

2015



#ICECREAM

THAMMASAT UNIVERSITY – 30 MAR'15



AGENDA

1. General ice-cream industry
2. The world of Cornetto ice-cream
3. Brand vs Digital JTBD + communication plan
4. YOUR CHALLENGE!
5. Q&A





Generation Z

(Born 1991 – 2005, aged 7 – 23 y.o.)

- Known as “Digital Native”
- Witness widespread digital technology & electronic gadgets
- Characterized as tech-savvy, speed demons, and tolerant of diverse culture
- Realistic sensitivity to global issues and environmental concerns





Drivers

GLOBAL POP-CULTURE INFLUENCES, BOTH WESTERN AND EASTERN



LOCAL ROLE MODELS THAT BREAK AWAY FROM TRADITIONAL MOLDS



FAST-EVOLVING TECHNOLOGY & MEDIA...



Instagram



Google

dreamstime.com

ENJOY the ride LOVE the ending



Values & Expressions

• **INDIVIDUALISTIC & EXPRESSIVE THAN PREVIOUS GEN**

• **HAVE UNIQUE IDENTITY STANDPOINT BUT STILL
NOT WANT TO BE STEREOTYPED**

• **VALUE GROUP BELONGING.
CHOOSE TO EXPRESS THEIR UNIQUE IDENTITY AS A GROUP.**

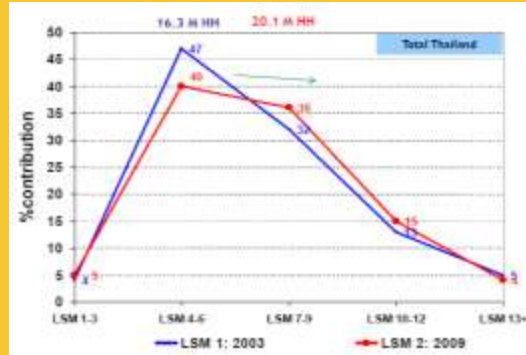
• **FRIENDS ARE STILL THE SPACE WHERE
THEY CAN LIVE THEIR PASSIONS.**





Values & Expressions (Cont')

HIGHER SOCIAL MOBILITY AND PURCHASING POWER. THEREFORE, EXPOSURE TO INTERNATIONAL AND



KNOWLEDGE-HUNGRY AND REQUIRE INSTANT FEEDBACK

WHILE THEY ARE OCCUPIED WITH OTHER LIFE PRIORITIES, LOVE/FLIRTING IS MEANS TO HAVE FUN IN THE PRESENT MOMENT.



ENJOY
the ride
LOVE
the ending

Their A Day in a Life

Teens usually go online most of the time.

Weekday

Morning
(05.01-09.00)



Get ready for school/
Travel to school/
Use Mobile Phone

Before Noon
(09.01-12.00)



Studying/ Spend time w
Friends/
Surfing Internet/ Use
Mobile Phone

Afternoon
(12.01-16.00)



Afternoon Study/
Snacking/ Play w
Friends/ Surfing Internet/
Use Mobile Phone

Evening
(16.01-19.00)



Dinner @home/ Watch
TV/ Use Mobile Phone/
Surfing Internet/ Go for
Exercise

Late Evening
(19.01-00.00)



Watch TV/ Surfing
Internet/ Use Mobile
Phone/ Sleep

Weekend

Morning
(05.01-09.00)



Wake up lately/
Watch TV/
Use Mobile Phone

Before Noon
(09.01-12.00)



Spend time w Family or
Friends/ Watch TV/ Use
mobile phone/ Surfing
Internet

Afternoon
(12.01-16.00)



Spend time w Family or
Friends/ Snacking/ Use
mobile phone/ Surfing
Internet/ Visit Shopping Mall

Evening
(16.01-19.00)



Dinner @home/ Spend
time w Family or
Friends/ Use Mobile
Phone/ Surfing Internet/
Go for Exercise

Late Evening
(19.01-00.00)



Watch TV/ Surfing
Internet/ Use Mobile
Phone/ Sleep





Brand Campaign Idea

**Enjoy The Ride,
Love The Ending**



WHAT IT IS





FUN



EXCITING



FRESH



MODERN

CLASSICAL

8-BIT

WORLD

Art
MUSIC

DUB

BIG
BAND

Clicks
in-cuts

2-TONE

SOUND

MUSIC

KRONOS

NEW
ARTS

YOUNG



A man with a long, flowing white beard and a blue and white tennis outfit is standing on a green field. He is holding a tennis racket. The field is covered with many white tennis balls. The background is a solid green color.

AND A
LITTLE BIT
NONSENSE



**SOCIAL AND OUTWARDLY
ORIENTED**



CORNETTO
IS NOT

A group of men in dark suits and ties standing in a line, with the word "ELEGANT" overlaid in large white letters. The background is a blurred indoor setting with warm lighting.

ELEGANT



SOPHISTICATED
TED

SERIOUS

A young girl with light brown hair, wearing glasses and a red dress, is smiling and covering her eyes with her hands. She is wearing colorful, striped wristbands on both wrists. The background is a warm, wooden interior with a lamp and a rainbow decoration.

CHILDISH



HEAD OVER HEELS





**SEXUAL OR OVERTLY
SENSUOUS**

x



HE/SHE
IS THE LOVE
OF MY LIFE

x



Competitive Context



ENJOY
the ride
LOVE
the ending



Product Range :

(Driving 2-tiers strategy)

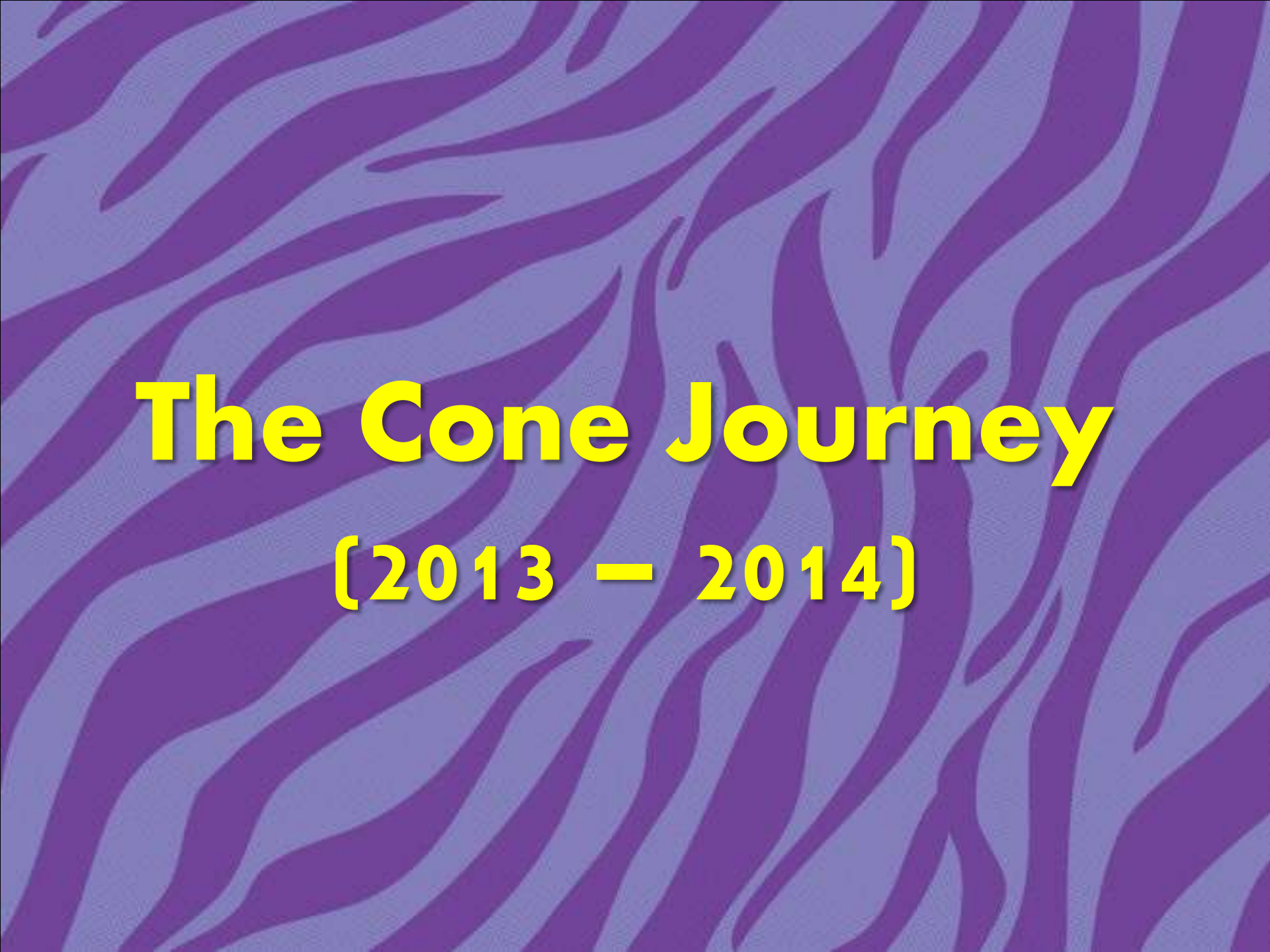


25.-

20.-



ENJOY
the ride
LOVE
the ending

The background of the slide is a solid purple color with a pattern of darker purple, wavy, vertical stripes that resemble zebra print or a similar animal print.

The Cone Journey

(2013 – 2014)



ICONIC

2013

Re-launch Cornetto (New logo, Local Presenters: Ploy, Joey, 25H)



RED RANG

2014

Get closer to fav. International artist (RED theme products + promotion)



360 Plan Summary



TVC



Lid Promotion

Cornetto
The RED Ride

Sponsorship & Music Channel



Activation



Radio



POS

OOH

• OOH LED in BKK and core provinces



Digital

PR



RED Party



Taylor Swift - 'I Knew You Were Trouble' PARODY



ENJOY THE RIDE, LOVE THE ENDING
#FEATURING



มา FEATURING กันแบบนี้



NEW
PRODUCT



New presenters
and new single



Cupidity
film (love
story)



Flip and
win!



Eat more ...
get more

Eat more
and WIN!





DRIVE SALES AND BRAND EQUITY



Drive sales with teen's related brands and cool gadgets



WIN

Drive brand equity and sales by partnering with international artist and articulate a "money-can't-buy" experience



LOVE the ending



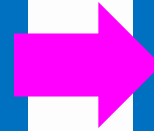
CORNETTO TASK MAP 2015 (THAILAND)

CURRENT

DESIRED

DO

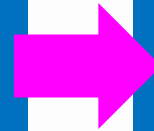
I don't buy CN when I want to snack.



I want to buy CN when I want to snack especially with my peers.

THINK

CN is just a regular cone ice-cream with different flavor offerings. It's doesn't appeal in my top-of-mind when it comes to snacking occasion.



I think that CN is an iconic brand that allows me to unwrap my feelings and not afraid to take first step for love and friendship.





Given the brand's proposition, as a brand team, you are task to initiate a campaign on teens' digital touchpoints (facebook, youtube, instagram, twitter) that drive sales while building Cornetto brand credential as an iconic brand for teenagers.

Remarks

1. Use the available Cornetto product (current variant)
2. You cannot change the packaging 😊 But what are other options than back of lid code? >> Think creatively.
3. Know your target audience "Who are you talking to?"
4. Know your JTBD and purpose of the campaign.
5. With the right insight, wise execution and media channel >> WIN!

Cornetto's available digital channels :

- Facebook: www.facebook.com/CornettoThailand
- Youtube: www.youtube.com/CornettoThailand
- Instagram: @CornettoThai





CORNETTO DIGITAL CAMPAIGN JTBD

(Example)

GET

Who are you targeting and what do you know about them?

TO

How do you want them to think, feel or act differently about your brand?

BY

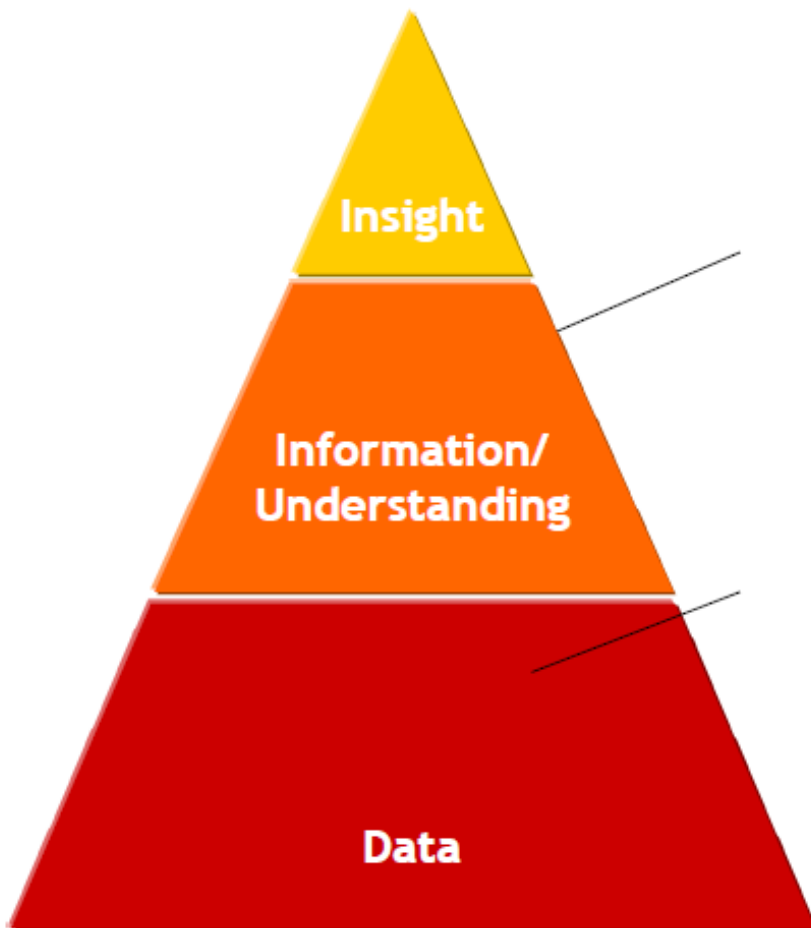
How do you propose to do this through your content?

**CAMPAIGN
PERIOD**



WHAT IS INSIGHT?

Insight is not...



Understanding, Learnings

What we understood of an issue by **interpreting the facts, that can be reapplied**

- “In this category the key driver of choice for consumers is product efficacy. Brands that are strongly associated with this attribute are less price-sensitive and less exposed to PL share gains.”

Data, Observations, Findings, Facts:

What we saw in the data/results **without interpretation**

- “The category is down 2% and the brand is up 4%”
- “Heavy hair colour buyers purchase 10 or more units annually, with 12% of buyers accounting for 33% of volume”
- “I’ve seen a shopper smelling the product before buying it”



WHAT IS INSIGHT?

What is Insight?

Resounding...(*)

- A clear, emphatic and penetrating understanding
- Encourages an 'aha' response
- Resonates with the target and within the business

Throws new light...

- Gives pause for thought
- Raises questions
- Encourages a reappraisal of existing knowledge / understanding

(*) **resounding** [rɪ'zaʊndɪŋ]
adj
1. clear and emphatic; unmistakable *a resounding vote of confidence*
2. full of or characterized by resonance; reverberating *a resounding slap*

A resounding truth

- that throws new light on what we know
- or reveals the unknown
- to unlock fresh thinking

Truth...

- True to what people believe, how they think, how they behave, what they feel
- Universally recognised as reality by those to whom it applies

Reveals the unknown

- Encourages us to look at things in a different way
- Discovery of something new

Unlocks fresh thinking...

- Opens up different possibilities and opportunities
- Encourages you to listen with fresh ears and see with fresh eyes





WHAT IS INSIGHT?

Great Insight – Nintendo Wii

“Gaming isn’t inclusive, it’s not easy enough to allow anyone to play or social enough to encourage everyone to join in”





WHAT IS INSIGHT?

Great Insight – Heinz Ketchup

“People love ketchup, they don’t love spending ages **getting the last drops out of the bottle**”



😊 THANK YOU 😊



Q&A

× ENJOY THE RIDE, LOVE THE ENDING ×

Cornetto