

SO-FIGHTERS MEGA CAMPAIGN

Cream products group in B2C and B2W line



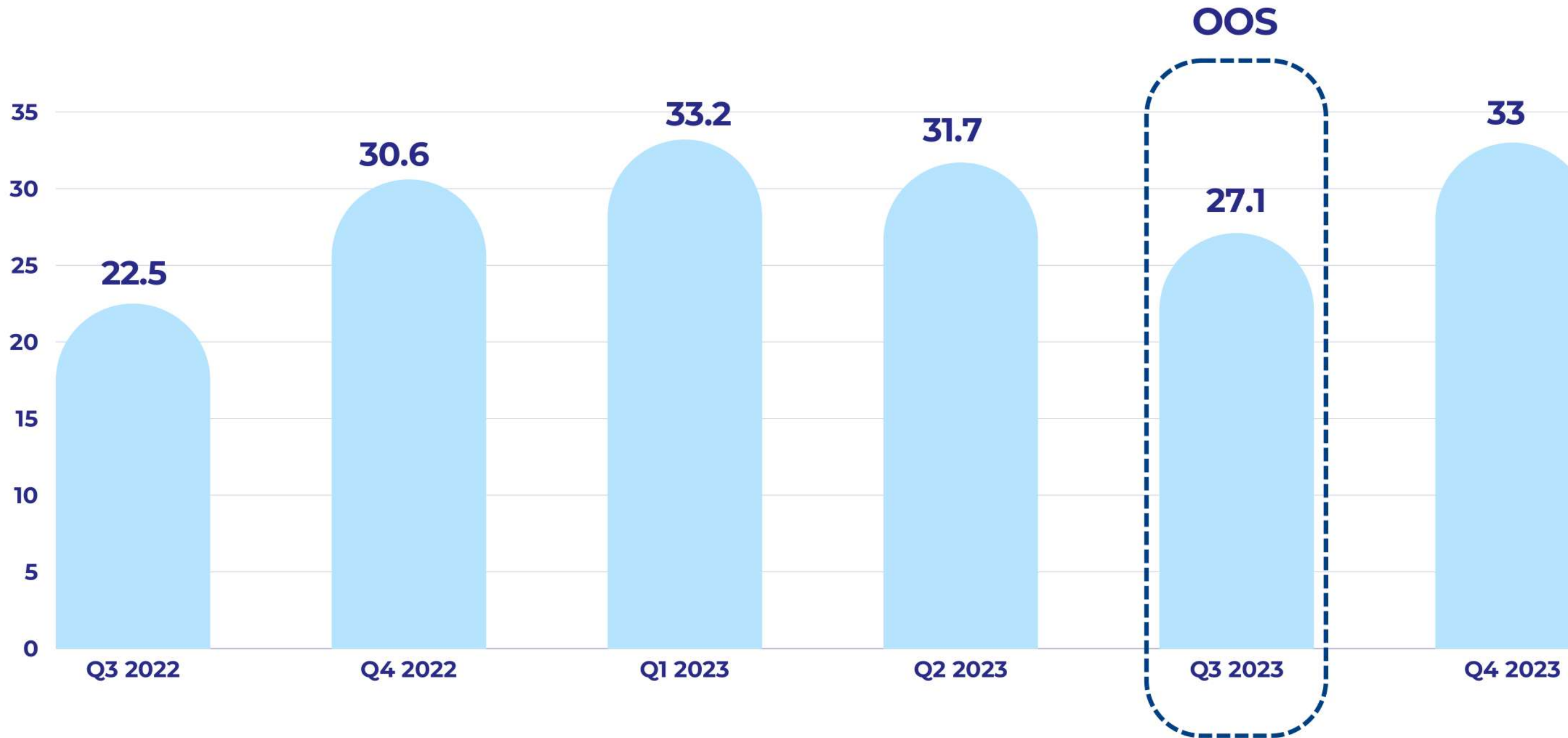
- Q1' 2023 Sales: 24T/Day
- Daily Sales: 60K\$
- B2C and B2W share: 61%
- Feedback: Soft texture & good taste

- Q1' 2023 sales: 9T/Day
- Daily Sales: 20.4K\$
- B2C and B2W share: 92%
- Feedback: The widest range of flavored cream products in the market



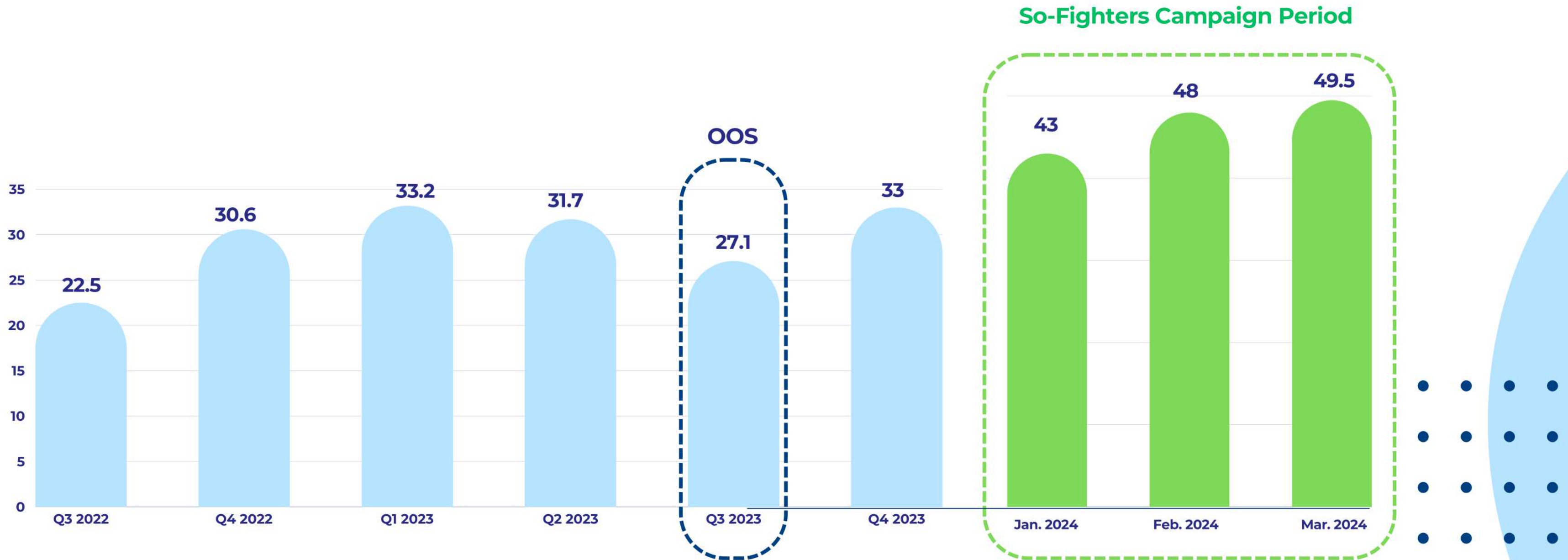
**SO-FIGHTERS
MEGA CAMPAIGN**

The sales trend of cream in B2C and B2W line



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The sales trend of cream in B2C and B2W line



**SO-FIGHTERS
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So-Fighters Campaign Pillars

Trade Marketing

- sell-in scheme for UHT -B2C
- sell-in scheme for Cup -B2C

Marketing

- PUG for Cup portfolio
- Sampling, survey and flyer for 10,000 families with Snapp! Food
- Branding 80 distribution trucks
- Influencer Marketing
- Roll up and flyer
- Product sampling for 2000 retailers in the form of breakfast in Tehran (Trade presenter)
- Retailers SMS marketing

Shopper Marketing

- In-store activities in 4000 (2k UHT & 2K Cup) selected stores include:
 - - Wobbler
 - - Frame shelf
 - - Shelf talker
 - - Entrance curtain
 - - Cooler sticker
 - -Poster

Sales

- The Opening event
- Super Fighters Tournament (Cup and UHT)
- Monthly SFI
- Teaching product knowledge & competitive advantages of products
- Special project for Tehran's hot sales team

NPDs

- Cocoa cream 200 cc
- 50 grams cream (plain, honey, cocoa)
- 100 grams cream (cherry and strawberry)
- Spilt creams (honey, raspberry, blackberry)
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Sales Force Engagement

- Champions meeting with Mr. Chairman
- Amol journey with factory visit
- Weekly announcement of best So-fighters campaign newsletter
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So-Fighters PTBTP

Project

- Cream BU- Procurement- Marketing- Sales & Distribution Team

Target

Average daily sales increase of 13.4 tons

1st month: 10

2nd month: 15

3rd month: 16

Budget

- Budget: 430K \$
- Payback period: 4 months
- Additional profit generated in 6 month period: 275 K \$

Time

- Q1'24

Plan

Trade Marketing Growth: 7 T/D

- Sell-in Scheme for B2C (UHT & Cup)

Shopper Marketing Growth: 1.2 T/D

- POSM installation in 2000 stores (UHT)
- POSM installation in 2000 stores (Cup)

Marketing Growth: 1.7 T/D

- Sampling
- Influencer marketing
- Digital marketing
- Branding of 80 trucks
- Trade Presenter (2000 stores in Tehran)

Sales Activity Growth: (2.7 + 2) T/D

- Super Fighters Tournament (Cup and UHT)
- Monthly SFI
- Sales activity of the sales team

NPDs Growth: 1.4 T/D

- Cocoa cream 200 cc (0.7 T)
- 50 grams cream (B2B) (0.3 T)
- 100 grams cream (cherry and strawberry) (0.4 T)

Trade Marketing

- The program to increase sales by allocating 40K gifts to customers in B2C
- About 40K customers are non-purchasers



Marketing

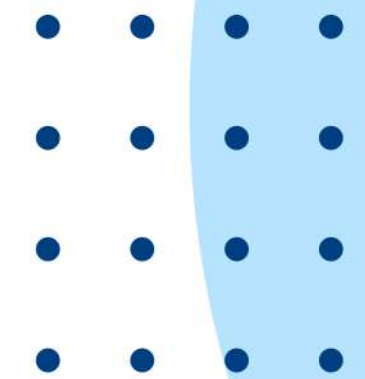
- PUG of all Cup creams under Delkhame brand
- Campaign slogan:
 - "Delkhame" is my favorite cream
 - The art of flavors in your hands



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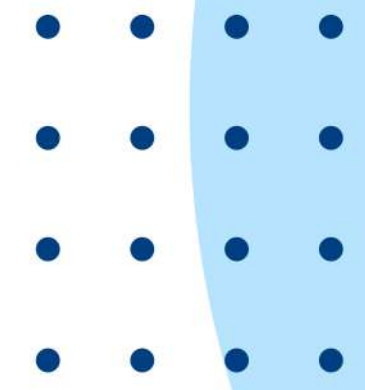
Marketing /Continued

- Sampling of flavored creams as a trade presenter package for 2K retailers in Tehran as breakfast on Delkhame (in the first phase):
 - 1.A pack including cherry cream, honey walnut cream and cocoa cream products
 - 2.A pack including strawberry cream, fig cream and crunchy cocoa cream



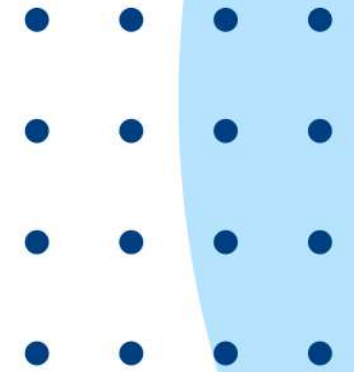
Marketing /Continued

- Sampling along with awareness through a flyer on the Snap Food platform for 10 thousand families
- Branding 80 distribution trucks
- Digital advertising, social and influencer marketing
 1. Mega Influencers
 2. Local Influencers
- Retailers' SMS marketing



Marketing

- Cocoa UHT 200 cc cream roll-up for all branches
- Cocoa UHT 200 cc cream flyer for 10K retailers



Shopper Marketing

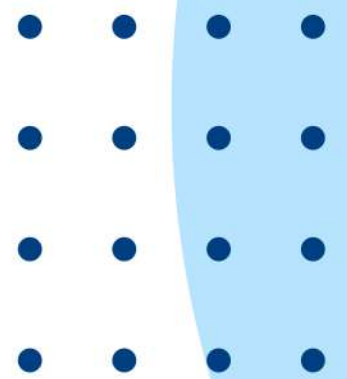
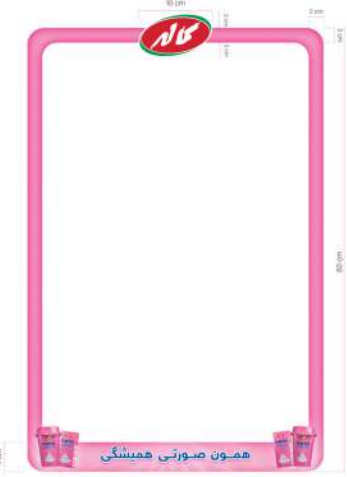
- In-store activities in 4000 selected stores (2K UHT + 2K Cup)



Shelf talker



Shelf frame / shelf block



NPDs

- UHT cocoa cream 200 cc
- Cup 50 gr cream (plain, honey, cocoa)
- Cup 100 gr cream (cherry and strawberry)



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Sales Force Financial Reward Scheme

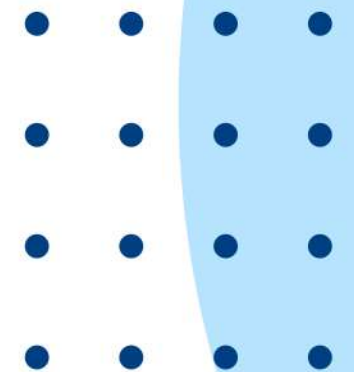
- Special award for the best Super Fighters of each province according to the defined indicators:
 - 1- Sales objective
 - 2- Sales growth
 - 3- Drop size target
 - 4- The goal of coverage
 - 5- Repurchase goal for shopkeepers

Monthly SFI

- Monthly SFI 45% success rate assumption

SO-FIGHTERS : : : : Sales Force Non-Financial Reward Scheme

- Special award for the best Super Fighters of each province according to the defined indicators:
 - Champions meeting with Mr. Chairman
 - Amol journey with factory visit
 - Weekly announcement of best So-fighters campaign newsletter





**THANK
YOU**

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