

# **BREAD, BUTTER AND 206**

Presentated on Nov. 2023

# Executive Summary:

The "bread, butter and 206" Campaign is designed to elevate butter sales through a captivating and multi-faceted marketing approach. By merging the charm of butter purchases with the excitement of winning a Peugeot 206 car, this campaign aims to engage consumers, enhance brand visibility, and drive substantial sales growth. This proposal outlines the comprehensive strategy and meticulous execution plan of the campaign.

# Bread, Butter and 206!

Earn a chance of winning a 206 car,  
via buying Kalleh butter!



# Campaign Objectives



Achieve 15 ton/day in butter sales within 3 months.



Amplify brand recognition and presence within the FMCG sector.



Foster consumer interaction and loyalty through enticing incentives

# Campaign Goals Details

	Before the campaign	Last Month of the campaign
Sales volume	4.5 Ton per Day	15 Ton Per Day
Sales value	691,675 \$	2,563,625 \$
Profit	13,413 \$	171,033 \$

# CAMPAIGN STRATEGY



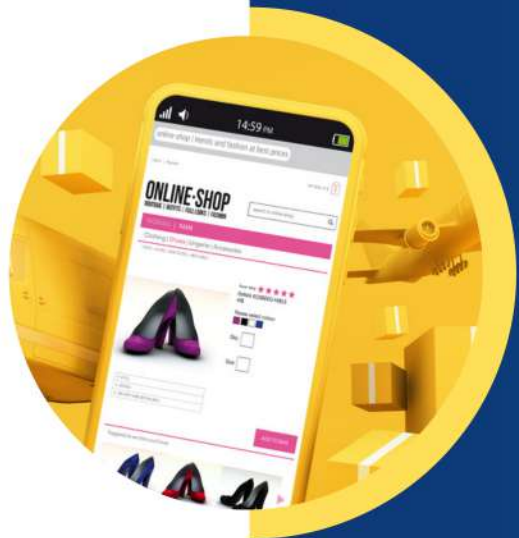
## INCENTIVE STRUCTURE:

- Award four Peugeot 206 cars to consumers via lottery.
- Award four Peugeot 206 cars to shop owners via lottery.
- Award six motorcycles and cash prize to the sales people who achieved their sales target



## INNOVATIVE SHOPPER MARKETING:

- Transition: mesh stickers to craft an inviting ambiance within stores.
- Impulse: Craft danglers at strategic locations to trigger impulse purchases.
- Destination: Re-inform the shoppers about our campaign with cooler stickers at destination points.



## STRATEGIC ONLINE ADVERTISING

- Collaborate with prominent online FMCG platforms to showcase dynamic and precisely-targeted ads.
- launch sampling programs via online grocery stores to announce more targeted shopper about the campaign

The background is a solid dark blue color. It features several abstract white elements: a large, semi-transparent light blue circle in the upper left; a thin white wavy line starting from the top left and curving towards the center; another thin white wavy line starting from the bottom right and curving towards the center; and a large, semi-transparent medium blue shape in the lower right.

**POSM**



کاله

کره پاستوریزه حیوانی  
به خوشمزگی کره ، به کیفیت کاله

کاله

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کاله

کره پاستوریزه حیوانی  
به خوشمزگی کره ، به کیفیت کاله

Mesh Sticker





Dangler



کره پاستوریزه حیوانی  
به خوشمزگی کره ، به کیفیت کاله



طرح فروش ویژه کره پاستوریزه  
دسامبر ۲۰۲۲ تا فوریه ۲۰۲۳



جوایز ویژه نقدی برای فروشندگان برتر در همه لاین ها  
به همراه ۱۶ دستگاه موتور سیکلت

Roll-up



کره بخر ۲۰۶ بپر  
جهت جلوگیری از اتلاف انرژی، لطفا ابتدا انتخاب، سپس درب را باز نمایید

Cooler Sticker



# **Digital Awareness Options**

# Digikala Slider Banner

Home Page

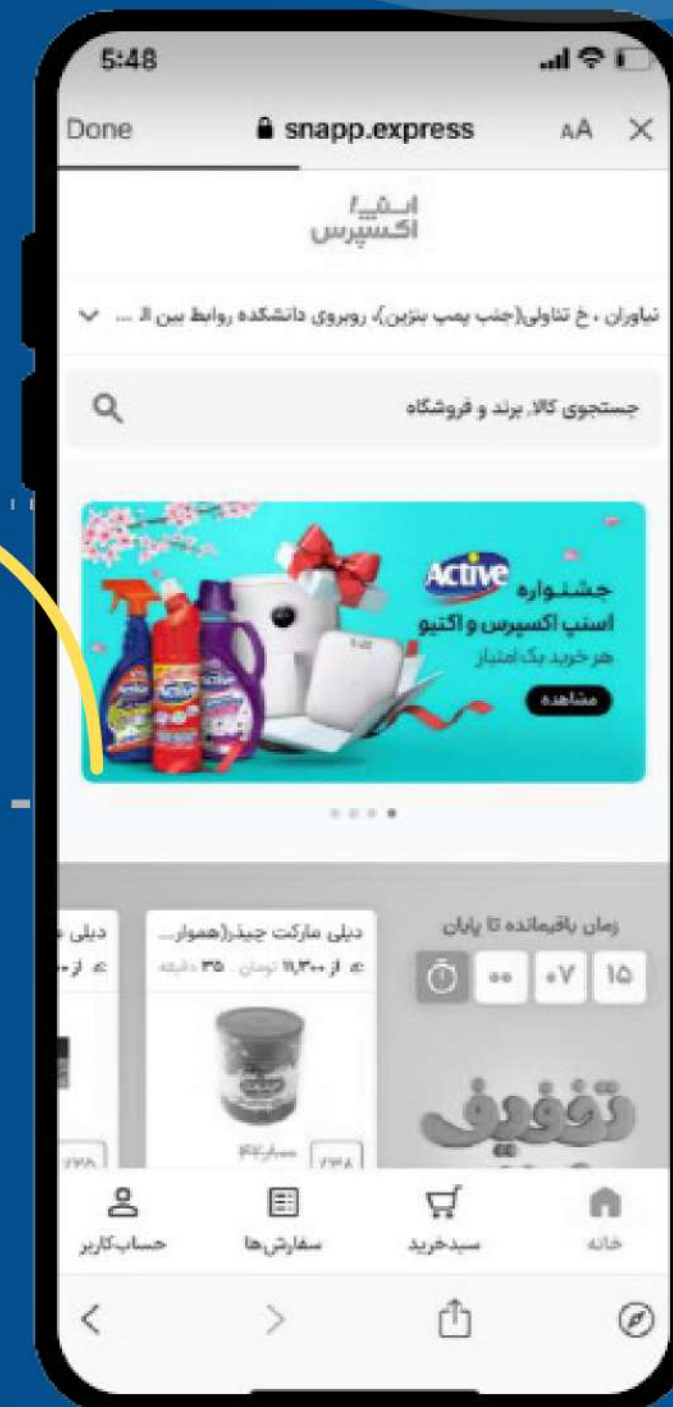


<b>Duration</b>	7 days	7 days	7 days	7 days
<b>Exposure</b>	25%	50%	75%	100%
<b>Price (IRR)</b>	1.500.000.000	3.000.000.000	4.500.000.000	6.000.000.000

# SnappExpress Type A Banner

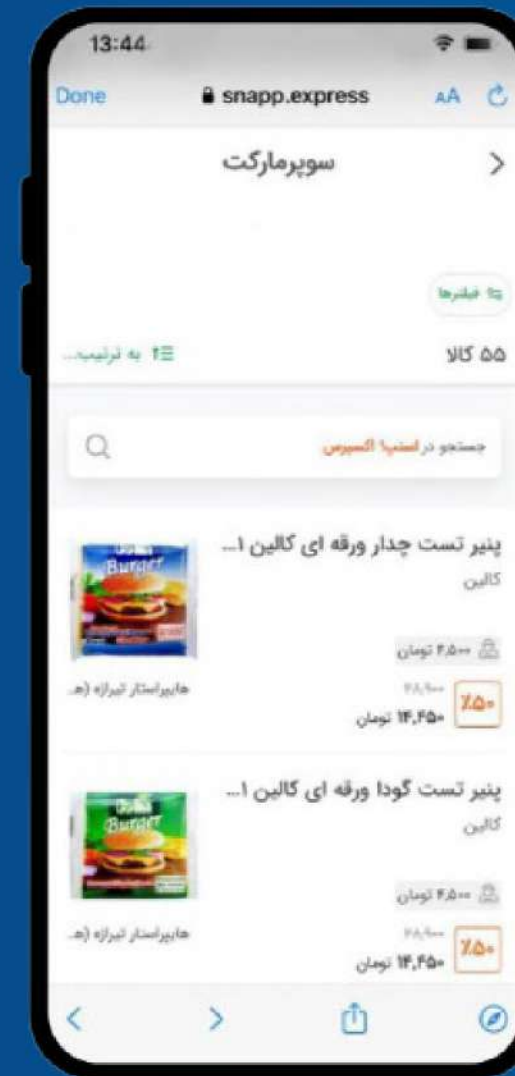
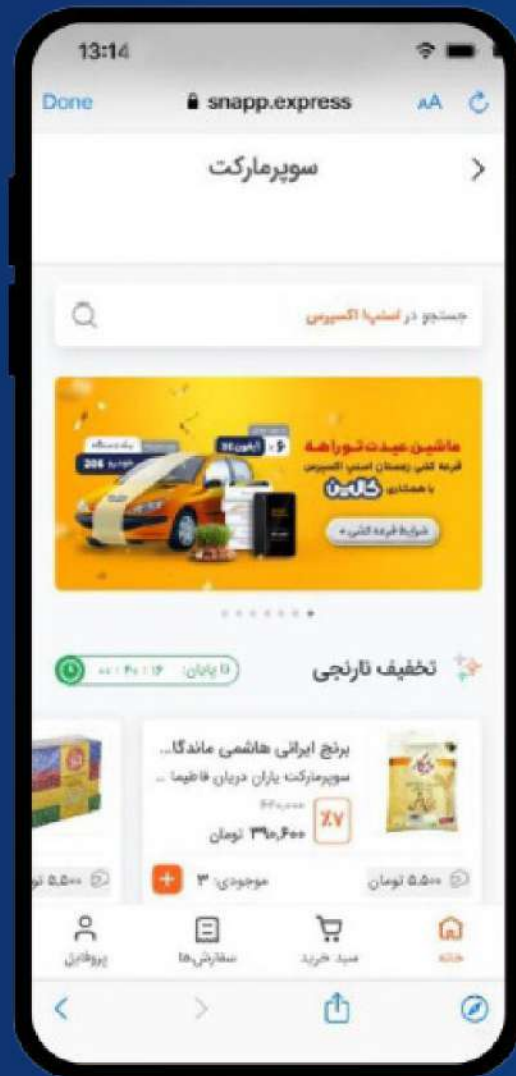
Duration	7 days
Impression	+500K daily
Price (IRR)	1.300.000.000

Home Page



# SnappMarket & SnappExpress

## Lottery



Duration

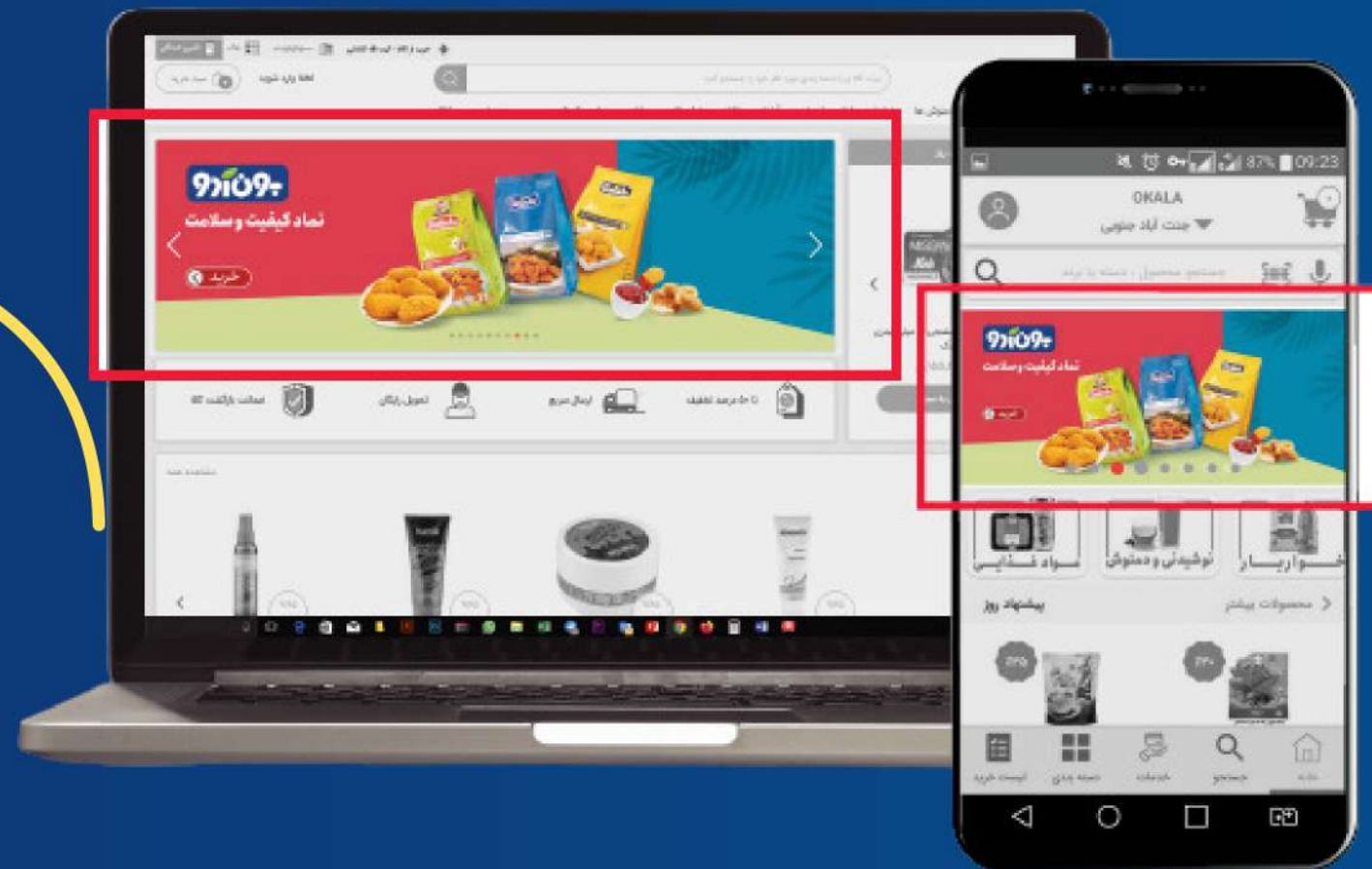
30 days

Price (IRR)

15.000.000.000 + car

# Okala Slider Banner

Home Page



<b>Duration</b>	7 days
<b>Platform</b>	Web & App
<b>Price (IRR)</b>	2.000.000.000

# Thank you!

I would be more than happy to hear your comments and ideas about this presentation.

Feel Free to contact me via:

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