

Nutella

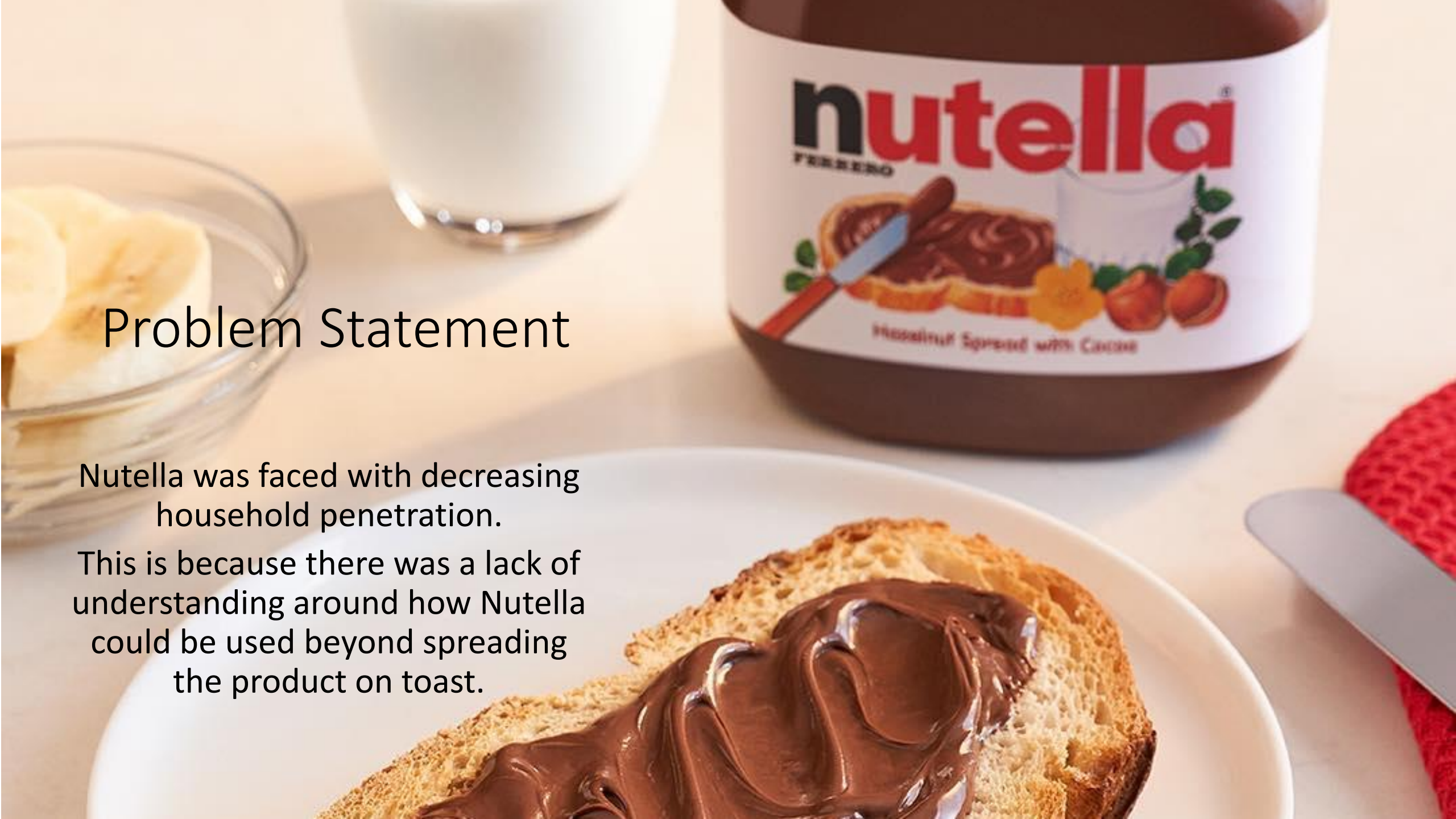
By Alyssa



Problem Statement

Nutella was faced with decreasing household penetration.

This is because there was a lack of understanding around how Nutella could be used beyond spreading the product on toast.



Advertising Objectives

Push the boundaries of being just a spread for bread and show that Nutella is a very versatile snack that is fun to make and yummy to eat.



Target Audience

Urban or Suburban

Mid-High income group



32-45 years old Mom

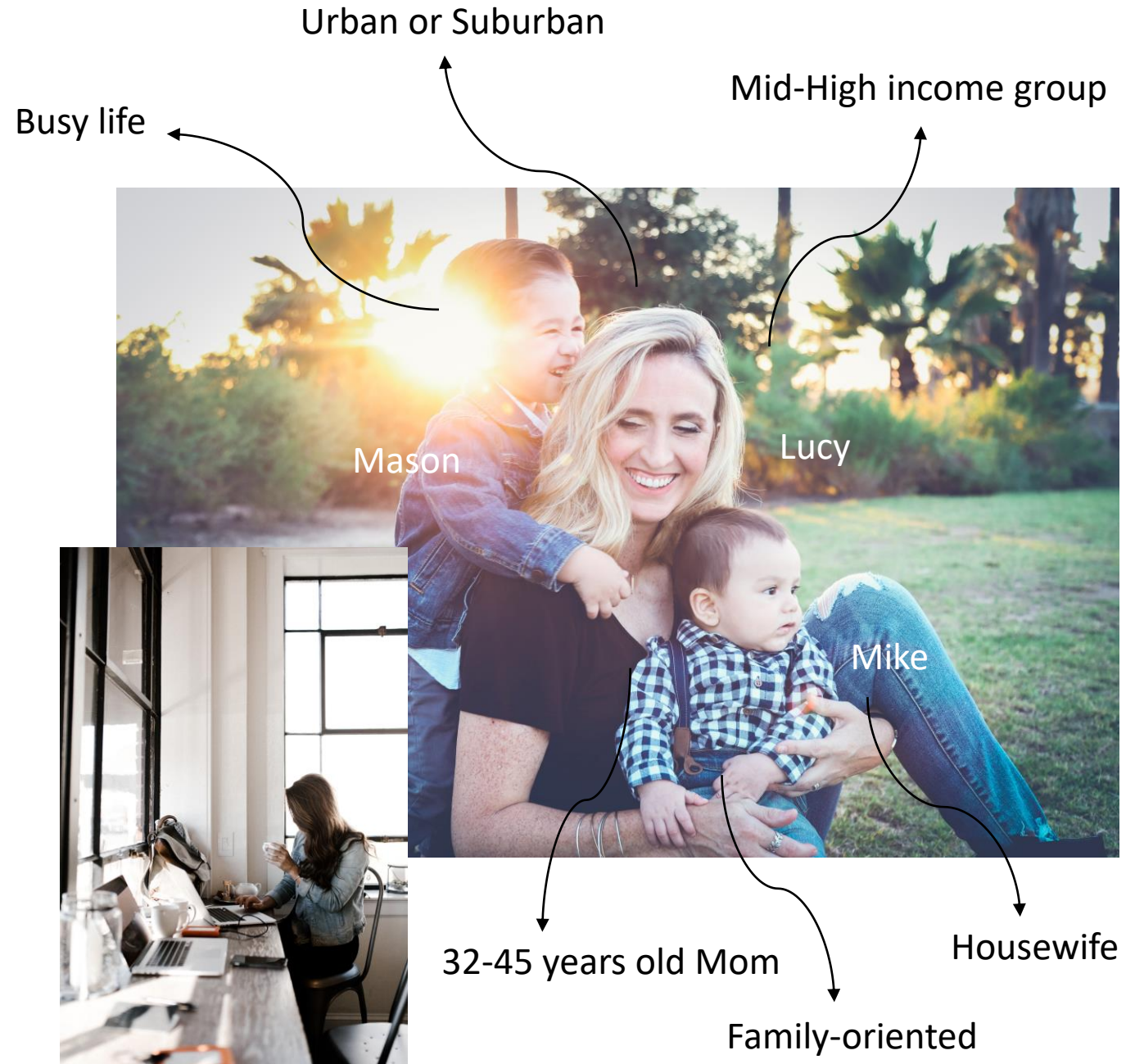
Target Audience

Lucy

Lucy who is 35 years old, is a mother of two kids, 13 and 9 years old respectively.

Lucy is a housewife who takes care of cooking, cleaning and taking care of the children. Her life is not easy.

Each morning, she is troubled of what breakfast to prepare for her kids. She cares for her kids so much that she wants to give them the best food that makes them happy and that requires minimal preparation time.



A close-up photograph of three crepes stacked on a black rectangular plate. Each crepe is topped with a dollop of white ice cream, a drizzle of dark chocolate sauce, and a garnish of chocolate shavings. The crepes are slightly folded and appear to be filled with a light-colored filling. The background is a dark, textured surface.

Consumer Insights

You can make countless different desserts using Nutella. It goes very well rolled in crepes.

I can't believe this is advertised as a breakfast food. I use it to frost brownies. Its CLEARLY a chocolate dessert



Do more with Nutella

Tone & Manner





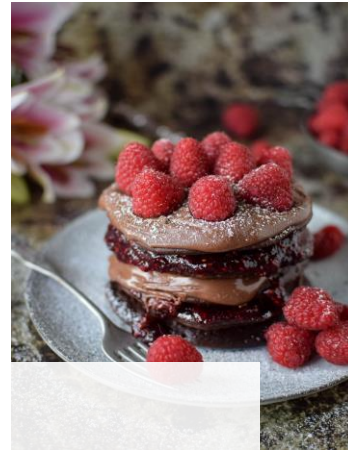
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Whoopee

Fun

Intimate

Warm



The New-tella Way (the New way of eating Nutella)

