

# Project Presentation

# Alpha Marketing Agency

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## Marketing Consultant:



**Chadwa Khmissi**

**Yomna**

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# **Presentation and positioning of Moser Roth**

**Moser-Roth is a brand of German chocolate produced by Storck for  
Aldi.**

**Moser Roth is considered in a very competitive position along many  
other Premium chocolate brands like Lindt & Sprugli , Godiva , Bettys&  
Taylors of harrogate, Amadei , Valrhona Guylian and Patchi**

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# Challenges to overcome

- Recognition
  - Distribution
  - Brand Dependence
- > Unfulfilled Potential

 Jennifer Nardin

★★★★★ Best dark chocolate

Reviewed in the United States on November 10, 2018  
Verified Purchase

This is now my absolute favorite dark chocolate bar; multiple packages in 1 bar is nice for on-the-go and the flavor is second to none ( and I have eaten A LOT of chocolate bars!) Got it from my brother-in-law for Christmas one year, ask for it again every year and now I order from amazon too!

2 people found this helpful

[Helpful](#) | [Report abuse](#)

 Diana Assmus

★★★★★ Superior flavor!

Reviewed in the United States on February 19, 2021  
Verified Purchase

I received my first Moser Roth chocolate bar that was included in a beautiful flower arrangement. Loved it enough to order it online! Great tasting dark chocolate!

[Helpful](#) | [Report abuse](#)

 Lucy George

★★★★☆ Maybe the best chocolate I've ever had!

Reviewed in the United States on January 3, 2018  
Verified Purchase

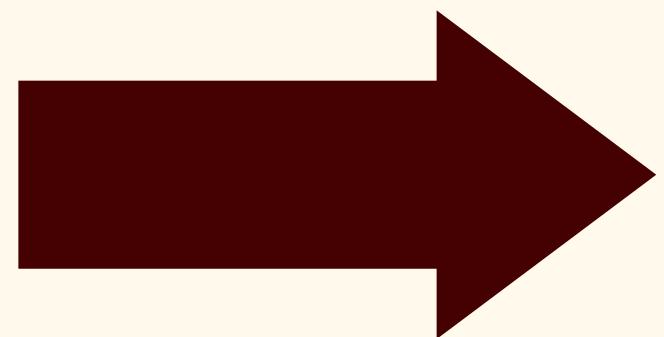
Every time I taste this chocolate I have the thought, "I think this is the best chocolate I've ever had." It is truly a lovely chocolate. The only reason I give this product 4 stars instead of 5 is because the chocolate comes from Germany, so it took quite a long time to receive my order (over a month). Once I had the first bite, I believe it was worth the wait. I will order this chocolate again.

One person found this helpful

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# Our recommendations for the package design



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# Theme: World Cup



# Psychological recommendations

- The shape of the box is similar to a football ball.
- Choosing the right colors for emotional resonance is important.
- The choice of black and white emphasizes the neutrality of the brand towards all countries.



# Cultural recommendations



**Include local football team names and flags  
to invoke a sense of belonging in the  
consumers.**



**Add words of encouragements for each team  
to provoke the consumers.**

**For example, "Allez les bleus" for the french  
team.**



# *Green marketing*

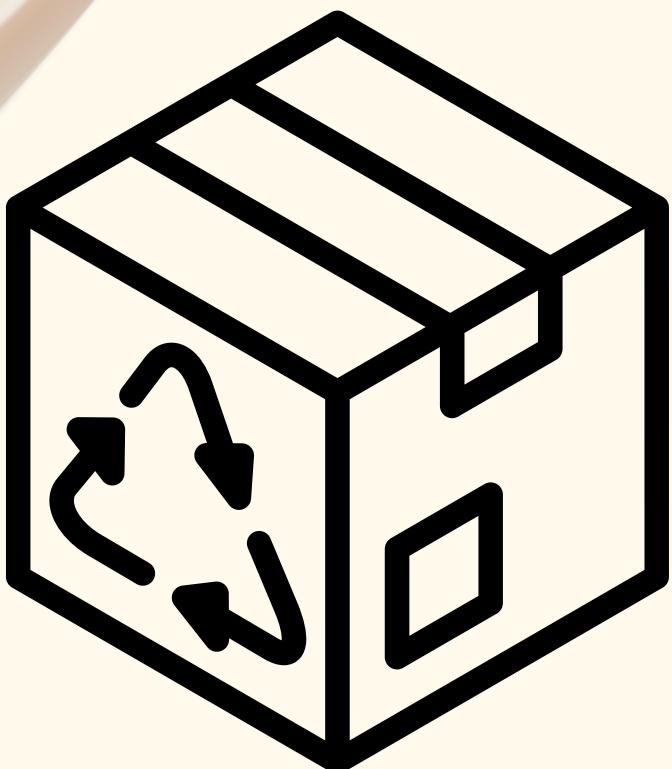
- improves credibility and visibility among conscious consumers.
- distinguishes a brand from its competitors.





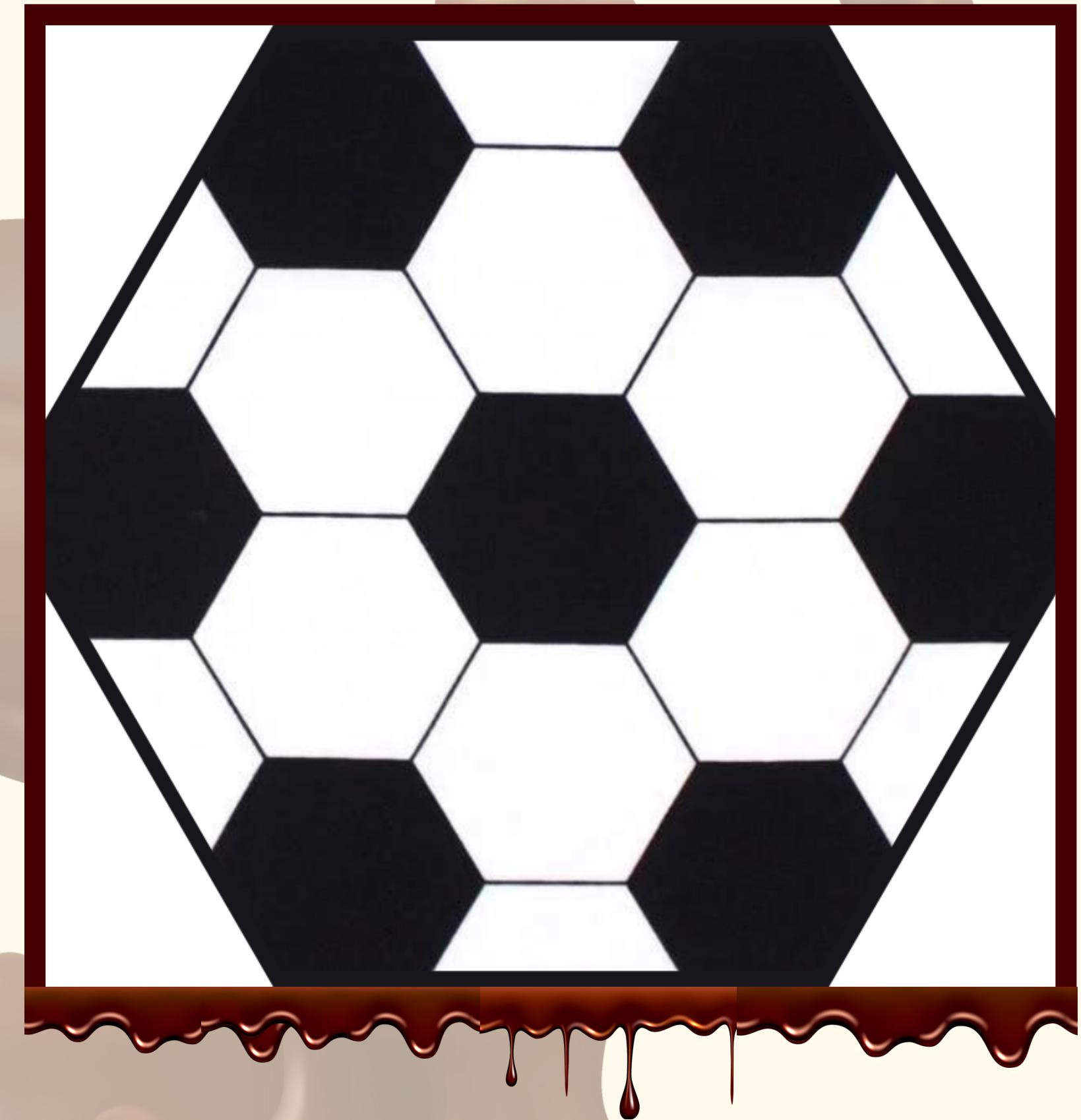
As you can see this shows Pollution across streets and utter lack of intelligence towards the environment.

Well as a solution to all of this , we suggest to make our packaging recyclable to meet the sustainability goals set by this year's World Cup.

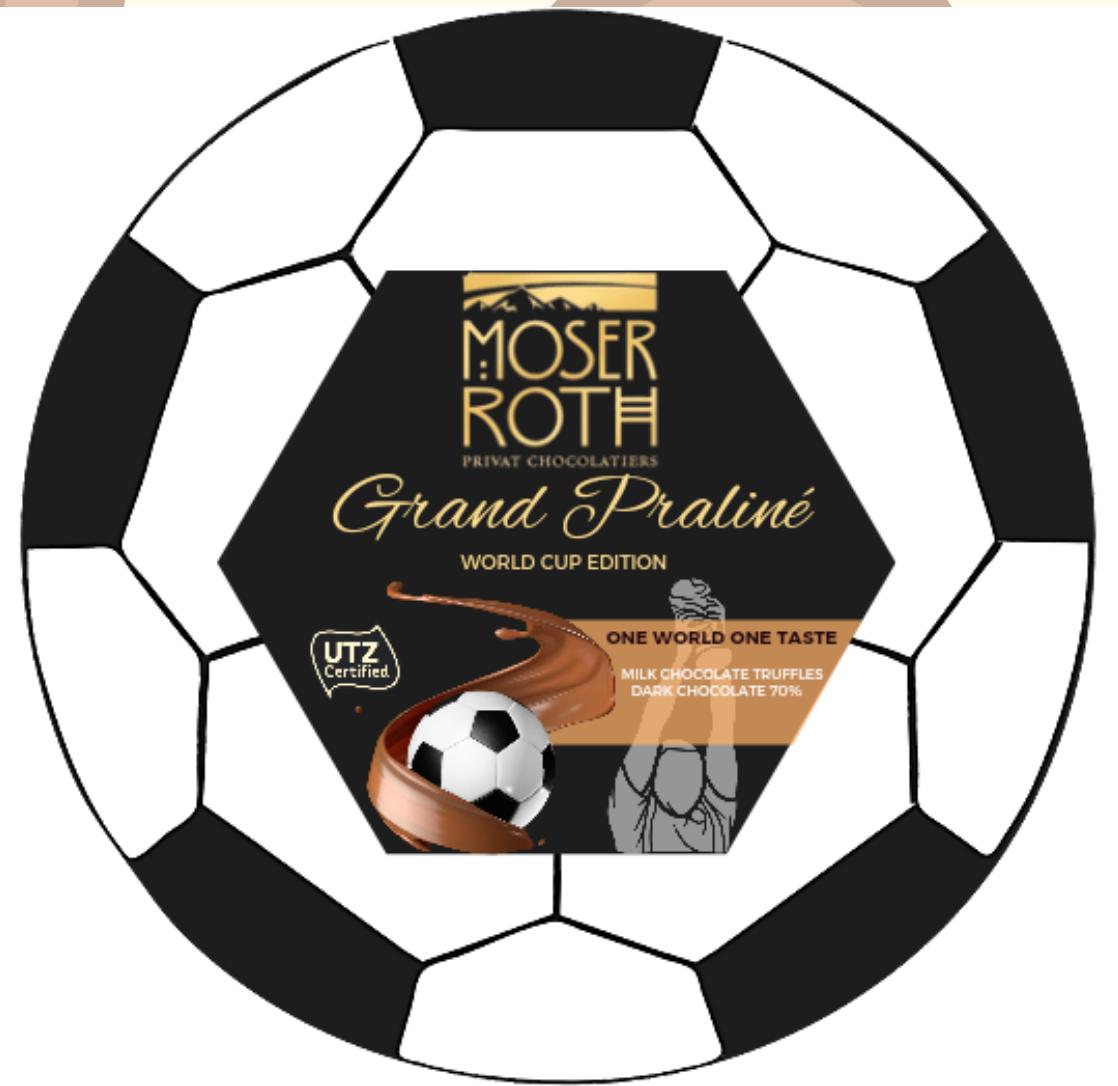


# The Final Result :





# The Final Result



# GAME !



1- open Kahoot .com

2- copy the pin code : 0882132



**FINALLY!**

**THE END OF THE PRESENTATION**

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*Thank you! ^^*

