

The background of the image features a wooden surface with several plates of food. In the top left, a small bowl contains sliced radishes and shredded purple cabbage. To the right, a green plate holds a taco filled with shrimp, topped with radish slices and purple cabbage. In the bottom left, a blue plate shows another taco with shrimp and purple cabbage. A large green curved shape serves as a backdrop for the Knorr logo.

SINCE 1838

*Knorr*®



# Contents

## Chapter 1 Global Story

1. Our roots
2. Global Positioning
3. Global Portfolio

## Chapter 2 Pakistan Story

1. Knorr Noodles Legacy
2. Our Product and TG
3. Our Brand extensions

## Chapter 3 Our challenge

# Chapter 1 Knorr Global Story



# Our Roots....

**We've been pioneers of flavour since 1838** where in Heilbronn, Germany, Carl Heinrich Knorr set out to make **tasty and nutritious food accessible to everyone.**

COOKING UP JOY  
*C. H. Knorr*  
SINCE 1838



# Our Global Positioning....

**At Knorr, we've always loved the good stuff. It's a source of joy, not just fuel to power us through the day. The problem is, health and flavour is seen as a trade-off. But we believe that not only can you have one with the other, but you can make it irresistible, too. Throughout these pages, we'll show you how to win hearts, minds and plates with our flavour superpower. Knorr wants to help everyone make the good stuff so irresistible, they crave it.**





# Our Global Portfolio....

## Cooking Aids & Mini Meals



## Condiments



## Lifestyle Nutrition





# Who do we Talk to....



## Love Veggies

We know veggies are good for us. And we want to want them, but they're never the tastiest thing on the plate.

Knorr's flavour superpower helps you say goodbye to bland and hello to rich flavours.

Give veggies the love they deserve with Knorr and discover how cravable the good stuff can be.

## Remix Traditions

We love our national dishes, but they're not always the healthiest. Eating them on repeat can turn love into monotony.

Knorr's flavour superpower and some healthier twists bring new excitement to old favourites.

Rekindle the love with a fresher, healthier take on the classics.



## Crave Homecooked

We know it's good to eat nutritious home cooked dishes, but they struggle to compete with more irresistible options outside home.

Knorr's flavour superpower makes home cooked as easy, and irresistible as the alternatives.

Discover just how satisfying and cravable home cooked can be, with Knorr.



# Chapter 2 Knorr Pakistan Story





# Knorr Pakistan Story

Knorr Masterbrand is a PKR 19BN franchise with a 30-year legacy in Pakistan. 80% of this franchise resides in mini meals of which predominantly 98% is Knorr Noodles. In last 5 Years we have consciously built Knorr as a Noodles brand by creating full throttle demand generation.

The success story of our noodles business is while largely attributed to unmissable product superiority on Chattappata (our blue-eyed boy with 80% contribution) however, the credit also goes to the consistency of consumer proposition as well as creative messaging that has been largely stable over a period of last 10 years.

Knorr TUMMY FULL,  
TIFFIN CHATT



Knorr Iska Magic hee Aur!







**An iconic heritage brand with over 30 years of History !**



**2<sup>nd</sup> Highest Recalled  
Jingle after lifebouy**

**Loved by families**

**20 MN packs sold  
every month**





# We taught Pakistanis to eat noodles..

| 2017   | 2018  | 2019                                     | 2020                                  |                                    |
|--|---|--|---------------------------------------|------------------------------------|
|  |   |  |                                       |                                    |
| <b>Snacking moment:</b> Boriyat bhaganay ka fun formula! | <b>Consumption Focused:</b> Fun times for the whole family! | <b>Occasion Specific:</b> Dana Dan Green | <b>New Flavor:</b> Cheesy Chattrpatta | <b>Price callout:</b> 20 ki Cheez! |

## Positioning: Boriat Bhaganey ka fun formula

| 2021   | 2022   | 2023                           |                        | 2024                              |                                 |
|--|--|--------------------------------|------------------------|-----------------------------------|---------------------------------|
|  |  |                                |                        |                                   |                                 |
| <b>Lunchbox Moment:</b> Tummy full, Tiffin Chat! | <b>Lunchbox Moment:</b> Tummy full, Tiffin Chat! | <b>New Flavor:</b> Spicy Tikka | <b>New LUP:</b> Iron + | <b>Price callout:</b> LUP @ Rs.30 | <b>Price callout:</b> MP & Core |

## Positioning: Tummy Full, Tiffin Chatt!



# We sell Instant Noodles for Instant Joy!

## #1. Our Product

Instant Noodles ...



thin wavy noodle strand



Powder Tastemaker



## #2. Our Consumer



**Mothers with Young Kids  
(25-35)**



**Kids  
(8-15)**

Proposition

Fun snack/ meal that transforms mundane to exciting.

Target audience

LSM 3+ households, mass, your average Pakistani setup and even rural areas





And we have created a magical world for Kids to enjoy!



Playful

Joyful

BFF!





In 2022 we  
decided to  
stretched Knorr  
into  
YA & Teens  
segments....

Insight: Relevance goes  
down as kids age up!



# And hence we launched Knorr Blazin for thrill seekers!





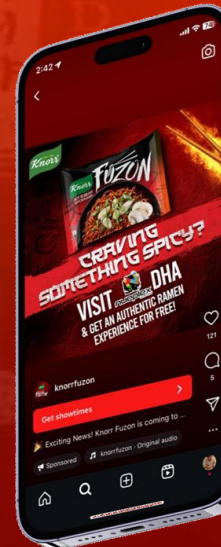
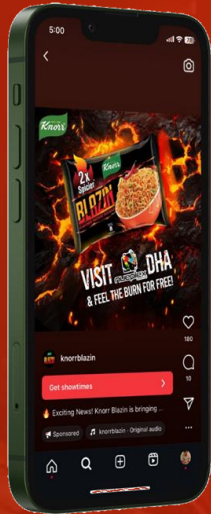
**In 2024 we  
capitalized on  
the rise of  
Korean Noodles  
trends**

**Insight: Everything Spice &  
Korean trending 2x!**





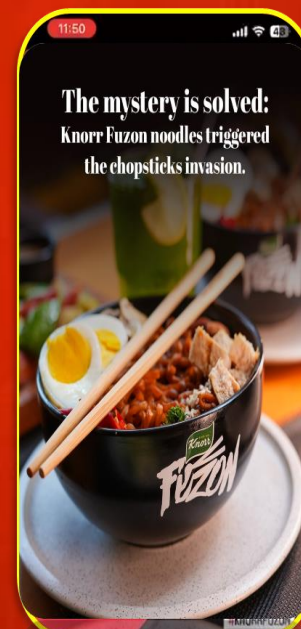
# And we asked Gen Z to Raise their Chopsticks with Knorr FUZON!



chopsticks for Knorr Fuzon Kimchi noodles



were at the heart of the chopsticks phenomenon



for Knorr Fuzon Kimchi noodles





What  
it did  
for us



While we still have  
LION's Share  
**(85%)** in the  
category, we clearly  
lost our MOJO with  
our consumers!



Brand affinity (-100bps)



Differentiation scores (-800bps)





# ur Challenge

# The Brand Challenge

## ➤ CURRENT CONSUMER PERCEPTION OF KNORR MASTERBRAND

### ➤ Brand personification:

- **POV of a HOMEMAKER**→ Knorr is seen as a 40-year-old man, belonging to upper middle class, a trustworthy flavour expert that is timeless, he is that classic friend who has aged with me however my kids and younger siblings can't be friends with him. He is old school, and he never made an effort to evolve with trends. While you can trust him, you can't have fun with him.
- **POV of a 15-YEAR-OLD (GENZ)**→ To me Knorr is like my parents loved Toyota corolla 2015 model that they don't want to part ways with. While we have no feelings for it (good or bad) my mom loves that car and trust it! While we don't want to be seen driving it or travelling in it.





**“Has become a dated brand ... seen as trustworthy but borderline boring and old, with no association with audience under 30s”**

**Problem statement**

**How to modernize make  
Knorr Masterbrand first choice of  
experimental foodies seeking out  
trendy flavors and quick meal  
solutions ?**

