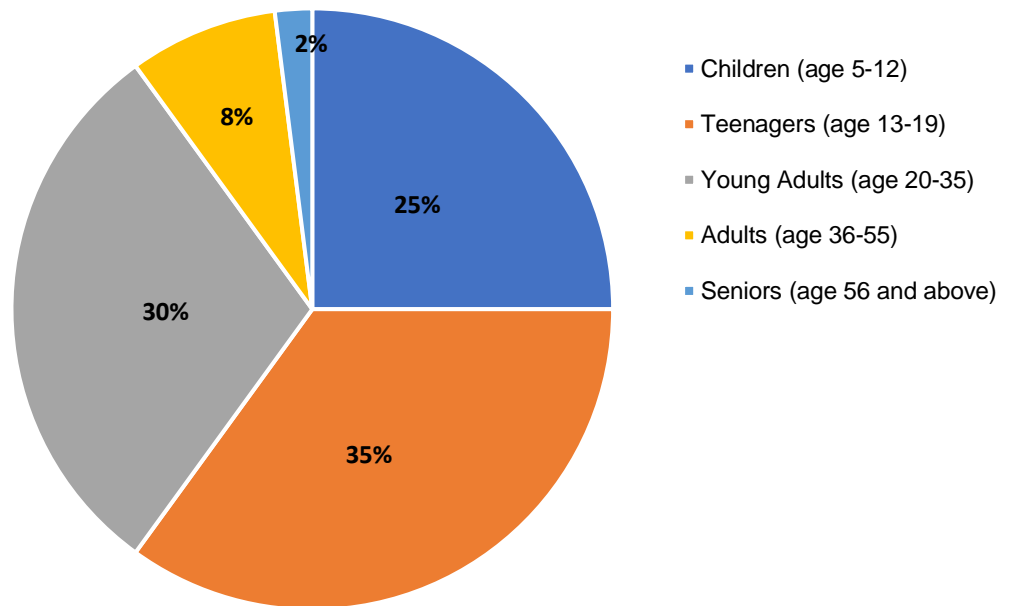
Pringles' brand positioning and competitiveness in the snack market will be illustrated in this competitive analysis. This analysis aims to unveil the strategy behind how the company segments, targets, and positions Pringles to tap into the target audience (Segura & Villar, 2023).

### Segmentation.

One of the demographic segments Pringles concentrates on is children, teenagers, and young adults. Hence, these age groups are vulnerable because of the convenience, portability, and flavor variety provided by Pringles chips; these age groups are their target market (Valderrama et al., 2023). Pringles understands that it is important to start reaching out to the younger audience because their brand preferences and purchase decisions influence future purchase behavior. Pringles commits to the age group of children, teenagers, and young adults, creating a positive market image and building long-lasting relationships with the target group.

Besides the age group, Pringles also takes into account income level as another factor for segmentation. The brand ensures that its products are available at prices competitive enough to attract consumers from different backgrounds. In this way, Pringles can compete in various income segments, thereby increasing their availability in both the mass market and the niche market. Figure 4 portrays the fundamental age-based market segmentation for Pringles marketing. As can be seen, teenagers and young adults are the main target for this product.

**Figure 4**  
*Age-Based Market Segmentation*  
(Beacom et al., 2021)



### Targeting

The marketing fundamental to Pringles would be the application of segmentation and then personalizing not only the products but also the messages to match the wants of the probable customers. Pringles mainly targets kids, teenagers, and young people as the primary target market, understanding the importance of these age groups as the significant consumers of snack foods. These

consumers include people who like the innovative packaging, unique chip design, and wide range of flavors that make Pringles the choice among youth snackers. Pringles is also aware that talking to the youth segment is crucial because, most likely, their future consumption patterns will be similar to present patterns. However, the demographic and demographic-based target market for Pringles marketing is shown in Table 1.

**Table 1**  
*The Target Market of Pringles (Confos & Davis, 2016).*

<b>Target market</b>	
Demographics	Children, Teens, and Young Adults. This target group likes snack food and is also not very health-conscious. Low to medium-income earners. Both male and female.
Geographic	Across the globe (Pringles is present in over 140 countries). Main focus on American continent, Australia and Netherlands.

**Positioning**

Positioning is one of the cornerstones of the strategic marketing plan of Pringles that places the brand in the consumers' minds compared to competitors. Pringles' brand is to be a distinct and unique snack that offers convenience, a wide variety of flavors, and the best quality to their consumers. This chosen position is supported by some promising elements that develop and reinforce the brand identity of Pringles.

The chips' particular layout and package are among the crucial identifiers of the brand. While regular potato chips are usually sold in a bag, Pringles come in a distinctive tubular shape that prevents them from cracking and preserves their just-fresh flavor. This packaging makes Pringles distinguishable on the shelf and increases awareness of the brand as a premium and innovative snack variety. In addition to its packaging, Pringles uses its undeniable flavor capacity and product innovations to position itself. Pringles features an impressive range of flavors, from the well-loved Original to the more adventurous options such as Pizza to Jalapeno. This variety enables Pringles to reach consumers with different tastes and preferences, becoming the leading brand in the snacks market.

**Discussion**

**Innovative Marketing Target Plan**

The marketing plan of Pringles is intended to establish strategic targets and tactics to be

employed by the brand in different phases of the product lifecycle, as seen in Figure 5. This part would be a thematic of Pringles' goals, which are meant to start from the introduction, growth, maturity, and decline stage. Every stage of the lifecycle of a brand features a set of problems and strengths tied to the marketing goals that aim at putting the given brand on the market leader's list. Based on the goals of Pringles in different lifecycle stages, we see the brand's strategic plan as well as the initiatives to reach and maintain its long-term competitiveness, growth, development, and consumer appeal in an ever-changing snack food market.

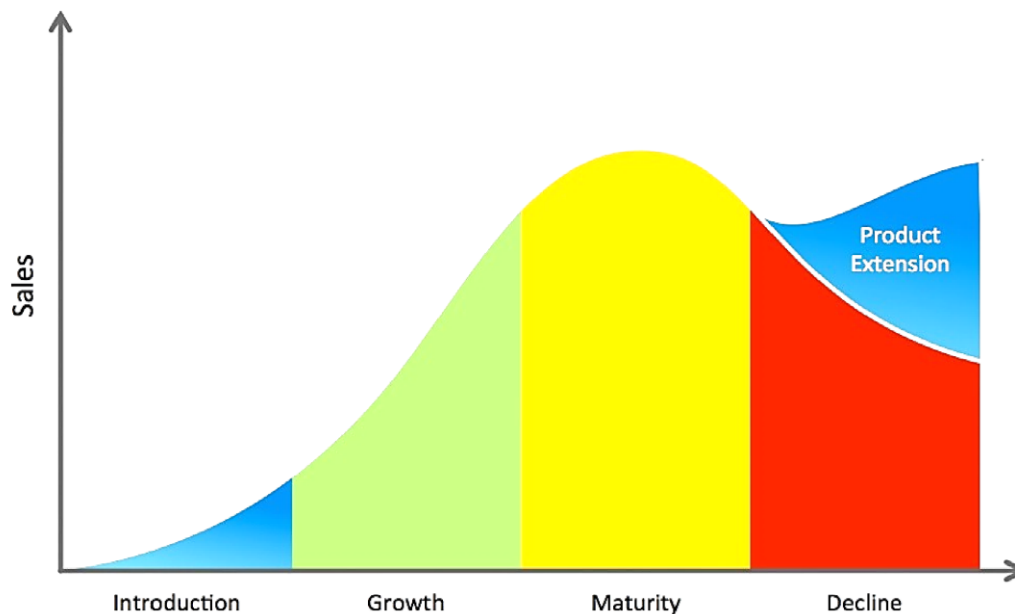
At the introductory stage, Pringles aims to reach a considerable portion of the market by applying some smart measures. In this stage, the primary aim is to make the brand name recognizable through a diverse range of promotional activities. Pringles plans to use advertisements, product sampling, and digital marketing tools to raise awareness and attract consumers' attention. In the context of the competitive snacks market, Pringles seeks to catch its audience and become one of the leading brands.

Besides expanding the market share, Pringles has another focus at the stage of development which is to improve the product line. The brand realizes that what keeps the consumer interested and the brand to thrive is innovation.



**Figure 5**

*Lifecycle stages of Pringles marketing strategy (Aybeniz Akdeniz, 2013)*



When Pringles reaches the maturity stage in the product life cycle, the key issue is how to maintain or even increase the market share and become the brand to beat in the snacks industry. Pringles achieves this by widening its marketing scope to enhance customer brand awareness. Brand recognition and campaigns that are recognizable and appealing, this is what Pringles wants to keep in mind for consumers to maintain leadership in the market in anticipation of competitors' developments. When Pringles enters the closure stage of its product lifecycle, the focus shifts towards the stabilization of the product and minimizes its impact on the corporation as a whole. There is a need to harmonize product offerings and eliminate underperforming ones to set up the product portfolio for better performance by focusing resources with higher profits.

#### **Advanced Strategy of Mix Marketing**

The mixed marketing strategy consists of product, price, place, and promotion, comprising the fundamental elements of the Pringles marketing strategy. The marketing strategy of Pringles and its contribution to the success of the company may be recognized by examining how Pringles embraces the marketing mix as a means of competing

effectively in the highly dynamic snack food industry.

#### **Product**

Pringles strategically uses product differentiation as a mode to stand out in the oversaturated snack market, where there is a lot of competition. Pringles chips satisfy their consumers with novel product elements such as exclusive flavor combinations, limited edition series, and insuperable packaging designs that ensure excitement and uniqueness surrounding the product, ultimately leading to increasing demand and purchase intent. The production of Pringles encompasses many varieties and flavors that can appeal to different types of consumers hence, Pringles can take the lead in the snack food industry.

#### **Price**

Pringles may be an expensive brand, but it still has line prices like similar products (Al Mahmud et al., 2024; Borkovsky et al., 2017; Shahana et al., 2024). Pringles can use brand segmentation to satisfy the needs of specific customer groups and attract consumers who prefer top-class brands to common or generic labels.

Pringle applies pricing methods strategically to exert pressure on sales and

customers. The brand often employs promotional prices, such as buying one and getting another one for free or giving multiple packs with minimum purchase, to incentivize buying and to test the products among customers. Not only are low-priced customers, but also those customers who think the brand is very attractive and urgent, which plays a role in sales increase and brand loyalty boost.

### **Promotion**

Pringles uses a variety of promotional tools across several channels to interact with the target market, increasing its brand awareness and grabbing the attention of a competitive market in the snacks market niche (Habibi Savadkouhi & Herman Jut, 2020; Rakibul Hasan et al., 2024). An important promotional strategy is advertising, under which Pringles spends predominantly on traditional and digital media platforms to reach its targeted audience with its key thoughts and messages. Pringles creates witty commercials that convey the message of the company through a comical pitch, memorable slogan, and eye-catching imagery to create brand awareness. Advertising serves as the main channel for Pringles to establish brand value and convey its products' attributes and uniqueness to the consumers, which leads to heightened brand awareness and preference.

### **Place**

Pringles utilizes a multi-channel distribution strategy incorporating traditional retail and e-commerce platforms to reach its target audience and penetrate the market. Besides the traditional retail store outlets, the Pringles Company also inculcates e-commerce websites as a vital channel of distribution to meet the demands of young shopping individuals. Brand partners with leading online retailers and marketplaces, such as Amazon, Walmart.com, and grocery delivery services, to make its products available for online purchase and home delivery for its customers.

With e-commerce platforms, Pringles' potential customers can be expanded to the digital-savvy public who prefer online shopping for ease of access and convenience; therefore, Pringles' products can be purchased from anywhere at any time. Pringles articulately engages in both geo expansion and market penetration strategies to boost its distribution

area and tap into new consumer niches and geographical markets.

### **Recommendations**

The future of Pringles' marketing strategy undoubtedly relies on a few more recommendations that would further enhance its development and profitability. Firstly, the brand should strengthen product innovation by investing in research and development to formulate new flavor options, pack designs, and product innovations that accommodate evolving consumer tastes and trends.

Secondly, digital marketing campaigns comprising social media advertisements and influencer partnerships will be invested in interacting and communicate with the target audience in a society increasingly adapting to the digital environment. Improving distribution channels by making the product findable and purchasable at traditional retailers and online stores. Aligning with modern technologies, many different sectors that AI and algorithms already rule can be a good example of applying strategies to improve the market plan (Akid et al., 2021; Jabin et al., 2024; Rahman Sobuz et al., 2023; Sobuz, Joy, et al., 2024; Sobuz et al., 2025; Sobuz, Khan, et al., 2024; Sobuz, Khatun, et al., 2024).

### **Conclusion**

Analyzing Pringles' marketing strategy shows that it efficiently uses different tools of the marketing mix to remain a step ahead of its counterparts in the snack food industry. The Pringles brand's product, price, promotion, and place methods can be analyzed to see that it has positioned itself as a special and creative brand that its target audience feels is its own. The brand's promise to develop periodic product enhancements, strategic pricing policies, unusual packaging, and constant promotion has played a major part in sustaining its lead position among competitors.

Moreover, customer retention can be successful by providing mainly loyalty programs and individualized promotions, leading to longer customer relationships and brand loyalty. The unceasing monitoring of market trends, buyer preferences, and competitor activities can give Pringles the ability not to be affected by rapid changes in the dynamism of the market and enable our marketing strategy to be always efficient in the long run.

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