



#แบบไหนก็แล้ว

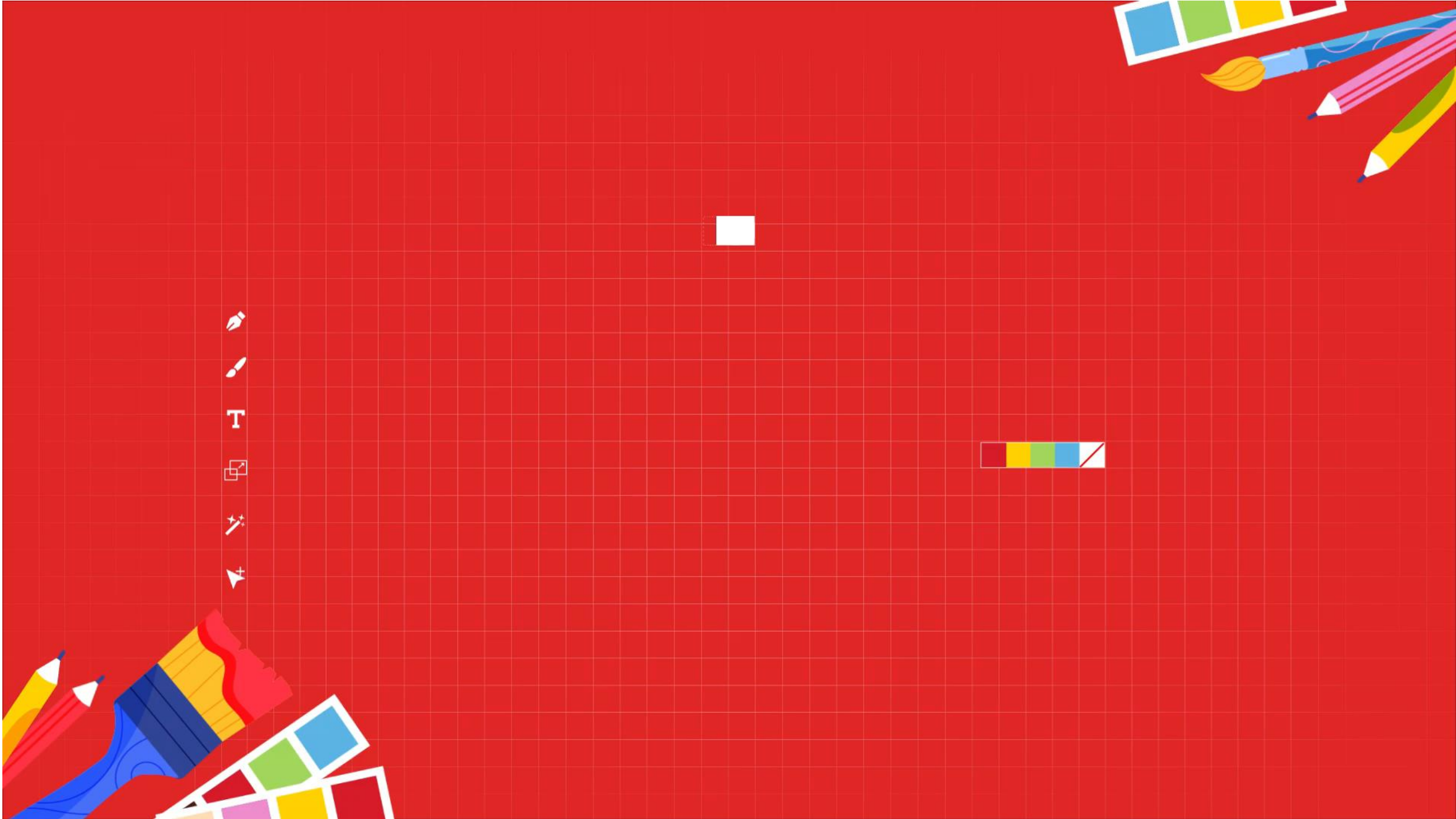
KITKASE CHALLENGE by

ชวนน้องนักศึกษาทั่วไทย ดีไซน์แพ็คเกจจิ้งแคม พร้อมโปรโมทให้สุดปัง
ในวันวาเลนไทน์ 2567 ภายใต้คอนเซ็ปต์

LOVE IS FULL OF SHADES

คิดจะพิ๊ง คิดถึง 







KitKase Deliverable

I) Packaging Design

- Extraordinary, modern and vibrant design relevant to Valentine's Insights
- Irresistible for Gen-Z to grab it from CVS / SH shelf and considered for gifting to anyone they love
- Stand out among competitors, new new
- In-line with KitKat brand personality (witty & fun)
- Bring campaign idea 'Love is full of shades' to life which love is unique and doesn't necessary to be just Pink and Red. Imply all kinds of love not just only Couple but Single, BFF, or Sibling.
- Convey love message/symbolic i.e. wording, icon, graphic



KitKase Deliverable

I) Packaging Design

- KitKat 4 Finger Pack, Horizontal (as shown)
 - ✓ Min. 6 designs
 - ✓ CMYK+1, Red color is 1 Design
 - ✓ KitKat Logo is prominent at 30% of pack





KitKase Deliverable

II. Marketing Plan

- Key message and digital communication
- Recommended media touchpoints to build consideration & purchase
- Key activations / engagement to Gen Z



KitKat Challenge Concept under

LOVE IS FULL OF SHADES

How to Submit:

- Submit your case at <https://kitkasechallenge.vfairs.com/>
- PowerPoint file / PDF file 5-7 pages including illustration of the packaging design & marketing plan, short VDO format could be included.
- Period: 5 January – 15 February 2023

The graphic features a red background with a white grid. On the left, there are illustrations of a white KitKat wrapper and a brown KitKat wrapper, with a small rainbow flag icon. Below the wrappers are three stylized human figures (two men and one woman) holding devices. A hashtag "#แบบไหนก็แล้ว" is written in Thai script. On the right, the text "KITKASE CHALLENGE by KitKat" is displayed in a white dashed box. Below this, Thai text reads: "ชวนน้องนักศึกษาทั่วไทย ดีไซน์แพ็คเกจจิ้งแคว พร้อมโปรโมทให้สุดปัง ในวันวาเลนไทน์ 2567 ภายใต้คอนเซ็ปต์". At the bottom, the slogan "LOVE IS FULL OF SHADES" is written in colorful letters, and the Thai text "คิดจะพิชิตคิดถึง KitKat" is at the very bottom.

KITKASE
CHALLENGE by

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LOVE IS FULL OF SHADES

คิดจะพิชิตคิดถึง



Applicants:

- Master's and Bachelor's degree students
- 3 Pax per Group

Criteria to win:

- **Idea & Creativity (60%)**
 - Newness (20%)
 - Fit to Brand (20%)
 - Idea & Designs link to 'Love is full of shades' (20%)
- **Gen Z insight & Relevancy (20%)**
- **Completeness of Launch Plan presentation (20%)**



Prizes:

- Winner : 100,000 THB
- 1st Runner : 50,000 THB
- 2nd Runner : 30,000 THB

Special for Winner:

- 1 Day experience with KitKat Brand (Detail TBC)
- A fast track to be Management Trainee/Nestern program

Winner announcement:

- 27 February 2023



KitKat Challenge Concept under

LOVE IS FULL OF SHADES

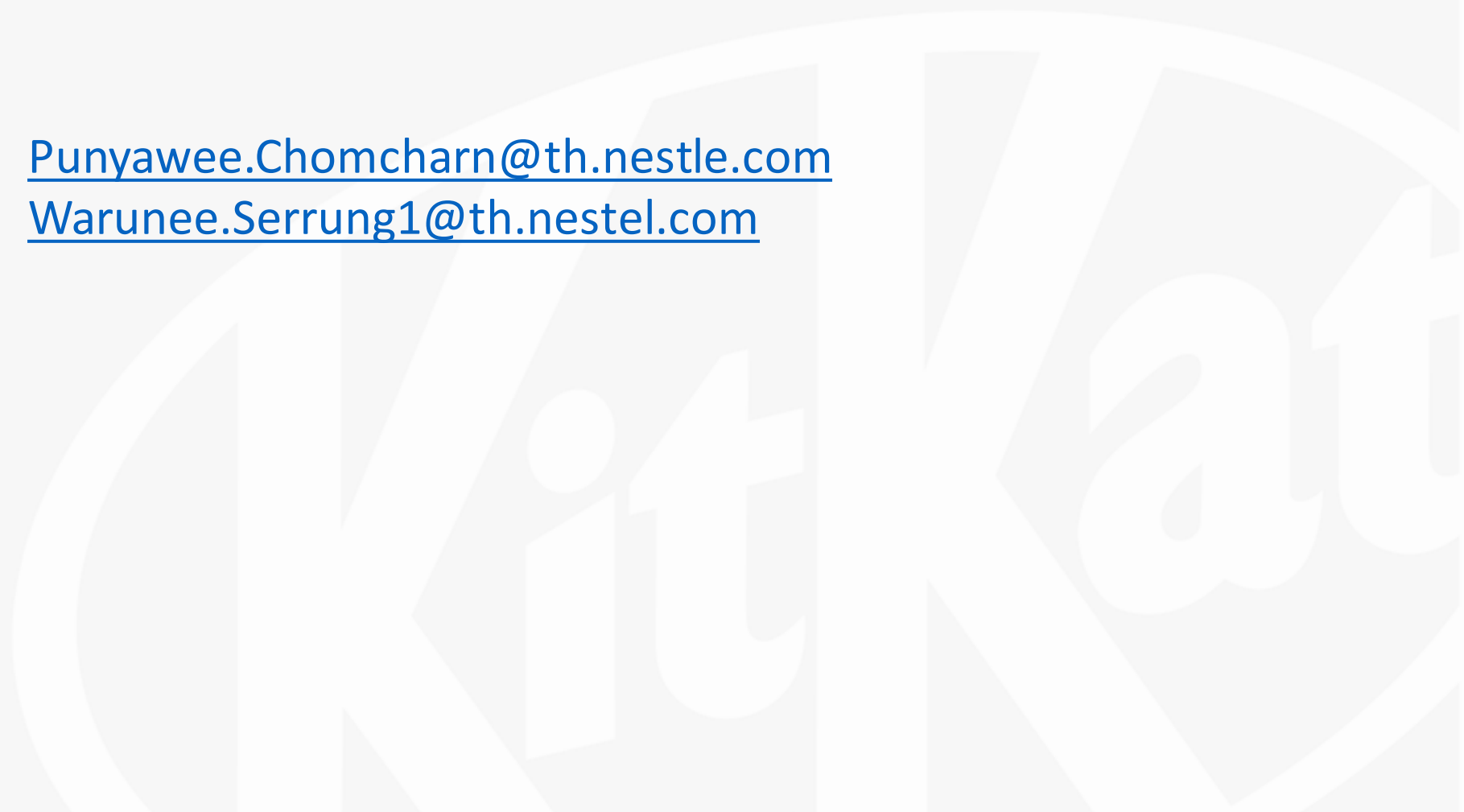
Contact :

p.Ja

p.Ploy

Punyawee.Chomcharn@th.nestle.com

Warunee.Serrung1@th.nestel.com



A promotional graphic for the KitKat Challenge. The background is red with a white grid pattern. On the left, there's an illustration of three people (two men and one woman) interacting with digital devices like a smartphone, laptop, and tablet. Above them is a large white KitKat wrapper and a smaller red one. A hashtag "#แบบไหนก็เลิฟ" is written in white. The main text "KITKASE CHALLENGE by KitKat" is enclosed in a dashed white box. Below this, there's Thai text about a contest for students. At the bottom, the slogan "LOVE IS FULL OF SHADES" is written in colorful, stylized letters, followed by the Thai phrase "คิดจะพิง คิดถึง KitKat" with the KitKat logo.

KITKASE
CHALLENGE by **KitKat**

#แบบไหนก็เลิฟ

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Q & A