

# [Introduction and promoting excellence, competition and camaraderie and](https://assignbuster.com/introduction-and-promoting-excellence-competition-and-camaraderie-and/)

[Business](https://assignbuster.com/essay-subjects/business/), [Branding](https://assignbuster.com/essay-subjects/business/branding/)

Introduction Milo, a brand that wasproduced by Nestlé, specializing in hot cocoa that was originally developed byThomas Mayne in Sydney, Australia in 1934. It is the world’s leading chocolatemalt beverage that can be prepared with hot or cold milk or water. Loved andtrusted by parents and kids alike as the beverage offers essential vitamins andminerals. Nestlé is a Swiss companyheadquartered in Vevey, Vaud, Switzerland. Their product ranges from breakfastcereals to snacks to beverages including Milo itself. The company has 447factories operating over 194 countries (including Singapore) with roughly 339thousand employees.

Currently inthe market, Milo is facing a few competitors such as GSK’s Horlicks, Heinz’sComplan, Ovaltine, etc., and although the brand has since moved beyondjust hot cocoa beverages to snacks like snack bars, cookies, ice-creams, their beverage is still the most popular product they producetill-date.  Brandingand Marketing Strategy             Milo isthe only hot cocoa beverage that actively supports sporting events, encouragesan active and competitive lifestyle and promoting excellence, competition andcamaraderie and social awareness to the youth. It is also a brand that is verypopular in countries all over the world, especially in Singapore. During itsintroduction to the country, it is used as a nutrient supplement and has gainedthe reputation of a ‘ must have’ drink for both the old and younger generations. Milo Vans are often associated with school sports days where during or afterthe event, students would queue up for their cup of milo and collect usingcoupons that were given. With its popularity and affordability, the beveragequickly became a popular product in every household and is widely available inevery drink/convenient stores and supermarkets in Singapore.            Milo’smarketing strategy consists of a few goals.

For example, during their launch atthe Commonwealth Games, their goal is to be the official beverage for athletesand acquire celebrity sportsperson endorsements. They announced a contest ontheir website and in newspapers for children in various age groups which allowsthe children to meet the sportsperson/ambassador at the Commonwealth Games andfree tickets to watch the opening and closing of the event with travel andaccommodation fees covered. Milo also had various online campaign that consistsof, holding periodic online Sports Quizzes for sports children, organizingvarious sporting and outdoor adventures in different cities with onlineregistration and finally, they aim to have a presence on social media websitessuch as Facebook, Twitter, Youtube, etc.

Product             As milohas since moved beyond just hot cocoa beverages, they have a huge variety ofproducts under their brand ranging from, cereals, to snack bars and ice-creams. Some of which are called, MILO® CEREAL, MILO® SNACK BAR, MILO® STARZSNACKPACKS, MILO® PROTEIN CLUSTERS, MILO® 2 GO. All of which shares thesimilarities such as ingredients (malt, whole grain wheat and corn etc.

) and nutritionalbenefits (energy, protein, fiber, vitamins etc.).  RecentMarketing Event/Campaign             AroundApril of 2017, a popular singer by the name of Nathan Hartono posted a pictureof himself on his Instagram account with the caption “ Climbing the Great Walltoday. So tired. Send help.

And Milo peng.”. Milo responded and Nathan laterreceived a box containing unmarked bottles presumably containing Milo.            As Milosare usually packaged in packets or tins, Nathan “ dared” Milo to turn what hehad received into an actual product. He even offered to become the mascot forMilo if the brand had accepted his “ mission”.

Milo had alreadydeveloped a ready-to-drink product but has pushed its release date forward, following Nathan’s posts. The bottled drink was laterlaunched in October which comes in 225ml with its recipe featuring a more “ gao” and chocolatey taste. Nathan and Milo teamed up and organized a meet-and-greetat Bugis+ with Milo Vans offering free iced Milo to those who turned up. Fansof Nathan got to enjoy free drinks while having the opportunity to takepictures with him up-close and watch him perform on stage. The crowd thatgathered on that day has formed snaking queues for a taste of the new Milo pengdrink. This marketing campaign was a huge success asthe interaction between Nathan and Milo has sparked lots of attention andinterest on social media and not only did Milo get a “ free ambassador”, the meet-and-greetwas a huge success as it drew in a lot of Nathan Hartono fans who also got totry out their new drink.