

RAFHAN LAYERED JELLY COMMUNICATION BRIEF

Background

The overall desserts market in Pakistan is worth Rs.4.5billion of which the contribution from packaged and branded modern desserts (that comprises of ice cream, bake mixes, custards and jellies) is Rs.0.68billion i.e. 15% of the entire market.

Now while ice cream has grown at a very fast rate there has been a certain stagnation in the growth of custards and jellies. However, Rafhan is known for contemporary desserts, Custard and Jelly being the flagship products in the portfolio and holds a 68% share of this category.

One of the major reasons why there has been stagnation in the jellies market is because of a lack of innovations. Therefore, in an attempt to create excitement in the category and capture shelf space, Rafhan wants to offer an altogether unique product i.e. layered jelly, which does not require cooking but is ready with just 1 minute of blending. Three flavours will be introduced initially namely – raspberry, orange and black-current. We plan to launch the entire range in a fun and exciting yet premium fashion that is eye catching and accentuates high quality in a class of its own. The packaging must by all means add vitality to the brand image thereby creating excitement among consumers.

▪ **Why do we need advertising?**

Announce the launch of the New Rafhan Layered Jelly Range (raspberry, orange and black-current).

▪ **Advertising Objectives:**

- To educate the market of Rafhan's new product i.e. Layered Jelly and establish a premium position for it in the market with respect to competition.
- Develop a link with fun and excitement and highlight the connection with the core target market for this product i.e. kids.
- Communicate the innovativeness of layered jelly and how it is a one of its kind in Pakistan.

▪ **Consumer Insight driving this brief:**

Life for kids is increasingly getting stressful – they have to perform well in studies, extra curricular and be the perfect all round kid. With such a hectic routine they look forward to the moments when they can find an excuse to celebrate and just relax. (*Big/small; existing/new – celebration links to meetha*).

Target market:

The target market are kids for whom every moment has to be celebrated, whether those moments are big or small and since the product is priced at a premium it would be sought mostly by SEC A, B+ and B.

The Decision Making Unit (DMU) is essentially the Mother between 25 - 40 years who wants the best for her children and family. She goes through the pressures of a modern lifestyle and is looking for convenience to make her life simple but at the same time does not want to compromise on the end result. She recognizes the power of meetha in bringing her family/kids together.

- **What do they think and do now?**

The target market is strived for entertainment and is always in search for exciting and novel ways to have fun and enjoy themselves. And they do recognize the power of “meetha” in bringing people together and are willing to try different ways of satisfying their craving for desserts.

- **What do we want them to think and do?**

The communication to powerfully give the message that Rafhan is the only brand that is offering such a unique and premium product (layered jelly) in the market that is delicious and wholesome and inspires celebrations.

- **What is most likely to achieve this change?**

Only Rafhan makes ordinary moments worth celebrating (Discriminator).

- **Why should they believe it?**

- Rafhan’s expert image.
- Dessert being communicated as a unique and premium product not offered yet in Pakistan.
- Rafhan goes that extra mile in spreading “real” sweetness in life.

- **Measures:**

In terms of measurable effects, the advertising should be able to deliver:

- Increase consumption per household from 50gms/HH for overall Rafhan Jelly to 70gms/HH with the help of the introduction of Layered Jelly in the portfolio.
- Urban usership of 1%.

- **Timelines:**

Issue brief to agency – 12th Dec 2006

Agency to revert with Ideas – 18th Dec 2006

Ideas reviewed by Brand Team –18th Dec 2006

Agency to revert with revised concepts – 20th Dec 2006

Concepts short-listed – 20th Dec 2006

Production – 29th Dec 2006

Final delivery of product – 8th Jan 2007 (TVC, Key visuals, Press, POP, Outdoor, Radio)

