

Energile Communication Brief

▪ Why do we need advertising?

Problems to solve:

Energile has been facing brand issues that include Product, Packaging, Placement, Positioning and Image, due to which Energile has a very low brand image and has low trial appeal.

Why Now!

Energile has to be relaunched with a better product, packaging and revamped image.

To get a better trial, awareness and consumer appeal, a strong and effective communication is required to bring out the product and pack benefits, and position it as a contemporary brand that will motive trial and purchase patterns.

▪ Consumer Insight driving brief:

For 7-11 year old kid

“I don’t want to be a kid anymore. I want to feel good, look good and choose to be the best of me.”

▪ Target Market:

- Primary target market is Kid between 8-11 years of age, who is grown up, wants to make independent choices and are ready to experiment new things.
- Secondary target market is a mother, who wants her kid to have a healthy diet to keep them stay fit and active.

▪ What do they think and do now?

Urban Consumers / Single flavors

Currently Energile is considered as a flavored glucose, Predominantly a rural brand that is primarily used when feeling fatigue or in need of instant energy especially during summers or at the time of illness. It is considered to be a cheap drink not meant to serve the guest.

Rural Consumers / MFS

Rural consumers love the color & odor of Energile Mix fruit and serve to guests & for self-consumption it’s a cheap alternative to Red syrups.

Even though Energile is considered to be an old image brand but still consumers think that it has a good potential for improvement and it will generate trials once it changes its outlook.

- **Objectives**

- To build brand image through highlighting the new pack's functionality and product benefits.
- Re-inforce Brand Essence " Re-Vitalization"

- **Measures**

- To gain TOM awareness from 12% to 20%
- To achieve Conviction in BHP from 7% to 15%
- To generate trials that leads to consumption
- Brand Image as a nutritional and quality drink vis-à-vis competitors

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

Consumer perception of Energile as a healthy, refreshing and contemporary drink for everyday use.

- **Why should they believe it?**

- New Mix
- Communication that highlights both functional and emotional benefits
- Brand name that has a long standing heritage

- **Timelines**

Issue brief to the agency	-	6-12-05
Agency to revert with Ideas	-	16-12-05
Ideas reviewed by Brand Team	-	16-12-05
Agency to revert with revised concepts	-	26-12-05
Concepts short-listed	-	26-12-05
Final delivery of product	-	25-01-06