

BONBON New Flavours SIGN OFF

Objective:

(Marketing)

To create a buzz around our existing BONBON franchisee and popularize it among GCC market as innovative ice cream format by offering new varieties and flavours

Consumer Need Gap:

(Marketing)

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

- Male, Female – 5+ years
- Nationality – Qatari, Expats All
- Income – all income brackets
- Occupation – Any
- Purchase behaviour – Trialist and looking for offerings in category.
- Brand loyalty – Moderate to low

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

- Indulge in a moment of pure bliss with every bite of our bite-sized ice cream. Crafted with only the finest ingredients, our miniature treats deliver a burst of flavor in every crunch. Whether you're satisfying your sweet tooth or sharing with friends, our bite-sized ice cream is the perfect way to enjoy a delicious snack any time of day.

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 is an indulgence category primarily driven by the variety seeking consumer behaviour
- Offering a variety of flavors can help Dandy to reach a wider audience and increase brand loyalty. By providing more options, you can appeal to customers who are looking for a specific flavor or texture, and you can keep them coming back for more.

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):

- As a strategic way forward, Dandy needs to lead in ice cream category and extend its footprint through various innovative offerings.
- Dandy has launched BONBON as unique innovative offerings in ice cream category
- Although BONBON has not retained its peak level within couple of years, it is considered as sharable ice cream format.
- Offering new variants of popular flavors like cookies & cream and triple chocolate can help attract customers who are looking for something new and exciting. By providing a fresh twist on classic flavors, you can differentiate your brand from competitors and keep customers engaged

COMPETITIVE LANDSCAPE

(Marketing)

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

- NA

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: Color, Aroma, overall mouthfeel, taste, sweetness, flavour

Critical Claims: NA

Nice to have Claims: NA

Proposed Launch Strategy:

(Marketing)

SKU & Flavour Mix:

Category	SKU Size	Price (PTC) QR	Shelf life of Product	Flavour
BONBON	238ml	10	18 months	Cookies & Cream
BONBON	238ml	10	18 months	Triple Chocolate