

Marketing strategies- target markets



**ASSIGN
BUSTER**

Consumer Markets. Ovaltine will continue to target its existing consumer markets. The primary consumer target market for Ovaltine beverages can be described as follows:

GEOGRAPHICS

- HIGH INCOME CITY IN MALAYSIA
- High income city in Malaysia such as Kuching and Miri

Demographics

- Kids, male and female teenagers, adult, baby-boomers
- Ovaltine appropriate with kids, male and female teenagers, adult, baby-boomers, because Ovaltine Max for Milk contains 11 vitamins and 4 minerals, is low in fat, salt and sugar, and has no artificial colors, sweeteners or preservatives. It's much better for you than many other soft drinks.
- NEW MUM
- As a busy new mum there are a zillion and one jobs to do, and thinking about yourself is always last on the list. But a brief pause to enjoy a mug of wholesome Ovaltine is ideal for multi-tasking mums. Combine a 10 minute pause with Ovaltine... breath deeply and get things back in perspective... and you'll soon be ready to get back to the important job of being a mum again.
- Pregnant Mother
- Perfect for pregnancy

Ovaltine is the natural choice for mums-to-be because Ovaltine gives you the right balance of folic acid, calcium, zinc and iron – all the things you need to

help keep you healthy during your pregnancy. Besides, Ovaltine is a delicious and satisfying drink.

Put your bump up!

Make sure you take some time out just for you! With so many things to think about and new experiences to cope with, it's important to re-gather yourself and collect your thoughts. Even more so when baby comes! So combine this pause with a mug of wholesome Ovaltine each day and you'll soon be feeling back on track.

Certain vitamins, minerals and trace elements are a must for mums-to-be and their bumps, including calcium, folic acid, zinc, and iron, some of which you need more of when it comes to pregnancy nutrition.

Essential vitamins and minerals:

Calcium

Calcium helps develop strong bones and teeth and is extremely important throughout pregnancy, particularly in the later stages, when your baby's bones are hardening. Milk and dairy products like cheese and yoghurt are great sources of calcium. If you don't eat these, try to get your RDA of calcium from similar foods to these (you may also need a calcium supplement):

- Enriched soya milk and soya products
- Beans and green vegetables, e. g. broccoli and spinach
- Almonds and sesame seeds
- Oranges and dried fruit
- Fish eaten with bones, e. g. pilchards

- White flour products, e. g. white bread

Ovaltine Original helps provide you with the calcium you need during pregnancy.

Folate and Folic acid

Folate is a natural source of vitamin B. Folic acid is the manufactured form of folate.

Pregnant women need increased folic acid/folate, especially when trying to conceive and for the first three months of pregnancy. Not enough can lead to birth defects such as spina bifida. So, before you conceive and during the first three months of pregnancy, take a daily folic acid supplement. Another way to take in folic acid is to eat fortified breads and breakfast cereals, and to drink Ovaltine.

You need folic acid/folate throughout your pregnancy to help prevent anaemia and tiredness. During your pregnancy, it's a good idea to try and have 400mcg of folate every day from natural food sources.

Folate is found naturally in many foods, particularly fruit (melons, apricots, oranges), green leafy vegetables, butternut squash, carrots, and beansprouts.

Try and get these foods fresh and don't overcook them as folate is easily destroyed by storage and cooking.

A bowl of fortified cereal with fresh milk, plus two slices of fortified bread and five folate-rich fruit and veg. can provide 300mcg of folic acid and folate.

A mug of Ovaltine* every day provides nearly 1/3 of the folic acid you need when you are pregnant.

*A 25g serving of Ovaltine Original made with 200ml of semi-skimmed milk.

Iron

Our bodies need iron for the formation of red blood cells but pregnant women need more to supply their growing fetus and placenta. Too little can lead to tiredness and anaemia.

Pregnant women, especially vegetarians and those who don't eat red meat, can become iron-deficient. Your doctor or midwife should test your iron levels and prescribe supplements if you need them.

Good sources of iron include red meat, pilchards, beans, lentils, eggs, nuts, bread, fortified breakfast cereals, green vegetables (especially spinach), and dried fruit.

Many women only eat 2/3 of the iron they need and drinking tea doesn't help either. The tannin in tea can inhibit iron absorption, so avoid drinking it an hour before and after a meal.

Try a mug of Ovaltine instead; drinking it every day* provides you with 1/4 of the iron you need.

*A 25g serving of Ovaltine Original made with 200ml of semi-skimmed milk.

Have some food or drink containing vitamin C with iron-rich meals to help your body absorb the iron.

Zinc

Zinc is essential to your baby's development – especially during the early stages of pregnancy. Zinc will boost your baby's natural immune defences and aid their healthy growth. Meat, shellfish, milk and dairy products, bread and cereals (e. g. wheatgerm), are all good sources of zinc.

A mug of Ovaltine* a day provides nearly a third of the zinc you need.

*A 25g serving of Ovaltine Original made with 200ml of semi-skimmed milk.

B-group vitamins

You need certain B vitamins during pregnancy to help your body get the extra energy it needs from the food you eat.

In addition to folate, these B vitamins include thiamin (B1), riboflavin (B2), pyridoxine (B6), and B12 (cobalamin). These vitamins are water-soluble, which means your body can't store them, so you need to make sure you get enough every day.

A mug of Ovaltine is an excellent source of folic acid, riboflavin, thiamin, and vitamins B6 and B12.

Vitamin C

Pregnant women need extra vitamin C from their diet (plus, an extra 10mg a day during the last trimester). It's vital for healthy gums, blood and skin for you and your baby throughout pregnancy.

Vitamin C also helps you absorb iron better – another important nutrient during pregnancy. Your body can't store vitamin C, which means you need to

make sure you get enough every day. Plus, it's easily destroyed by cooking, so don't overcook vegetables – try steaming or stir frying.

Lots of fruit and vegetables contain vitamin C, especially peppers, broccoli, brussel sprouts, sweet potatoes, citrus fruits, strawberries, blackcurrants, and kiwi fruit.

One mug of Ovaltine* provides over a third of your daily vitamin C requirement.

*A 25g serving of Ovaltine Original made with 200ml of semi-skimmed milk

Vitamin A

Vitamin A is vital for the healthy development of your baby's eyes and nerves. It also helps to strengthen immunity and maintain healthy skin and mucus linings (in the nose, for example).

A well-balanced diet should provide you with all the vitamin A you need during your pregnancy. Retinol comes from animal sources and carotene is found in vegetables. Good sources of vitamin A include milk, cheese and yoghurt, eggs, oily fish (e. g. mackerel and herring), fortified margarine, and vegetables – especially red or yellow coloured veg. However, certain foods are rich in Vitamin A and these should be avoided during pregnancy, as should supplements of Vitamin A.

One mug of Ovaltine* provides over a quarter of your daily vitamin A requirement.

*A 25g serving of Ovaltine Original made with 200ml of semi-skimmed milk

Psychographics

- Health-conscious people who interested in living a healthy lifestyle.
- Ovaltine is a nutrition Swiss chocolate malted drinks that contains 4 vitamins and 6 minerals to help support kids and family living in a healthy lifestyles.
- Spend much time and money on taking care of their own and family bodies.
- People who prefer chocolate flavour beverages.
- Ovaltine is made from premium blend of Swiss chocolate that gives it that rich, smooth chocolate taste. Combined with pure malt extract, this Swiss chocolate malt beverage is delicious and nutrition.
- Busy person who live in a busy life and need to manage time wisely.
- For example busy mum need to do housework and taking care of their children everyday. Busy mum can use just 10 minutes a day to take a breather with Ovaltine and get yourself back on track. Its malty-goodness is also available in handy sachet packs making it ideal for busy person on the go – whether it's office elevenses or toddler taming.
- People who on diet.
- Ovaltine also comes in lighter add-to-water varieties which is low in fat, and high in satisfaction. They are as delicious and nutritious as our original varieties, but all you need to do is put 4 heaped teaspoonfuls of Ovaltine Chocolate Light into a mug, then add 200ml of hot (not boiling) water and stir, so they're quick and easy to make and contain fewer calories and fat than the add-to-milk varieties – handy if you're

trying to lose any post pregnancy weight. And being caffeine-free, they're ideal if you're breastfeeding too.