

## **Bonne maman : traditional mark.**

The jam « Bonne Maman » was launched after the II WW. Why is it still leader on the market ?

The retro marketing is the key of its success!

The strategy and the positioning of Andros based on the retro marketing allow to create the value-added of the mark “Bonne maman” and to save its leadership.

There are all marks of successful retro promotion:

- The name recalling the childhood of customers and delicious dishes made by their mothers
- They are alone to use the notion of the homemade jam. Others jams are only consumer goods, without memories emotion.
- A successful packaging: the shape of jar is the same as a traditional glass jar, the screwtop with Vichy cloth patterns that was used before to cover jam jars, as well as the label where the name seems to be handwritten.