

## **BRIEF FOR RIO DOUBLE TREAT**

### **Research Background**

Rio is a Peak Freans brand competing in the cream category. Though it has two variations, our focus is on Rio Double Treat (two cream biscuit). This is targeted specifically towards children and competes with Prince and other cream biscuits.

### **Objective**

To increase sales through innovative consumer promotions primarily through BTL activities targeted towards our consumer audience (7-12 year olds).

### **Communication Objectives**

- To build a strong association between the kids and the brand.
- Develop a culture of 'sticker swapping' amongst kids to boost the brands popularity.
- Reach out through different mediums which influence kids.  
E.G. Cartoon Network, Young World etc.

### **Target Audience**

- 7-12 year old boys/girls.
  - A school going child, active, sporty, fun loving.
  - SEC: A-B -C
  - At the brink of becoming a teen.
  - Creative, imaginative & welcome new ideas
  - Mischievous & look out for having fun
  - Love hanging around with friends

### **Need Assessment**

- Since launch of the brand two years ago, nothing has happened in relation to media to promote it.
- Keeping in mind Rio double treat as a brand with a core target audience of 7 - 12 year olds, there needs to be emphasis on providing continuous incentives to the consumer to encourage their consumption.
- To keep in line with our competitors, Rio needs to develop promotional campaigns that revitalize the brand.

### **Key Influencers**

- Television
  - Cartoon Network
  - Other channels
  - Advertising
- Magazines
  - Young world

- Friends
  - At School
  - Neighborhood
- Technology
  - Internet
  - Game Consoles E.G. Play Station, X Box.

## **Consumer Promotions**

### **Option 1** – ‘Scratch a Surprise’

- **Mechanics**
  - Have a scratch and win cards with the retailer
  - 4 ticky packs entitle you to a scratch card.
  - 2 medium rolls - scratch card
  - 1 family packet - scratch card
- You can offer a series of prizes, so that everyone is a winner.
- The series of prizes will be available with the retailer.
- In the case of winning the bumper prize, the scratch and win card will be filled by the consumer with their relevant information, which will be posted to EBM to claim the prize.

Discourage ‘Please try again’ so that the child’s motivation to win isn’t hampered.

### **Option 2** – ‘Return a Wrapper’

- **Mechanics**
  - Upon returning;
    - 4 ticky pack wrappers.
    - Or 2 medium roll packets
    - Or 1 family pack of the biscuit,
- You are entitled to a free gift from a series of 6 prizes available with the retailer.
- You will automatically enter the lucky prize draw upon returning the wrappers to the retailer by dropping your relevant information in a drop box with the retailer,
- EBM’s representatives will pick up the drop box later for the lucky draw which would take place at the end of the campaign.

### **Option 3 – ‘Sticker Galore’**

#### **Mechanics**

- **Four** ticky packs entitle you to a packet of 3 stickers.
  - **Two** half rolls - 3 stickers packet
  - **One** family packet - 3 stickers packet
- The retailer would be carrying the stickers with the face of the stickers covered and ‘not for sale’ written on the backside.
  - Rio biscuits already available on shelves will also be entitled for the campaign.
  - The sticker booklet would be made available for sale through retail stores, supermarkets, school canteens etc.
  - Once the booklet is complete, they can claim a gift of their choice from a series of 6 items. In order for the child not to lose interest in the brand once they have filled the booklet, they would try to fill another one so that they can choose another item from the series of 6 prizes.
  - Also upon completing the booklet, they enter the lucky draw for the bumper prize, which will take place at the end of the campaign.
  - The complete booklet with its attached filled coupon (carrying the same serial number) will be sent to the company and along with the prize, the sticker booklet will be returned to the consumer.
- OR**
- The filled coupon is sent to the Company and then a representative can come and verify the booklet to see if it is completed before handing over the prize.
  - The booklet will contain stickers of cartoon characters from cartoon network.

#### **Famous cartoon characters.**

E.G Pokemon, Dexter, Dual Master etc. (Determined by the children’s preference)

#### **Exploitation Plan:**

The following are the avenues we intend on exploring: -

- TVC
- POS Branding
- Promotional Website
- Magazines
- Posters
- Banners
- Outdoor Activities

**Requirements**

We would be grateful for your insights regarding these campaigns and we look forward to any suggestions you have to offer.

