



Tang in the Philippines' Holy Week: Unblocking a market hindrance

To improve the brand's sales on the market during this festive season

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PRODUCT INTRODUCTION

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MARKET SNAPSHOTS &
BRAND PERFORMANCE

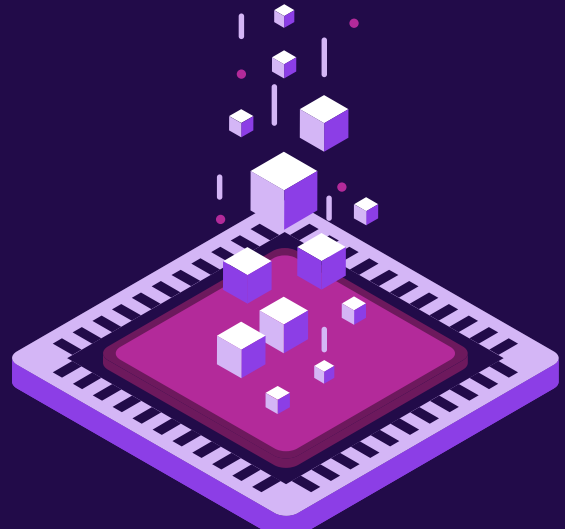
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HOLY WEEK'S RETAIL
ACTIVITIES

4

CONSUMERS' BEHAVIOURS

OUTLINE



PRODUCT TIMELINE



Tang was **first launched** in the Philippines in 1972.



Tang became the **leading brand** in the powdered beverage category.



The Philippines became one of the **biggest markets**.



Excise tax on sugar-sweetened beverages in 2018 **reduced sales**.



PRODUCT ATTRIBUTES

THE BEST REFRESHMENT

A well-loved refreshing drink to beat the thirst



REAL FRUIT FLAVORS

A wide product portfolio of 21 fruit-flavoured taste



VITAMIN RICHNESS

A fortified drink to help you meet daily nutrient needs



VALUE-FILLED TIME

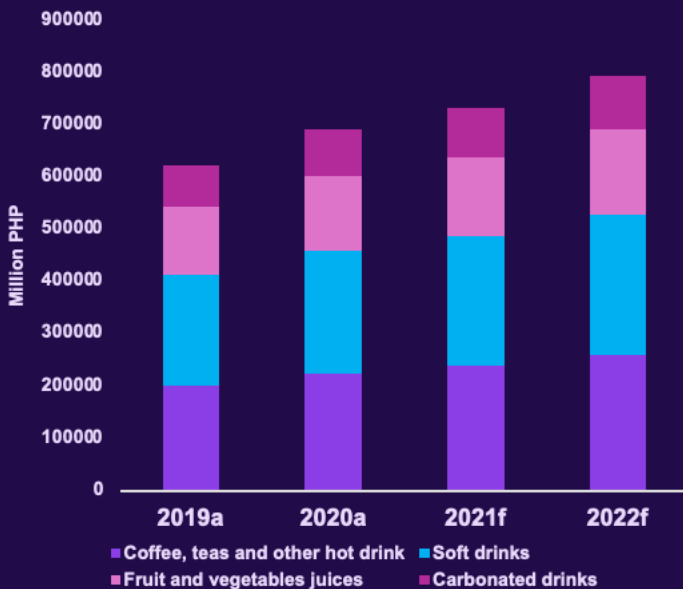
A chance for every family member to being together



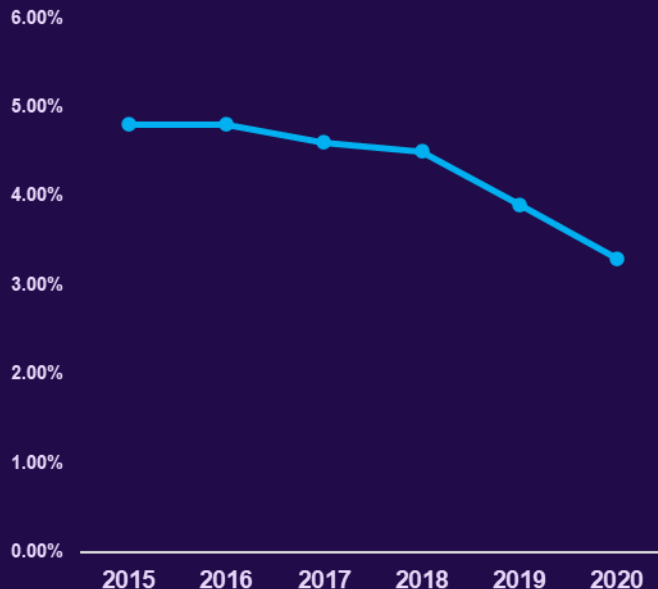
HOW MIGHT WE INCREASE SALES OF TANG IN THE PHILIPPINES' EMERGING SOFT DRINKS MARKET?

While **soft drinks market has been emerging** constantly, the **market share of Tang's products is decreasing**

Non-Alcoholic Drinks Sales
(Philippines 2019-2022)



Brand Value of Tang in Soft Drinks



HOW MIGHT WE INCREASE SALES OF TANG IN HOLY WEEK WITHIN AN EMERGING MARKET?

Food & Non-alcoholic Beverage Consumption



Holy Week Happens Every Q2



No alcoholic drinks



No eating meat



Liquid diets

→ **Holy Week is an untapped festive occasion**, possessing appropriate traits for Tang products to obtain higher market shares

HOW MIGHT WE UNLOCK A NEW CUSTOMER SEGMENT IN HOLY WEEK OCCASION?

Zillennials emerge as a **potential customer segment** but are **often overlooked** by many popular brands in the Philippines

MILLENNIAL MOMS



Demographics: 27-43
(10% of Filipinos population)

Open to gifting resale items: plan to gift a resale items in holiday seasons

Sustainability beyond products: prefer to shop at retailers who adopt sustainable practices

Going local: prefer shopping at local retailers than national retail chains

CHILDREN



Demographics: 5-17
(28.8% of Filipinos population)

Influencing on parental shopping decisions

High attention for advertisement: being attracted towards television advertisement

Product quality perception: quality conscious instead of high price

ZILLENNIALS



Demographics: 21-29
(20% of Filipinos population)

Scouting for new retailers: shoppers plan to go at new retailers

Long shopping duration: spend more than a month for holiday shopping

Big-ticket items for household: wait for holiday sales to buy big-ticket items for themselves or their households

ZILLENNIALS POSSESS VARIOUS TRENDS IN CONSUMING SOFT DRINKS DURING HOLY WEEK

CONSUMING TRENDS

Sober curiosity

Preference to
drink mixers

Health & wellbeing
consciousness

BEHAVIOURS IN HOLY WEEK

Preference to chilling
and relaxing

Small gatherings due to
COVID-19 outbreak

Preference to
alternatives of alcohol

→ Tang products should leverage the consuming trends of this new customer segment

THEN,

**HOW CAN WE MAKE TANG BE THE NATIONAL DRINK
OF THE FILIPPINOS DURING HOLY WEEK?**

THANK YOU FOR READING!!