

Pink Cream Campaign

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Executive Summary:

In response to evolving consumer preferences, we're excited to unveil a fresh packaging style for our breakfast cream. The new cup pack design preserves the cherished pink color that's close to our customers' hearts, evoking feelings of nostalgia and trust in pasteurized and UHT cream.

This campaign centers on empowering consumers to choose between the old and new packaging according to their preferences. We aim to reassure our customers that, regardless of their choice, the product's quality and taste remain consistent.



PINK, SAME AS ALWAYS

Choose your preferred cream,
It's pink, same as always!



Campaign Objectives



Achieve 5.6 Tone Daily uplift in cup and UHD cream sales within 3 months.



Create Awareness and trial toward the brand and product



Maximize In-Store Visibility and Sales by Strengthening the Consumer Trust

Campaign Goals Details

Product	Target T/D (Uplift)	Budget (\$)	Payback Period	+ GP	Start date	End date
200 CUP	0.6	27,200	3.5	8%	July	August
200 UHT	5			30%	August	October

Campaign Strategy Overview

Shopper Marketing

Installation of POSMs:

our in-store presence will be gained by installing POSMs in various Points in 2000 outlets in the B2C channel across the country.

Branding 30 Cars:

To create a mobile advertising network, we will brand 30 cars nationwide. These vehicles will take our campaign message to key locations, and maximizes our reach.

TradeMarketing

Attractive Discounts:

offering attractive discounts to our retail partners. This will incentivize them to actively promote and sell our product.

Gifts for Retailers:

We value our retailers, and to show our appreciation, we'll be giving away exciting gifts such as mobile phones, airpods, mugs, and more in the B2C channel. This not only motivates retailers but also strengthens our partnership.

Sales Activities:

Coverage Improvement:

We are committed to expanding our product's coverage. Through strategic distribution, we aim to reach more consumers

SFI (Shopper-Focused Initiatives):

Our campaign will focus on shopper-centric initiatives, ensuring that the consumer experience is seamless and enjoyable throughout the purchase journey.

Price Revision Strategy

Price Increase

OBJECTIVE:

- - GP to +GP

ACTION:

- RSP: 28500 t to 32500 t
- Retailer Price: 25800 t to 28800 t
- Factory Price: 23000t to 26235 t

Attractive Discounts

OBJECTIVE:

- **sales increase**
- Shelf share improvement
- retailer awareness
- retailer trial

ACTION:

- High trade margin for retailer
- 25% (12.6% TM + 12.4% Discount)

Result

-4% GP to 8%GP

Analysis



Product Profile

Cup Cream Profile

Date of launch: Dec'22
Past 3 month ADS(T/D): 0.66
Value (\$/D): 1500
GP before PI : -4%
Coverage: 8%
SOM: less than 1%



UHT Cream Profile

Sales(T/D): 20
Value (\$/D): 52,721
GP (%) : 27%
Coverage: 47%
SOM: 17%



Cup Cream Market Feedback

Strengths:

- Freshness & good taste
- Attractive Package
- Quality of cream

Weaknesses:

- Short expiry date
- Low awareness

UHT Cream Market Feedback

Strengths:

- Brand equity
- Good taste of product
- Quality of cream

Weaknesses:

- Higher price than Pegah as market leader
- Shortage of product; thus retailer' switching to other brands

SALES TREND

Cup Cream

Kg / Day



92% Sales in B2C and 3% Sales in B2W Channel

UHT Cream

Kg / Day



50% Sales in B2C and 15% Sales in B2W Channel



OBPPC

Pink Cream Kalleh

Occasion

Delightful Breakfasts

Brand

Kalleh

Packaging

200 gr cup
200 gr UHT

Price

32,500.00 IRT
(same as the market's
average price)

Channel

B2C



PTBTP

Project

- Cream BU- Procurement- Marketing- Sales Team

Target

- 5.6 Tone Daily uplift
- 30% Coverage Of Cup Cream

Budget

- Budget: 54 K \$
- Payback period: 3 months
- Profit: 10 K \$ monthly as of Dec'23

Time

- Oct. - Nov.

Plan

Trade Marketing

- Attractive discount
- Gift for retailers(Mobile, Air pod and etc.)
- In B2C

Growth: 1.5 T/D

Marketing & Shopper marketing

- POSM installation in 2000 stores
- Branding 30 cars
- In B2C

Growth: 1.5 T/D

Sales activity

- Attractive discounts
- Coverage improvement
- Increase Product awareness
- SFI
- In B2C

Growth: 2.6 T/D

Repositioning Pillar

Shopper Marketing

OBJECTIVE:

Awareness improvement

ACTION:

- POSM Material
- (Shelf talker, cooler sticker, shelf stopper, shelf frame)
- Branded truck
- Parenting with UHT 200

CHANNEL:

- B2C/B2M
- (2000 outlets)

TIME:

Oct to Nov.

BUDGET: 26,700\$

Retailer Engagement

OBJECTIVE:

Involving retailer with product

ACTION:

- Gifts for best purchaser
- Airpod
- Watches
- Mobile
- and etc.

CHANNEL:

- B2C

TIME:

Oct to Nov.

BUDGET: 6,300\$

Distribution Improvement

OBJECTIVE:

Coverage improvement
8% to 30%

ACTION:

- District target setting
- Cycle briefing
- Product knowledge
- SF sampling

CHANNEL:

- B2C

TIME:

Oct to Nov.

BUDGET: 21,400\$

Shopper multi-approach

Anchor: brand and package

Shopping Occasion	Shopper	Channel	Brand	Pack	Price	Lever	Zone	Commercial approach
Delightful Breakfast (Home, office, trip, etc.)	Female and Male Adults	B2C	Kalleh	200 gr UHT	32,500 IRT	Volume	Transition	profitability
				200 gr Cup		Incidence	Impulse	Image
						Destination		

Who are our SHOPPERS?

- Adult Female and male
- They are pleasure seekers who value their breakfasts as the main meal of day
- Social class A, B, C1, C2
- Interested in family and friends gathering to share and enjoy breakfast

How to gain their attention?

- Taste
- Quality
- Brand
- Accessibility
- Visibility



CORE CREATIVE IDEA

The same pink cream



Summarize Shoppers Occasion

I bring tasty product for a delightful breakfast

Key Sweet-Spot Statement

I bring tasty product for a delightful breakfast



Summarize Shoppers Needs

individual or family members who are looking for a high quality, and delicious cream from a trusted brand.
they are free to choose the nostalgic taste in the new or old package.



Select Key Brand Attributes

Taste, Quality and joy

Campaign Summary

Budgeting & Pay Back Period



Project timing: No 2023



Uplift: 1ton/day



Number of Stores: 1000 (Tehran & Karaj)



Budget: 1,000,000,000T



Payback Period: 3 months



Profit: 17,000\$

Goals & Objectives



Business goals:

- Increase the sales
- Increasing the market share



Communication goals:

- Increase awareness
- Increase brand preference

POS Materials

POSMs

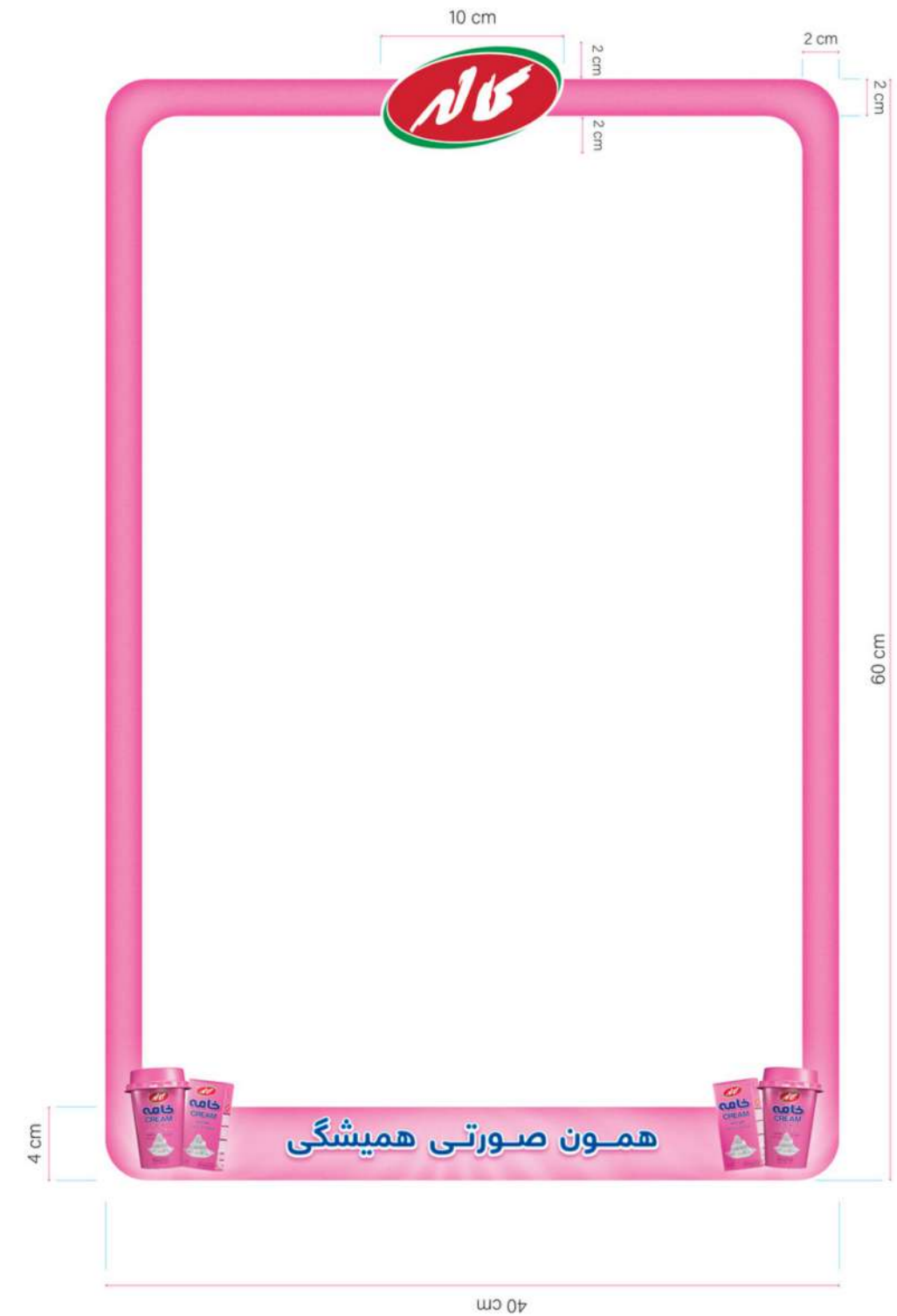


Poster



Shelf Divider

POSMs



Shelf Frame / Block

POSMS



Wobller



Cooler Sticker

POSMs



Plastic Bag



Shopping Bag

POSMs



Plastic Curtain



Shelf Talker