

Introduction and promoting excellence, competition and camaraderie and

[Business](#), [Branding](#)



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

Currently in the market, Milo is facing a few competitors such as GSK's Horlicks, Heinz's Complan, Ovaltine, etc., and although the brand has since moved beyond just hot cocoa beverages to snacks like snack bars, cookies, ice-creams, their beverage is still the most popular product they produce till date. Branding and Marketing Strategy Milo is the only hot cocoa beverage that actively supports sporting events, encourages an active and competitive lifestyle and promoting excellence, competition and camaraderie and social awareness to the youth. It is also a brand that is very popular in countries all over the world, especially in Singapore. During its introduction to the country, it is used as a nutrient supplement and has gained the 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 after the event, students would queue up for their cup of milo and collect using coupons that were given. With its popularity and affordability, the beverage quickly became a popular product in every household and is widely

available in every drink/convenient stores and supermarkets in Singapore. Milo's marketing strategy consists of a few goals.

For example, during their launch at the Commonwealth Games, their goal is to be the official beverage for athletes and acquire celebrity sports person endorsements. They announced a contest on their website and in newspapers for children in various age groups which allows the children to meet the sports person/ambassador at the Commonwealth Games and free tickets to watch the opening and closing of the event with travel and accommodation fees covered. Milo also had various online campaigns that consist of, holding periodic online Sports Quizzes for sports children, organizing various sporting and outdoor adventures in different cities with online registration and finally, they aim to have a presence on social media websites such as Facebook, Twitter, Youtube, etc.

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

) and nutritional benefits (energy, protein, fiber, vitamins

etc.). **Recent Marketing Event/Campaign**

Around April of 2017, a

popular singer by the name of Nathan Hartono posted a picture of himself on

his Instagram account with the caption “ Climbing the Great Wall today. So tired. Send help.

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

Milo had already developed a ready-to-drink product but has pushed its release date forward, following Nathan’s posts. The bottled drink was later launched 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-greet at Bugis+ with Milo Vans offering free iced Milo to those who turned up. Fans of Nathan got to enjoy free drinks while having the opportunity to take pictures with him up-close and watch him perform on stage. The crowd that gathered on that day has formed snaking queues for a taste of the new Milo peng drink. This marketing campaign was a huge success as the interaction between Nathan and Milo has sparked lots of attention and interest on social media and not only did Milo get a “ free ambassador”, the meet-and-greet was a huge success as it drew in a lot of Nathan Hartono fans who also got to try out their new drink.