

# Advertising campaign of nutella

[Business](#), [Marketing](#)



This remarkable story began in 1946, in Italy, where, after the war, candy and confections were in short supply and were purchased mainly for special occasions from the local sweet shop. It was here in northwestern Italy in the small town of Alba, that master confectioner Pietro Ferrero developed a system that enabled him to mass-produce true quality confections and offer them to consumers at reasonable prices. That original Ferrero philosophy was based on a few simple principles: Use only the highest-quality ingredients? Be unique! Never copy anyone else; then Manufacture with the most modern technology. Add to that, procedures for ensuring consumers taste only the freshest possible product, as well as some very clever marketing, and the Ferrero story began to unfold. Ferrero is a company founded in 1946 in Alba. Originally from the pastry shop, today Ferrero International is the world's fourth-largest company in the confectionery Market.

## **OVERVIEW**

Nutella chocolate spread is launching in the local market although it's available locally a wide range of people have some confusion or not familiar with its usage and nutritious value. We are adding a variant which suits our local environmental needs. The competition locally is not very severe b/c people not aware of the product. And no company doing any sort of awareness campaign regarding it. Our product is not just. Chocolate spread but we link high-quality nutritious ingredients in it. The problem which we can face is creating product acceptability regarding its real core values. Locally we don't have very strong competitors and to some extent imported items.

So this is also an opportunity for us that locally no other company doing any sort of promotion and doing any product awareness activities. So it gives us a competitive edge. But the main point of differentiation which itself is very strong is the quality and its nutritious values. We are trying to focus on children and mothers. Creating awareness among them and create a high acceptance and proper usage of it among them. One more reason to target them is that they have a strong impact on buying decisions. We just want to endorse it as a quality product that met the requirement of the growing child.

## **PRODUCT DESCRIPTION**

The product we take is the chocolate spread popular among the children. The product under the NUTELLA brand is of very high quality, richer in texture and awesome in taste. Along with it, it's really nutritious. Something new coming up in this umbrella brand. And we have done it by our pre-research campaign. In that, we conduct three focus groups and take expert opinions with different doctors and nutritionists. So what's new. The upcoming new market champ is inducing power of strength in every mama's child. That is CHOCOLATE SPREAD WITH ALMOND designed especially according to our local environment. **OBJECTIVE OF THE CAMPAIGN** We took a product NUTELLA. And in this line no company doing any sort of promotion.

A very few people know about these products although they exist in the market. People use it but a very large no. of people don't know about the products about its nutritious values and usage. We use it in many ways by doing little variations. Enjoy the different taste, texture, and awesome

recipes. We can use it alone it is also very tasty and nutritious. Nutrition considers it a complete meal (covering 60% of your breakfast requirement). Healthy food for growing children's and has very high acceptance and likability by growing child. The consumer is going to accept it because of its multipurpose usage. We can use it as it is. It's ready to eat. It has high nutritious values.

Multipurpose use in a different range of products like in baking, topping, in dessert, for shakes, etc. As we all know Nutella already like and accepted by the market. So the new line range is highly accepted by the people who already like and accepted it as a nutritious product and prefer it for their child. They like the new range of it and accepted. They got new options and a variety of range in taste. Now to make our product successful we have to maintain that trust and belief of our potential customer. We have to assure quality and taste richness and variability of line. The objective of our campaign designed for Nutella is based on multiple objectives that are described below:

## **TO INCREASE AWARENESS**

As we all know many chocolates spread available in the market. Customers usually are not aware of the product and do not have brand differentiation in this line. We are tried to create market awareness for the product along with brand differentiation. We focus on its quality and its nutritious values.

Ultimately, our prime objective is to generate awareness. Our campaign is basically designed for the purpose of letting the viewers know what NUTELLA is. TO PROMOTE USAGE The second objective of the campaign was to

promote product usage. We do not only intend to make people aware of it but also to convince them of its regular usage. We have shown in our TVC that Nutella is not a brand that is consumed once in a while; in fact, it is a product that should be used on daily basis may it be breakfast, brunch, or the supper for that reason. It must be part of your daily breakfast line. Besides, we promote its multi-usage like in baking, topping, in dessert, for shakes, etc. Enjoy the different taste, texture, and awesome recipes.

#### STATEMENT TO ACHIEVE THE OBJECTIVE MAGIC OF MAMA

HMMMMMMMMMMMMMM ... YUMMY! This is the line that attracts us most because it captures our whole idea. We can define it from three perspectives. First of all, it tastes good. Normally children avoid eating any food and food supplement. Children like to eat it. It's healthy its yummy child. So it's magic for mummies i. e. without any hazel children eat healthy food and demanding more and more. The second perspective its healthy helps in growing makes you stronger.

Give instant energy. So it is magic by having a spoon of Nutella you get instant energy and freshness of rich creamy taste. It is acceptable by children as well as for chocolate lovers. So you can motivate your child by saying its magic. By eating this you are becoming bigger and bigger. Your bones become stronger. Your mind becomes sharper. So children associate with it as magic given by their mama's. Nutella gives an assurance of a balanced diet or a complete breakfast for kids or a must-have a spoon in the morning meal for kids. Children and females are the key motivators of buying decisions. By using word mama we capture the whole mother's

segment. It gives a sense of association. It is creating a bond between moms and Nutella.

## **RATIONAL AND EMOTIONAL REASONS TO BELIEVE AND BUY**

The Rational Reasons to buy and believe Nutella is that we have approved Nutella from the Specialists Doctors, HealthCare Specialist, and common people as well through a focus group. They all approved Nutella as a completely safe and healthy product for children and for everyone. Nutella is a healthy and nutritious product for the wholefamilyhealth's that's why the rational reasons exist in to believe and buy Nutella. Every person wants to give healthy and nutritious food to his family and especially children. With the growing trend of working women, it is somewhat becoming a challenge for women to prepare breakfast early in the morning for the whole family.

With Nutella, we provide them with ease & convenience that they are no more required to prepare the traditional breakfast in the morning, which, essentially is pretty time consuming; rather they can use Nutella chocolate spread to be enjoyed at breakfast with bread, bun, milk or cookies and having that equivalent nutritious values. Nutella could also be used in many desserts and indifferent shake. So people get many benefits from a single product and can use it in different ways.

The Emotional Reasons to believe and buy Nutella is that every mother wants to give quality and nutritious food to the family. Mothers normally preferdoctoropinon regarding their child's health products. Normally doctors have a good reputation and high acceptance in any society. people easily

accept doctors' opinions. Its healthy food having high nutritious value, give instant energy and power. Helps in growing. It is a complete intake that provides the necessary nutrients required by the body. So every mother wants to buy healthy products and give highly nutritious values to their child.

This way Nutella grabs the attention of consumers emotionally as well as rationally by offering the following benefits:

- Ease
- Convenience
- Taste
- Nutrition Value formoney
- Plus, it saves time
- Our Mission is to have become the name that immediately comes to mind of our customer” This will be accomplished by;
- Making, distributing & selling the highest quality.
- Operating our business with honesty & integrity.

Giving back to the community by:

- Purchasing goods & services from local businesses whenever possible.
- Concern to the future of our society by giving the high nutritious products to its upcoming generation
- Providing employment opportunity locally
- We will offer a differentiated nutritious high-quality product to feed customers’ needs.
- Having concern for our customer health.

OVERVIEW OF OUR CAMPAIGN

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We are designing a marketing plan for our Brand Nutella along with it launch a new variant under its chocolate spread. We introduce a new product line with different ingredients and under the same brand name Nutella taking into consideration local environmental effects. Market Plan is subdivided into marketing strategy, business objectives, SWOT analysis, advertising objective, advertising strategy & current market position. Concentrated Marketing Strategy is used for our brand as a proven, measurable & unique. Goals, tasks, resources & Feedback terms are used in order to make business more effective. Describes our brand strengths, weakness, opportunities & threats we would face during launching & after launching. Advertising objective. Our advertising objective is not sales oriented rather we use communicative objective which relates our product to their need, modify and reinforce their attitudes. Through advertising, we want to penetrate the mind of our target audience.

## **ADVERTISING STRATEGY**

As we have communication objectives we take a strategy from the stages of the communication process i. e. Feel-learn-do. As we launch a new variant we go for heavy media coverage taking into consideration all the advertising tools? Current Market Position. It includes size, positioning, placing, and customer preferences, share & business consideration.

1. Set of potential customers who have similar needs
2. Who references each other when buying?
3. Are alike in the way? Perceive values?

View product and quality. Purchase product



- To understand customer wants and demands
- Easy to become a leader of a small market
- Generally more profitable and more effective use of marketing rupee.
- General Strategy Options (as they relate to target marketing)
- Undifferentiated Marketing
- Differentiated Marketing
- Concentrated Marketing
- Micromarketing

## **SELECTING AND EXECUTING A STRATEGY**

Basic determinants of marketing strategy:

- Company resources.
- Product homogeneity.
- Stage in the product lifecycle. Competitors' strategies.
- Concentrated marketing
- Focusing marketing efforts on satisfying a single market segment; also called niche marketing.
- The approach can appeal to mothers especially working ladies and children and to some extent fathers.
- Offer highly specialized quality ingredients.
- Nutella appeals to a healthy conscious & chocolate lover.
- Specialized in their own making
- art of selecting a concentrated strategy
- By this tactic, Nutella induces a new wave of taste in spreads.
- Has its own unique way of describing taste and quality.

- Can put dreamson a real edge, this is the main objective. A marketing strategy that emphasizes serving a specific market segment by achieving a certain position in buyers' minds relative to the competition
- Attributes
- Price/quality
- Competitors
- Application
- Product user
- Product class Oftentimes, positioning focuses on Points-of-difference (PODs).

The act of designing the company's offering and image to occupy a distinctive place in the minds of the target market & consumers. The further details of positioning can be measure by positioning map; - In planning our positioning strategies, we prepare a positioning map which gives a view that consumer's perception about our brand versus competing for high- low price according to places & quality. - The better the place, the better the quality with relatively high prices like Agha's, Hyper star, Naheed, etc having a relatively high cost. Consumer's perception would be quite clear regarding our brand & its quality. This is the strategy that gives a benefit to both parties. Consumers, who can't afford high prices, can go to places like Imtiaz store & other outlets & get their desired stuff. - On the other hand, we are having our benefit in our perception i. e. we cost in accordance with quality. And we are providing the highest quality food which suits the growing child.

COMPETITORS THE MARKETING MIX

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The marketing mix includes the product, price, distribution, and promotion. As powerful as a single element can be, it's the unique blend to create by changing in juggling all four that lead to possible satisfaction. Thus promotion which includes advertising must be balanced with the product design, the price and the method of distribution to create the overall marketing mix that customer considers when they chose their product.

## **PRODUCT**

Nutella is a cheerful brand emerge with vigor to satisfy our customers want, Customers would like to acquire their money's worth from a product they purchase, our brand not only is the better worth of their money they paid but also the cheerfulness brand spreading Brand name Is for better recognition & to make it particularly with the company launching. It also turns product exclusive & gives rise to brandloyalty. The Brand name is Nutella, which has already international reorganization all around the world. It must help us out and also help in promoting our new ass variants. Quality Highest quality approved by an international and local doctor. Highest nutritious value among its competitor. Rich and creamy texture along with awesome taste. Safety Aspire to gain our client's, confidence by paying attention to the finest detail of each and every product & make it durable, perishable, and safe. Packaging As it symbolizes the feeling with which brand is stepping into the market, Nutella is outspreading joviality and cheerfulness with its chromatic and variegated packaging. Expiry Each item we manufacture carries a one-year expiry. Size Providing the whole size range gratify the selected segments, providing different size bottles from the economy pack to the

family jar. Skim prices: Charging a relatively high price for high-quality product available in the market, in order to build a high-quality image.

Competition based prices:

As it does depend and related to raw material prices, we may land with competition based price at product maturity stage Market-oriented prices: We do not follow a market-oriented pricing approach, claiming our product as of excellence indication. Special offer pricing: On festive occasions, the brand pricing strategy slightly changes with customer deals name “ magic” deals comprises relatively moderate prices with some additional value-added surprises.

## **PLACEMENT**

Brand positioning is done on Quality overpricing. We want to position our brand in the customer's mind. We want customers to demand our product. We cater to all those places where our target market can reach. We provide our own customized racks for placing our brand in store so that it easily identifiable and differentiated from other brands. Distribution channels: Nutella has already established a distribution channel that augments deliver its offerings to valuable customers Inventory management: Brand has an efficient inventory management system to control the market setup, for better sales forecasting, sales and operation. Warehousing & Distribution centers: The brand will operate with the existing warehouse, Nutella posses Satisfy their external suppliers by providing them with clear instructions and requirements and then paying them fairly and on time. So, the product reaches its destination safely.

**Advertisement:**

TV, radio, poster, newspaper, internet, magazines, public transport, children shows, socializing network are the mediums, brands willing to use, for placing promotional content. Promotion Promotional Strategy: Push & pull; brand decided using both strategies side by side increase force and trade promotion activities & advertisement efforts. Sales promotions: Settle on to publicize brand through sales promotion by presenting incentives and distributing merchandise to buyers or giveaways. Cash in a bucket, price discounts on events or launch, the combination offers like chocolate syrup with spread Personal selling: In here face to face is the most common tactic to follow, but Nutella steps in with new energy so social events & exhibitions & sales force are approaches to act upon. Public relations & publicity: Brand support marketing public relations by hosting middlemen meeting quarterly and providing privilege club member cards. Throwing parties on new product lunch, Cooperate public relations, Communication, CSR, Media are also be tools.

**PROMOTIONAL STRATEGY (PULL):**

- Electronic o Television o Radio o Digital media
- Outdoor o Billboards

**EVENTS AT DIFFERENT PLACES LIKE**

- Arena
- Emerald tower
- Park tower
- Forum

- Hyper star

#### BRAND ACTIVATION:

- Different shopping malls
- Expo-exhibition (books fairs of children)
- At schools

#### PRINTING THE NUTELLA LOGO ON:

- School lunch boxes
- Milkshake bottles or water bottles
- Stationery products Direct marketing (direct mail)

External communication (helpline, online consultancy, toll-free no's.

Chocolate world providing you the experience of being taste conscious are the additional things that brand will soon get acquired to make children choosy, health-conscious & drive them smartly crazy! Advertising objective and advertising strategy: Our advertising objective is not sales oriented rather we use communicative objective which relates our product to their need, modify and reinforce their attitudes. Through advertising, we want to penetrate the mind of our target audience?

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To make aware about our product we approach to adopt something different and new, as we have seen in many advance markets globally renown, they go with the stream style to create awareness among people about their products change with the variable change in technology, this task also set us with a bit difficult that the people first accept that the variant (almond which we added) we designed for them, according to their geography and variant, for that we start with publishing flyers, later on when we get the feeling that people are curious to see something new in the market. Then we on-air offer digital adds before a week we will' be available in the markets. The biggest plan we have, we r going to use computer-based technology in diff places like arena hyper star forum park tower.

We are installing software which is working on an older concept of MR POPEY that is i. e. by eating a tin of spinach he got an extraordinary power we using the same concept with the computerize effect by eating a teaspoon of Nutella children transform in a powerful corrector like bent and power puff girl on the computer screen we are planting the computerize screen software in all the above mention places which catch the child along with their parents, we are placing. Nutella stoles in many public places related to our target audience along with that we focus. We set our dummies product correctors in different public concentrated areas on different occasion i. e. like book fair exhibition in expo etc, we decided to make that precious moment an event for others by setting flat-screen panels in the mall and decorate mall with the multihued banners and colures of Nutella. Last but not least, we have some surprising planning that will be revealed on the day of launching.

## **MEDIA PLANNING**

Media planning includes television, radio, newspaper, social networkingsites, magazines, billboards, and many others. the analytical framework to consider which media to use, how to use them, when to use them, and where to use them effectively and efficiently called media planning. the process of directing the advertising message to the target audience at the appropriate time and place using the appropriate channel. Positioning Map High Naheed/Aghas Hyper start EDCO Imtaiz Makro and other local leading store Price Low High Perceived Quality? The strong Pakistani mindset towards traditional food and against bread can be one of the threats. ? There are no many of a threat until it gets positioned. ? After positioning it has to



beware of duplicate brands. The Pakistani market has been and will always be a welcoming one for new products like Nutella as it did for Kellogg's. ?

The purchasing power of Pakistani has been on a rise lately and the rise of the urban middle class will be a positive sign for Nutella. ? The population of youth is more and hence Nutella has a bright chance of succeeding. ? Not much competition exists in Pakistan. ? It's high in carbohydrates which is the major nutrient lacking in Pakistani kids. ? It has a low GI and it works for the apprehensions of the mothers and keeps the kid energetic all day long. ? It's tasty and delicious and will definitely work for kids? Quicker to make and easy to eat which will solve the problem of working mothers who find preparing breakfast a challenge.

Chocolate in the morning is not very welcomed in Pakistani homes & Pakistani mothers and kids are still inclined towards traditional food.

Suggested retail price: our retail prices are Bottle of 350gm is around Rs310

Volume discounts: As the brand recently will get launch, accept volume pricing when brand reach to growth stage. 1st-month discounts: give privilege low prices to costumers buy the product at the very first i. e. you also called opening promotional activity. Price flexibility: Nutella is an exclusive brand so we just propose fixed price, no price flexibility.

Profitability: Brand profitability is based.