

Client:	Continental Biscuit LTD
Brand:	Candi
TV Budget:	Launch Phase: Rs. 25 Million. Post Launch Phase: 5 Million
Budget Period:	Launch Phase: 4 th Jan – 18 th Jan Post Launch Phase: 19 th Jan – 31 st Jan
Business & Marketing Objectives	
Target during advertising month (Jan): xxx Tons Feb 2013 Target: xxx Tons	
Marketing Strategy	
<ul style="list-style-type: none"> • Convert non-users/ increase brand penetration in our core target audience. • Generate Mass Trials. 	
Competitive Activity	
<p>Candi is a very well differentiated product and it has no direct competition. The only competitive set/ fight brand is in the fight for SOT with sweet biscuits. According to our Marketing Intelligence Report, RIO in the same time period might also launch their new communication campaign. And RIO also according to the U&A study scores very high on the need of satisfying “sweet cravings”.</p>	
Advertising Objectives <i>What is the role of advertising?</i>	
<ul style="list-style-type: none"> • Rejuvenate the brand and establish the brand essence of “Khaas Mithaas” with the SVC. • Build brand awareness to generate trial – <i>No advertising on the brand for the last 2.5 years</i> • Build loyal consumer base. 	
Media Objectives <i>What you want media to solve for you?</i>	
<p>Increase brand awareness to 90+ from 80</p> <p>Improve BUMO by 2%. (8% to 10%)</p>	
Communication Goals <i>- Communication launch</i>	
<p>Frequency – Focus on building high frequency to establish the communication message</p> <p>Reach – Target minimum reach of 80+ on target audience</p>	
Target Audience <i>Age, sex, psychographic, current users, competitive user, etc.</i>	
<p>The target audience is as under,</p> <ul style="list-style-type: none"> • Adults age 18 – 35 years Male and Female. • SEC A & B • Pri: Urban and Semi Urban • Also evaluate building aspirational affinity with the Rural Consumer. 	

Copy Variations

In the starting 5 days of the break we will run the full 50 seconds copy along with the break bumper. Later adaptations along with the full copy and BB will go on-air.

TV

Variation 1: Full Thematic

Variation 2: Adaptations

Variation 3: Creatives as recommended by the media agency

MEDIA PRESENCE WEIGHTAGE			
Item	Launch Phase	Post Launch Phase	Maintenance
Full Thematic – 50 sec	80%	40%	20%
Adaptations	10%	40%	70%
Creatives	10%	20%	10%

Radio

Variation 1: Full thematic in the 1st week of launch

Variation 2: Adaptations

Geography

- Candi as a brand has very good presence across the country.
- The brand is growing in all the parts of the country across all age groups, geographies & SEC's
- The highest growth has come from Central Punjab markets where the acceptance of sweet snacking has always been higher comparatively.

Special Occasions

TV

Media agency to evaluate on the following recommendations

- Sponsoring hourly clock/headline news.
- Product endorsements on entertainment channels
- Endorsement and sponsoring segments in morning shows
- Sponsoring youth focused programs – music and movies
- Content Integration in music channels
- However maximized amount should be use to air the main thematic copy in the launch phase instead of the creative content.

Radio

- Station branding during the launch week
- RJ endorsements and quiz competitions
- Morning and evening drive time sponsorship.
- Content integration in youth focused programs.

Creative Size/Length

Main Thematic Copy - 50 Seconds
 Adaptation – 20 seconds – *To Confirm on the duration*
 5 Second bumper

Other Comments *Any other factors?*

- Brand should have the highest SOV in the biscuit category and the lowest CPRP.
- Confidentiality of launch date should be kept.
- Ensure maximum first spot placement.
- Plan must target minimum reach of 80+ on target audience.
- The placement should target 90+ on Affinity Index.
- Plan should also include terrestrial channel to improve our awareness in the lower strata and rural areas.
- Agency to share other special occasion to give mileage to the brand.

Brief Written by

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Approved by

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Distribution

Date: XXXXXXXXXXXX

