

## Advertising



## Information

<b>BRIEF</b> Planta Re launch	<b>This Copy</b>  <b>Duplicate</b>	<b>Original</b>
<b>Job Title:</b>	<b>Client/Code:</b>	
<b>Job No</b>	<b>Contact:</b>	
<b>Date:</b>	<b>Phone/Fax</b>	

1. Who we are? Brand: Product: Goods/Service: Details: Realities.  
*Planta Cooking Oil is a blend of Soya Bean, Sunflower & Canola Oil. It contains Vitamin A & D. It is 100% cholesterol free. Flavoring of Banaspati is added to give the taste & aroma of Banaspati.*

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### 2. Market Place/Competition

The cooking oil & Ghee market is more than 2.5 million tonnes/annum. The premium market is 2-300,000 tonnes/annum. Planta competes nationally in the premium segment with national & regional players like Meezan, Kisan, Sufi, Soya, Habib etc.

*Planta strong hold is the Saraki Belt which is from Rahim Yaar Khan to Multan*

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### 3. Where do we want to go? Objective

The short term objective is the conversion of competition without compromising on our current consumer base.

The long term objective is to build Planta Brand equity and make it the 2<sup>nd</sup> biggest brand in the CFO Premium category.

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### 4. Where we are? Current Market Standing.

Planta growth is stagnant over the years. However the conversion from Banaspati to Oil is increasing.

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## 5. How do we get there? Tactics/Strategy

To establish & strengthen Brand equity of Planta by making it the top of mind consumer brand associating it with health & taste. To build on brand activities by creating brand relevance of Planta in consumer life. To establish the Brand uniqueness of Planta Cooking oil in consumers minds.

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## 6. Target Audience: Market/Segments

Health and taste conscious housewife of 25-35 years of age, belonging to the middle and upper income families. They give the best of health & taste by providing well cooked & healthy meals to their families in cooking oil while retaining the aroma and taste of ghee.

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## 7. Demographics

Age: 25-35	Income: Middle-Upper Income Family	Gender: Female
Occupation: Housewife	Education: Bachelors	Religion:

## 8. Psychographic

Social Class <i>Middle-Upper Income Family</i>	Lifestyle: - Healthy lifestyle (Gives the best to her family) Taste Conscious Traditional (joint family system) Family oriented (looks after needs of Husband & Children) Hobbies~ TV (morning shows, Star Plus & Cooking Shows), Radio, reading women magazines and eating out.	Personality: - Traditional, selective (does not compromise on price & quality), warm, quality conscious & taste conscious.
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## 9. Geographic

<b>Country:</b> Pakistan	<b>City</b> Nationally	<b>Others</b>
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## 10. Behavioral

<b>Purchase Rate</b> Once a month	<b>Usage Rate</b> 5ltrs	<b>Loyalty Status</b> Yes
<b>Benefit Sought</b> Health Benefit without compromising on taste	<b>Attitude towards Product /service</b> Planta users have a positive attitude towards Planta because of its taste & pleasant aroma. It was also seen that users seek a balance between taste & health.(Research Report)	

## 11. Consumer Attitude & Perception?

Planta users have a positive association towards their brand because of its quality and taste.

## 12. How is the brand portrayed in terms of Human Persona Brand personality?

Traditional, selective, warm, trustworthy, quality conscious & taste conscious

## 13. How is the Brand Positioned?

Planta is for Health conscious consumer who wants to get the health benefits of Oil without compromising on the taste & aroma of ghee

## 14. Unique Selling proposition/competitive advantage/edge

“Tail ki Khubia Ghee Ka Maza”/ No other brand in the segment offer this benefit giving Planta a competitive advantage

### 15. Factors effecting sales/image/value

Lack of focus on Planta

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### 16. What is the marketing message that needs to be communicated?

A fresh communication needs to be made to establish the Brand USP and create top of mind recall among users & non-users of Planta. The Packaging also needs a fresh look & feel.

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### 17. Exactly what we do expect this advertising to do? Desired Result

The short term objective is to increase consumer base.

The long term objective is to build Planta Brand equity and make it the 2<sup>nd</sup> biggest brand in the CFO Premium category.

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### 18. What is the single most important message we want people to take from this advertising?

To creatively communicate the message of goodness of Oil and taste of Ghee

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### 19. Other useful information?

Vitamin A & D  
Cholesterol Free

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### 20. Communication Mix

To be suggested by the agency

Print	
Electronic	
Internet	
Outdoor	
Collateral	
Direct mail	
Event	
Publicity	
Public Relation	

### 21. What do we want the consumer to Think /Feel/Do

Have a positive association towards Planta by providing consumers a brand which gives a balance between health & taste. We want our consumers to have a healthy lifestyle without compromising on the taste which only Planta offers.

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## 22. Budgets

Budgets should be Idea Driven

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