

MARKETING PLAN 2026

Peak Protein Bars — Marketing Plan

Strategy, channels and budget for 2026

Brand & Growth Team · 2026 · Draft 1.0



Agenda

01

Situation

02

Audience

03

Strategy

04

Channels

05

Budget & KPIs



SECTION 01

SITUATION

Where we are today

6

flavours

2,400

retail outlets

22%

online share

Baseline figures are sample data.



SWOT analysis

S

Strengths

High protein, clean label
Strong gym partnerships

W

Weaknesses

Premium price
Limited flavours

O

Opportunities

Fitness boom
Quick-commerce growth

T

Threats

Imported brands
Copycat products



Target personas



Rohit, 25

GYM-GOER

Needs protein on the go.



Isha, 30

BUSY PROFESSIONAL

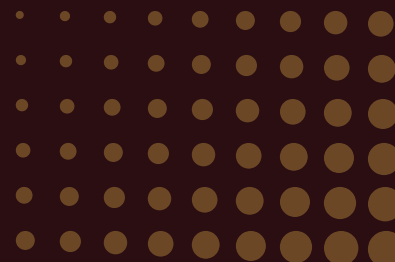
Wants a healthy snack.



Varun, 19

STUDENT ATHLETE

Budget-conscious.



SECTION 02

STRATEGY

KEY IDEA

Real fuel for real effort.

Campaign idea

Marketing objectives

1

Trial

1 lakh free samples.

2

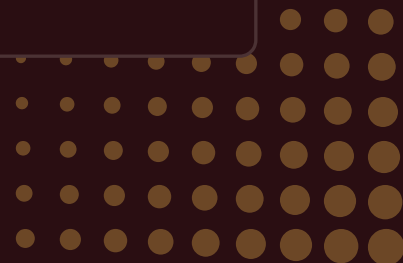
Distribution

5,000 outlets.

3

Loyalty

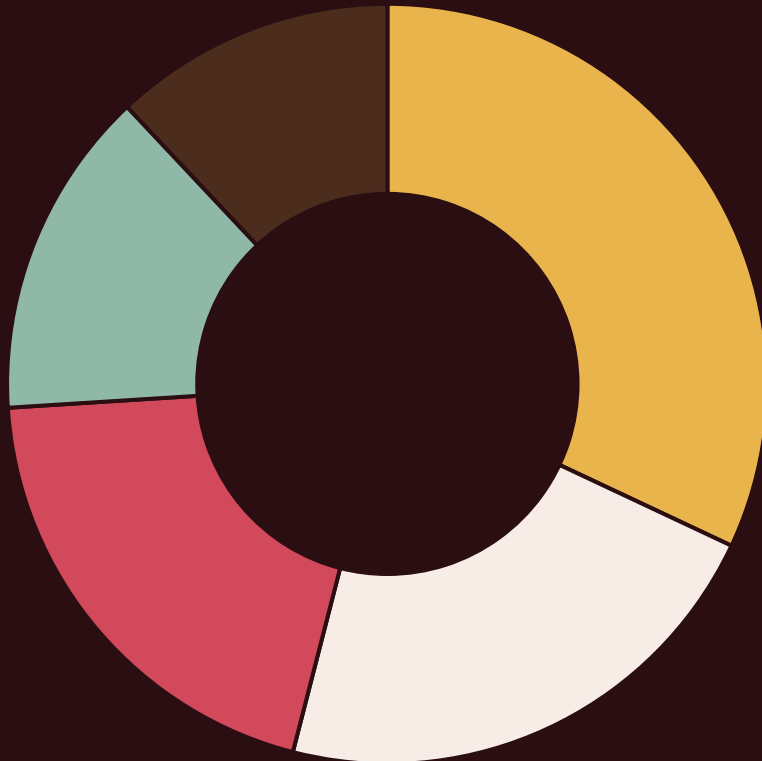
Subscription box.



SECTION 03

CHANNELS

Channel mix

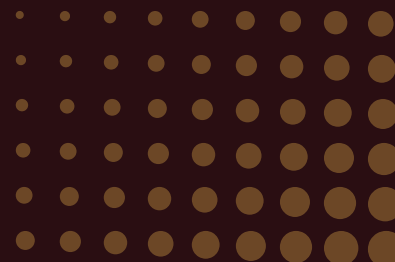
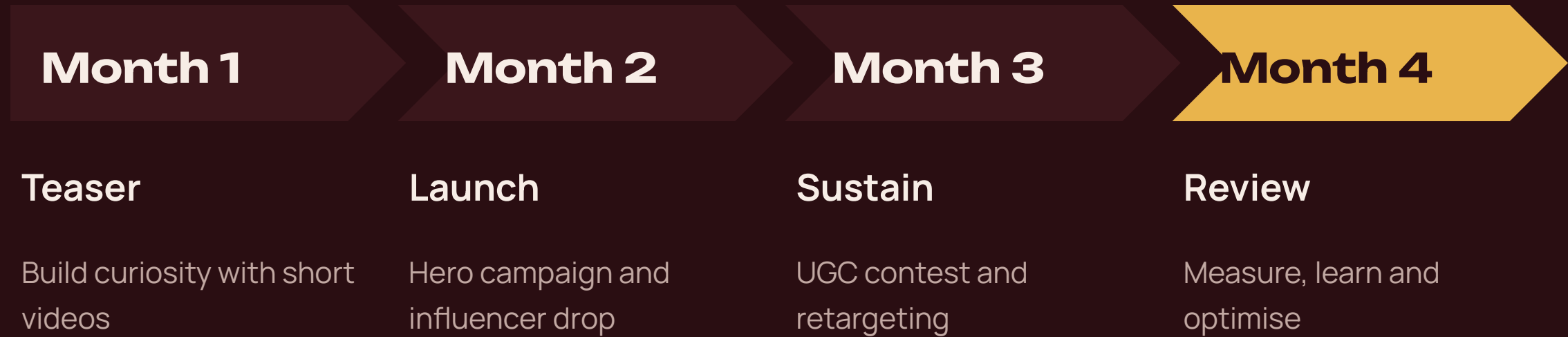


- **32%** Instagram & Reels
- **22%** Search ads
- **20%** Influencers
- **14%** Email & WhatsApp
- **12%** Offline events

Sample data for illustration.



Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type



SECTION 04

BUDGET & KPIS

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.



KPIs and targets

3x

reach vs last year

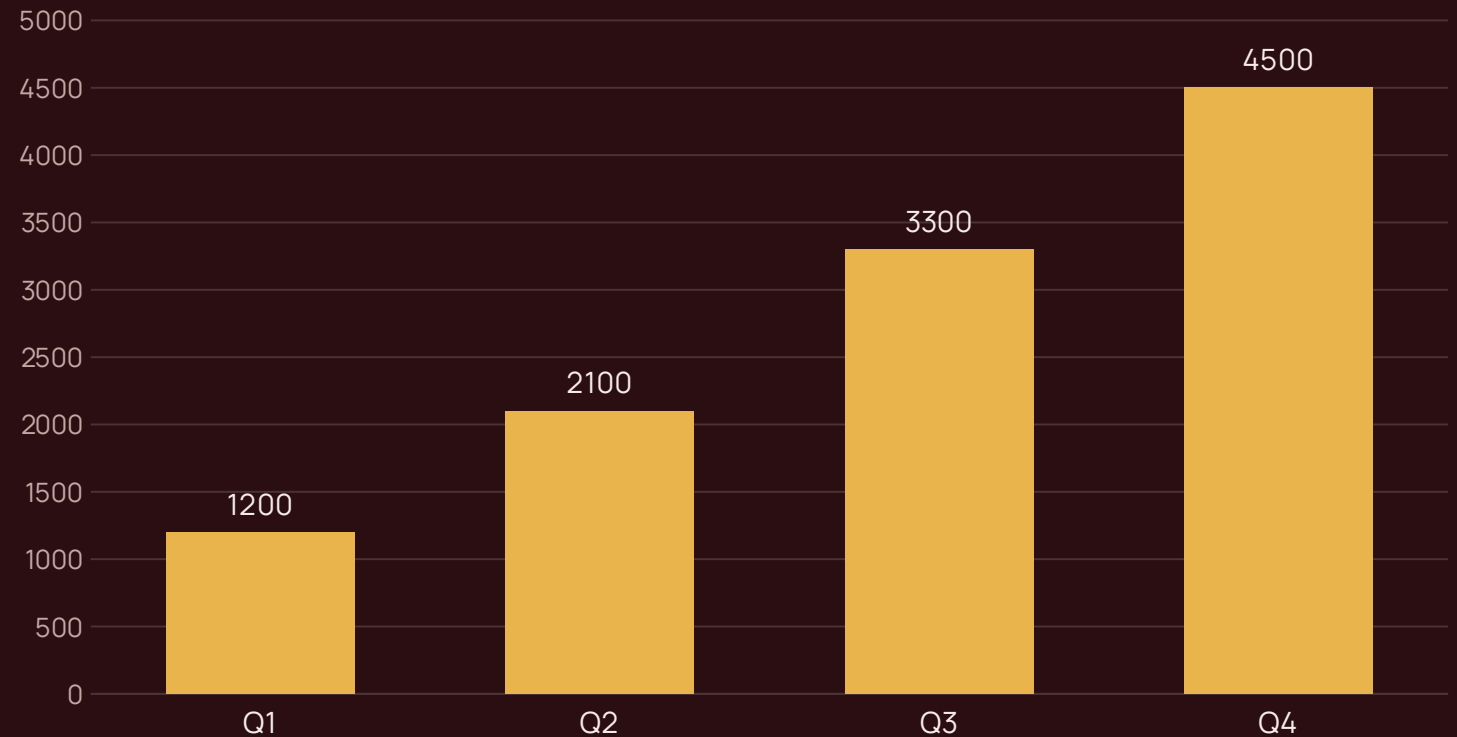
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team
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