

CHILLI MILLI

MID TERM PRESENTATION

MEDIA BUYING & PLANNING



HISTORY

1988 | STATE-OF- THE-ART FACILITIES | MOST TECHNOLOGICALLY ADVANCED

MEDIA BUYING & PLANNING



INTRODUCTION

CANDYLAND IS RECOGNIZED AS A LEADER IN THE CONFECTIONERY MARKET OF PAKISTAN, OFFERING A LARGE SELECTION OF PRODUCTS IN MORE THAN 30 COUNTRIES AROUND THE WORLD



4P'S OF CANDYLAND CHILLI MILLI



Product

- Mascot style Chilli shape
- Printed plastic pouch bags
- Brand Equity
- Hot and Spicy twist

PRICE



Cheap And Affordable

- Less Price
- More Jellies
- Package
- Box
- Party Pack
- Pouch

PACKAGE	GRAMS	PACK	BOX PRICE
BOX 18 Pouch	600g	Per Unit 10 RS	180 RS
CARTON 24 BOXES	14400g	432	4320 RS
Party Pack	125g	1	50 RS
Pouch		1	10 RS
Mini Pouch 24 Pack		1	5 RS



Promotion

Chili Milli was promoted by TV Commercial with famous celebrity endorsement as influencer

- Neelum Munir in 2010
- Fahad Mustafa and Ali Gul Pir in 2020

Tagline

“ Kisko mili chilli milli ?”, Entertainment, Public Service Advertising, Brand Display stands.



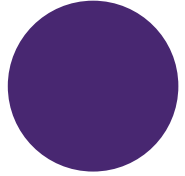
Place

Chilli Milli is an Candyland product, than **1,600+** outlets in **30+ countries**, Chili's serves roughly **250+ million** customers, deliver in large groups of people or dealers



In Pakistan Chase Up or Hyper star are growing their presence and are catering to a consumer who seeks value through better spending power





PRODUCT REVIEW



Data Gather from
Friends and mates

We asked chili milli
consumers to give us an
honest product review and
this is what they had to
say:

SWOT ANALYSIS



Strengths



Weakness



Opportunity



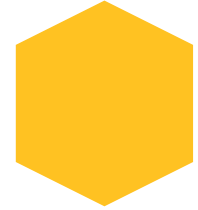
Threats

ADVERTISING STRATEGY

Chilli milli is one of candyland's known product, the brand promotes their product by using various advertising strategies techniques to the right target audience to pursue their goals.

- Television Advertising
- Social Media Advertising
- Product Placement Advertising





Television Advertising



Chilli milli ads are
43 to 55 secs long

Chilli milli
Fahad Mustafa 55 Sec Feb, 2020 Cilli milli
chilli milli

Chilli milli
Ali gul pir 48 Sec Feb, 2016 Chilli Milli k hain
matware

Candyland chilli milli Faisal Qureshi
53 Sec Dec 2017 Chilli milli chilli milli

Social Media Advertising

Congratulations to the lucky winners of our #ChiliMiliCricketChallenge. Thank you everyone for participating in the competition. Please share your contact details and address in our inbox to receive your gift.
#Candyland #ChiliMili #ChiliMiliCricketChallenge #Winners #Competition

Winner Promotion Post
Static Ad Poster 13 Dec 2021 At 13:06
Congratulations to all winners

[YouTube Activity](#) [Facebook](#) | [Twitter](#)





Product Placement Advertising

Product placement is a form of native advertising in which brands place their goods or services into different types of content that target a large audience. It can directly demonstrate a product, its logo, or mention the product in the context. One of the example of Product Placement Advertisement is :

- Product is placed on the side of any TV Show that relates to its target audience and represents the brand ideology through visuals

MARKETING STRATEGY



Types of Marketing Strategies

- Word of mouth
- E-marketing
- Diversity Marketing
- Sponsorship strategy

THANKYOU

