

Frutti Ice Lollies - SIGN OFF

Objective:

(Marketing)

To gain market share in overall ice cream category by extending current frutti franchisee from drink segment to ice cream

Consumer Need Gap:

(Marketing)

Target Consumer (Core Consumer): (Age, Gender, Income, Brand User, etc.)

- Male, Female, Kids – 7+ years
- Nationality – Qatari, Expats All
- Income – all income brackets
- Occupation – Any
- Purchase behaviour – Trialist and looking for new offerings in category
- Brand loyalty – Moderate to low

Consumer Promise (benefits that the product should offer as claimed benefits):

- Treat yourself to a moment of happiness with Frutti ice lollies. Made with our signature flavor and the finest ingredients, they're the perfect pick-me-up, anytime, anywhere

Evidence of the Background/ Rationale (what data suggests the need of this product to be developed; it could be from U&A, Existing product failures, it could be a new need gap):

- Ice cream category is indulgence based, and providing new offerings is an intrinsic part of the leader brands to retain consumers in their portfolio.
- Introduction of new varieties will create freshness around the brand and thereby it remains on TOM for consumers
- With Frutti's strong brand heritage, launching ice lollies will allow the company to leverage this brand equity and expand portfolio within existing customer segment who may not have tried the drink before

Strategic & Competitive Considerations:

(Marketing)

Strategic/Competitive considerations (strategy comes from brand architecture and brand key requirements, competitive is for tactical reasons of a new product doing well in competition kitty: data of its growth needed):

- Dandy needs to retain its position as market leader in ice cream category and lead the ways to increase its share in overall ice cream category
- Currently Dandy frutti has 3 flavours and only present in flavoured drink and the launch of new ice lollies from Frutti is a smart marketing move that will allow the company to leverage its brand equity, tap into a growing market, offer a new product experience, enhance its product portfolio, and meet consumer needs.

COMPETITIVE LANDSCAPE

(Marketing)

Benchmark 1/Benchmark 2 (on total product as such which will be the control for all evaluations):

- NA (as the current frutti recipe will be converted into fizzy drink)

Product Details:

(R&D)

Physical form -Solid/Liquid/Semi-liquid/Gel/Transparent/Opaque or any other:

- Solid

Action standards:

(R&D, QA)

How will you verify that the product is performing to the promise stated above:

Consumer validation (through in house sensory study) on sensorial attributes and score "Wow" on overall rating

Texture & Taste Performance: Colour, Aroma, overall mouthfeel, taste, sweetness, carbonation level

Critical Claims: NA

Nice to have Claims: NA

Proposed Launch Strategy:

(Marketing)

SKU & Flavour Mix:

SKU Size	SKU Decs	Consumer Price
60ml	FRUTTI ICE LOLLY ORANGE 60ML	1
60ml	FRUTTI ICE LOLLY STRAWBERRY 60ML	1
60ml	FRUTTI ICE LOLLY FLAMTU 60ML	1
60ml	FRUTTI JUICE LOLLY ORANGE60ML	1
60ml	FRUTTI JUICE LOLLY MANGO 60ML	1
60ml	FRUTTI JUICE LOLLY WATERMELON 60ML	1