

Tic Tac

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Executive Summary



- ▶ Green & White Logo
- ▶ Adopted iconic brand design
- ▶ “It’s not just a mint, It’s a Tic Tac”
- ▶ Drastically evolving society
- ▶ Targeting 16-34 year olds (millennials)
- ▶ Specify target market to increase sales
- ▶ Focus more of their attention



Overview

- ▶ Report provides an analysis of how Tic Tac came to be
- ▶ Planned objectives → targeting millennials
- ▶ Hired previously used agency
 - Merkley & Partners for overall campaign
 - Aesop for Apple Burst
- ▶ Digital media & interactive elements
- ▶ “Shake it Up” 2014
- ▶ “Burst It” June/ July 2014



Situation Analysis

- ▶ Ferrero was founded by Pietro Ferrero in 1946
- ▶ Was known as “Refreshing Mints” until 1970
- ▶ Experienced tremendous growth
- ▶ 4th sugar confectionary product by 1998
- ▶ Losing it's prominence → “Apple Burst”



Situation Analysis

- ▶ Launched in 1969
- ▶ Leading breath mint for over 40 years
- ▶ Product = repositioned in 1980's due to Canada's health craze
- ▶ Developed product line extensions
 - “Double Packs”
 - “Tic Tac Bold”
 - “Tic Tac Chill”



SWOT

Strengths

- ▶ No mints in market that resemble Tic Tac's
- ▶ Recognizable
- ▶ Unique size & packaging
- ▶ Diverse flavours

Opportunities

- ▶ New product extension lines = more customers
- ▶ Gum or chewy mints

Weaknesses

- ▶ Some flavours = more popular
- ▶ Limited addition = not available

Threats

- ▶ Altoids took over in 1999
- ▶ Mentos = big competitor
- ▶ Chocolate & other types of candy dominate confection market

Advertising Objectives

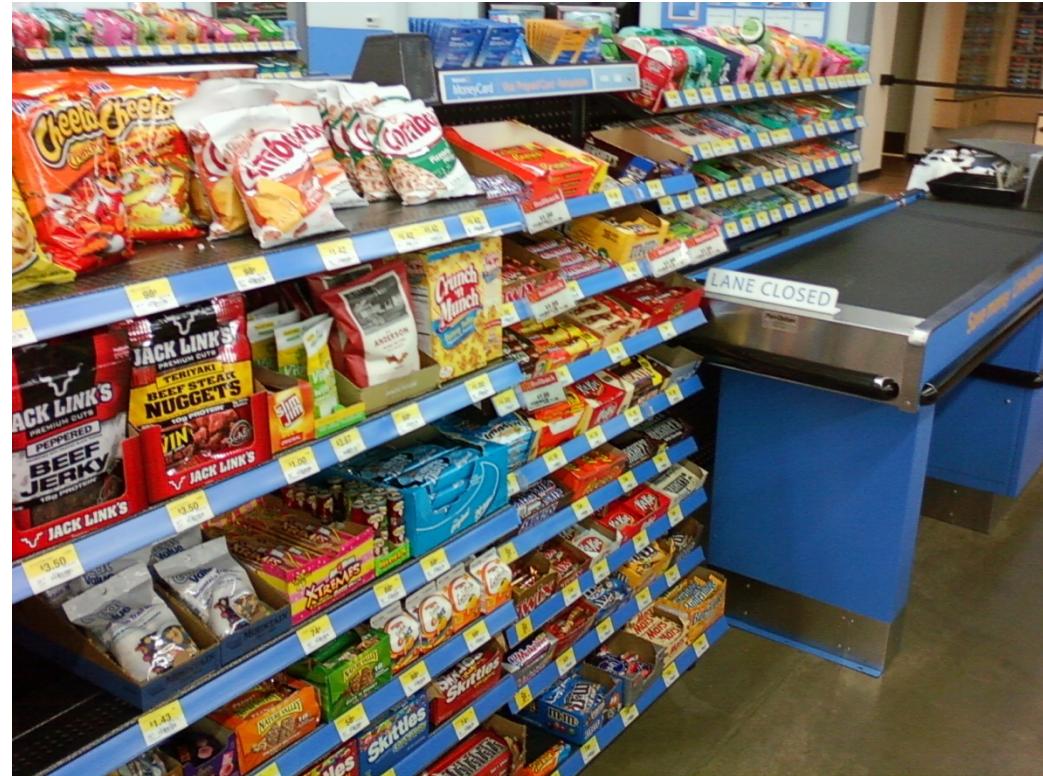
- ▶ Increase sales
- ▶ Introduce new flavors
- ▶ Name recognition for new consumers
- ▶ Rebranding for millennials
- ▶ Creating impulse purchases
- ▶ Convey company market status
- ▶ Strengthen social media

Budgeting

- ▶ Out of home advertising method
- ▶ key environment public places/urban environments
- ▶ Spending the majority of budget on billboards
- ▶ Focuses on ads/coupons in newspapers, radio, and TV advertisements
- ▶ Budget cap 2 million euro for an overall campaign, and 300,000 euro for every flavor introduction campaign

Strategy

- ▶ First interactive campaign
- ▶ Repetition across media –to stimulate impulse



Execution

- ▶ “Shake it up”- the overarching campaign
 - http://www.merkleyandpartners.com/?Clients/Tic_Tac
- ▶ “Apple Burst”- new flavor introduction
 - http://www.youtube.com/watch?v=RxdA3m_nv10
 - <http://www.youtube.com/watch?v=1P54jERZTzQ>

Evaluation

- ▶ Effective in completing objectives
- ▶ Created buzz on social media
- ▶ Created impulse purchases
- ▶ Rebranded for Millennials
- ▶ Growth in sales by 7.3% in 1 year

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