Caprice DNA

➢ **Brand Values**: Mood uplift, uniqueness, social-sharing

➢ **Universal need**: "Everyday life is difficult. I seek moments in my everyday life in which I can have a great time in a unique way, either by myself or with my loved ones."

➢ **Caprice Promise**: Each Caprice unleashes a unique experience to all the senses, which leads to a mood uplift.

➢ **Caprice Reason to believe**: The combination of crispy wafer rolls and hazelnut cocoa cream filling along with the irresistible taste.

➢ **Brand Assets**:

   ➢ Core: red color, Caprice logo

   ➢ Secondary: cylindrical packaging, wafer rolls

Caprice can be enjoyed at any time, anywhere, with anyone! It is perfect for sharing and gifting to friends, family and colleagues, or just to enjoy as a treat on your own.
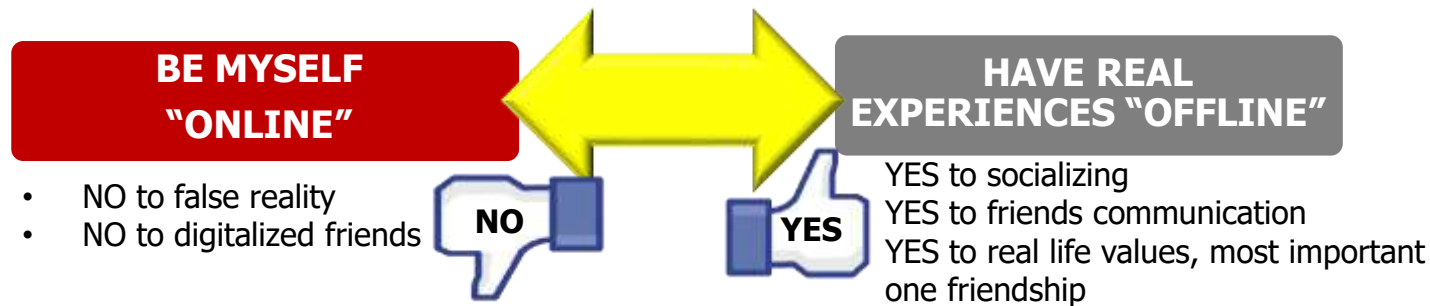
ENJOY ON THE GO. | SHARE WITH YOUR BEST FRIENDS. | OFFER TO SOMEONE SPECIAL | FREEZE TO ENJOY A COOL TREAT.

Millennials (18-35) share same characteristics, behaviors & attitudes

➤**Core Target Group 18-24**, boys & girls

➤**Secondary Target Group 25-35**, men & women

| BE MYSELF "ONLINE" | | HAVE REAL EXPERIENCES "OFFLINE" |

- NO to false reality
- NO to digitalized friends

NO

YES

YES to socializing
YES to friends communication
YES to real life values, most important one friendship

PAPADOPOULOS

Indulgent Snacks & Trends

➢ The majority of people worldwide consume snacks every day.

➢ Indulgence plays a key role in the snacks category with consumers looking for new flavors & new indulgent snacks

➢ Consumers consume snacks mainly for mood uplift, reward themselves & reduce stress

➢ Flavor is the main criterion when choosing snacks

➢ Sharing constitutes a key factor to snacks consumers when choosing snacks. They seek easy to share snacks in order to share with their loved ones, friends, colleagues or meeting new people

➢ Snack consumers seek multi-textures in indulgence (e.g. wafers with praline filling)

➢ It is observed that using temperature to enhance consumption experience, either warming up or freezing a snack (eg putting Caprice in the freezer), is highly used recently

GLOBAL TRENDS

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Marketing Objectives

- Increase **Brand Awareness & Trial, Penetration** of Caprice

- Establish Caprice as a **key confectionery option** among competition (direct - indirect competition)

- Establish **Caprice Brand Identity & Image** abroad

- Enhance the **premium character** of the product through in store communication-placement-visibility-activation

- Communicate the **sharing and gifting character**, as well as the sociable personality of Caprice

- **Satisfy/Thank** current consumers & **attract** new ones

When it comes to building a memorable brand, **it's all about consistency**.

The best brands stick in our brains because their presence is defined by the repetition of the **same logo, fonts, colors, and images**. Once we see them, they become **instantly recognizable**, bringing us a clear sense of reliability and security.

Caprice Brand Assets

Caprice Logo

- Pantone Color: 1795C (Coated)
- Logo CMYK: Red used on white / very light colored surfaces – negative logo on white surfaces (default): 0|100|100|23
- Logo CMYK: Red used on white / very light colored surfaces – negative logo on off-white surfaces (default): 0|100|100|18
- White on red background

Papadopoulos Logo

- Pantone Color: 186 C (Coated)
- Logo CMYK Papadopoulos Ribbon- when printed on white surface (default): 20|100|100|0 Pantone Color : 186C // formula + Black
- Logo CMYK Papadopoulos Ribbon- when printed on off-white surface : 15|100|100|0

Caprice & Papadopoulos Logo

- Proportions : Corporate logo + Brand Caprice (+ distances), see on the right
- Always cross-check the analogy of Papadopoulos Ribbon & Caprice Logo
- Always cross check the Pantone Colors
- Always use Caprice Logo below Papadopoulos Ribbon

Trays

- All trays to be printed with Pantone Color : 186C
- Caprice red on brown tray 0 | 100 | 100 | 18

Color coding 4 flavors

- Caprice classic : 0 | 100 | 100 | 23
- Caprice dark : 50 | 65 | 69 | 75
- Caprice Cappuccino : 13 | 48 | 63 | 30
- Caprice Vanilla : 100 | 47 | 0 | 0

Background (CMYK)

- When red color printed on white surface (default): 0|100|100|23
- When red color printed on off-white surface: 0|100|100|18

Logo Papadopoulou (RGB)

RGB: 201 | 37 | 44

Logo Caprice (RGB)

RGB: 190 | 20 | 27

Caprice Brand Assets

Use either in vertical or horizontal format, depending on space availability

Caprice Brand Assets

Occasion 4 Icons

1. Always use them, depending on space availability, in order to establish Caprice occasions of consumption
2. Use either in vertical or horizontal format, depending on space availability

Wafer Rolls

1. When using the Caprice bouquet, it must be 100% the same as the one shown on the Front of Pack
2. Separate wafer rolls are available (other varieties will follow upon photo shooting)

Cylindrical Pack

Caprice Brand Assets - Promo stickers

1. **Yellow background** to be used on Caprice red pack, based on the Global Color guidelines, since yellow stand outs better on Red colors
2. **Red fonts** to stand out on the yellow background, based on the Global Color guidelines, since it is obvious that the red stand outs better on yellow colors
3. **Cylindrical shape** similar to cylindrical shape of Caprice pack
4. Always **cross-check Legal restrictions** when communicating the discount/offer. It is recommended to communicate the word "eg offer, discount, off etc" instead of –x%, BUT this depends on the regulation

Yellow
CMYK : 0|100|5|0
PANTONE: 803C

Red fonts
CMYK : 15|100|100|5
PANTONE: 1797C

DO use yellow discount stickers in order to stand out on red pack.

DO use red fonts

DO use the word "offer" where applicable

DON'T use red sticker or red border, because the pack is already red & the stopping power is diminished

DON'T use square shapes on cylindrical Caprice pack

DON'T omit to include the offer descriptor

Caprice Brand Assets – Generic Visuals

1. Keep <mark>Caprice brand & color guidelines</mark> across materials
   - ✓ Background: Caprice Red color
   - ✓ Fonts: White (or Yellow in order to highlight)

2. Drive differentiation vs competition via <mark>strong in-store visibility with POP materials, secondary placement & clear call-to-action</mark>
   - ✓ Floor stands, wobblers, inserts in retailers leaflets, promo gifts etc
   - ✓ Premium carton pack design & high quality materials (<u>always ask for color proofs & materials before production</u>)
   - ✓ CTA message: Enjoy & Share (until new communication platform is developed), Let's …taste etc (upon campaign)
   - ✓ Perforated Display box with the same visual, to be produced for secondary placements

DO use white, yellow boxes to highlight CTA, message

DO use wafers to make product obvious

DO use the standard Caprice base & back and always adapt header depending on the message

DO develop consistent materials with the same logo, fonts, colors, and images regardless of topic

PAPADOPOULOS

Caprice Brand Assets – Generic Visuals

DON'T develop materials with any other color than the color of the Caprice brand depending on the flavor.

DON'T change Caprice logo size in favor of a big price discount communication. Caprice is a premium brand.

DON'T use the Caprice logo without the Papadopoulou Ribbon.

DON'T use branded carpet. It gets dirty & damages the brand image.

DON'T place the Caprice logo/pack on different surfaces (eg different surfaces of car door, window), because the logo/pack is damaged when opened)

DON'T develop materials without proving quality & safety, or without receiving actual samples

Caprice Brand Assets - Thematic/Seasonal/Festive

1. Seasonal & festive periods: Easter for EU, Ramadan/EID for ME, Summer - Freeze, Back To School, Christmas for EU, US, CA
2. Activations, Concepts, Promo-packs must be related to brand personality (do not alienate the brand characteristics) & target group needs-interests. Activations should be incorporated under the brand Equity
3. Seasonal/festive activations should be based on the primary religion of the respective country (exception of Canada where the Ramadan activation was used even though Muslims are around 3% of the population - due to commercial reasons)
4. Keep Caprice brand & color guidelines
5. Add separate elements-colors relevant only to the concept eg Ramadan Gold, EID Blue, concept symbols
6. Drive differentiation vs competition via strong in-store visibility with POP materials, secondary placement & clear call-to-action
   - ✓ Floor stands, wobblers, inserts in retailers leaflets, promo gifts etc
   - ✓ Premium carton pack design & high quality materials, printing methods (eg Gold printing - Embossed surface, etc) (always ask for color proofs & materials before production)
   - ✓ Festive colors, wishes, visuals, symbols of each festive to be implemented
   - ✓ CTA message: Enjoy & Share (until new communication platform is developed) Let's …celebrate etc (upon campaign)
   - ✓ Perforated Display box, same visual, to be produced for secondary placements

DO develop consistent materials under the same logo, fonts, colors (eg gold, blue etc), and images, regardless of the theme, festive, concept.

DO develop materials using festive elements, wishes & symbols

DO use white, yellow boxes to highlight CTA, message

DO use ONE approved design across related countries

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DON'T develop materials using a different color other than that of Caprice depending on the occasion.

DON'T follow different analogy of ribbon & Caprice logo vs the one provided by the Creative Manager.

DON'T communicate different CTA messages other than the one agreed with the Brand Team.

DON'T communicate CTA messages on the sides of the pack.

DON'T start production without receiving the color proof & material sample beforehand

DON'T hide Caprice logo when actual pack is visible.

DON'T brief & work on different directions other than the provided guidelines

DON'T customize designs with every other distributor