

NEW STICKS FLAVOR



GROUP : Native Owls.

MEMBERS :

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New Boukovo flavor!

Bukovo is a Balkan spice which belongs to the capsicum family and consists of dried and crushed red peppers. It has a red tile color and a spicy taste.

Why sticks with boukovo flavor?

- Tsakiris chips do not have a quite spicy taste in their variety, but we did not want to add an ordinary flavor like hot chilli.
- The category of chips in sticks have only salted flavor and we would like to enrich them and increase the sales.
- Boukovo is well known in Greece and specifically in Northern Greece.



Positioning concept

Spicy reality

1. **Consumer insight:** 33% of consumers prefer unusual ,“trendy” and spicy flavors as Boukovo
2. **Product description:** Selected potatoes, vegetable oil (palm oil), boukovo spice (9.5%), salt.
3. **Benefits:**
 - Uniqueness in flavor
 - The product can be a trademark in the gatherings
 - chips with bukovo are a good alternative choice in case somebody doesn't want to cook.
4. **Reason to believe:**
 - Tsakiris is one of the favorite brands of Greek consumers.
 - This company is the only one that offers the sticks
 - The products are placed in modern and eco-friendly packaging.
 - The company is evolving over the time and new trends are emerging such as boukovo

Target Group



For this product, we target both men and women who especially love the spicy and intense flavors and belong to the age group between 15 to 35 years old.

- Under the age of 15 are not fan of strange and mainly spicy flavors
- Adults over 35 years old, start to pay attention to their diet and resort to healthy foods and snacks

1. 80 gr



Product.packaging

The first package is a little round box of 80 gr and the second one is a bigger bag of 140gr, made for even bigger taste!

2. 140 gr

Both made by biodegradable materials, which are environmentally friendly



Quantity of product proposition assortment vs competition

For FT Channels: 80 gr + 140 gr, in order to be practical

and useful and also not to be excessive in quantity due to its hot taste.

For MT Channels: Quantity is measured per kilo, so as to be useful for catering companies and enterprises to select the appropriate quantity for their needs.

Suggested prices

For the bag - 1,56 €

For the mini snack - 1,10 €

- We made a comparison with the competition but also with the company itself
- The product may have cost less, but its value is different as long as the packaging material is biodegradable.
- It was decided that the price would not go far beyond the company's reasonable price range, as the ultimate goal is to raise consumer awareness about the choice of environmentally friendly products and packaging.

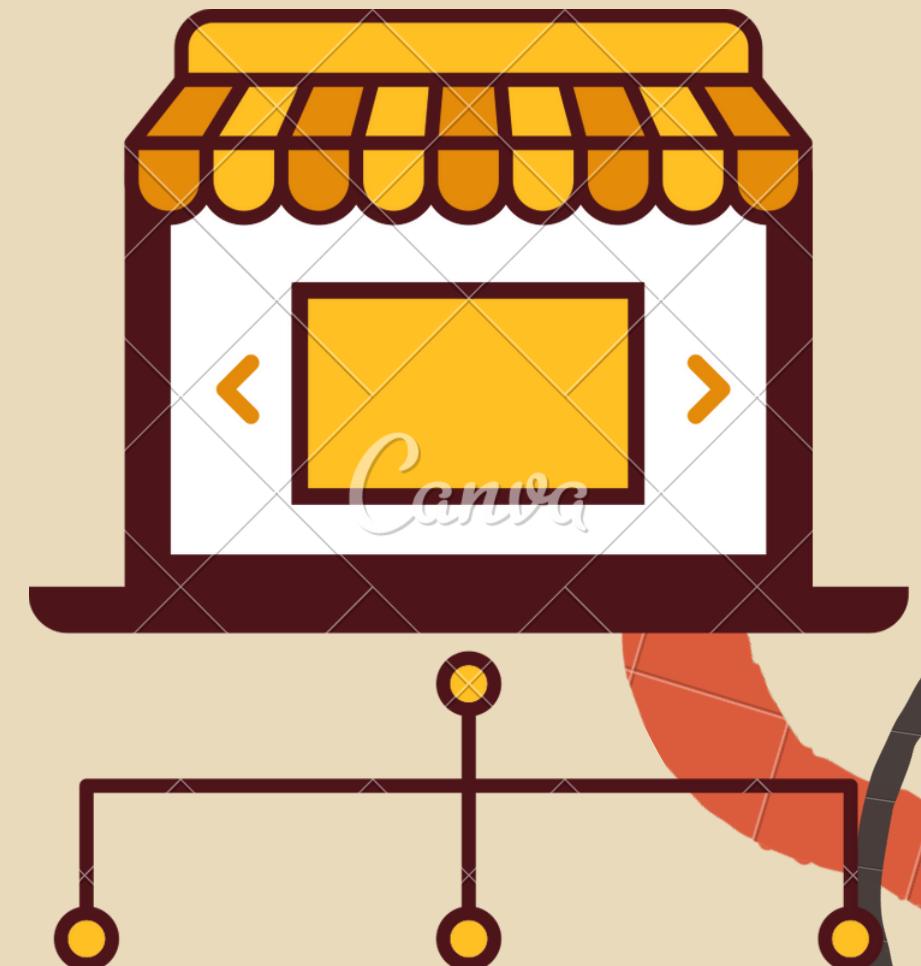
Distribution channels

Goods supply store

- Through supermarkets, kiosks, and mini markets. placement on the shelf will be relatively high, at such a point where it will catch the eye of every consumers
- Ship snack bar and airport mini market.
- Dining areas, cafes, clubs.

Recreational areas

- Amusement park
- Cinema
- Stadiums



Product's communication in-store and out-store.

How will it be communicated
in-store?

Below the Line Marketing (BTL)

- Purchase discount: i.e. 20%
- One plus one package
- Special stands
- Free product offered to customers in stores

How will it be communicated out-store?

Media

Above the Line Marketing (ATL):

- Television → Short and smart advertising

Digital

- Promotion by Instagram influencers or youtube
- Advertising spot in youtube video → Cheaper than TV advertising

Product launch marketing campaign



Campaign with
influencers



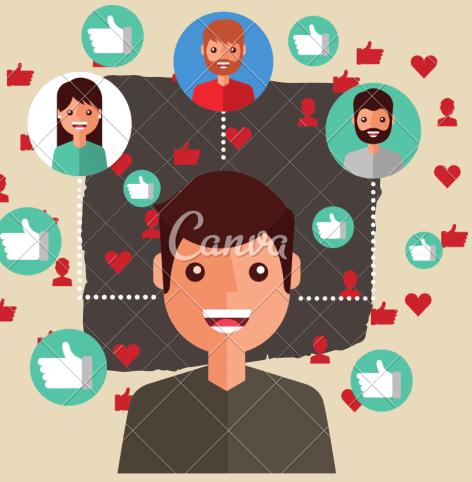
Organize pre-launch
giveaways



Social media
publicity



Creative
messages



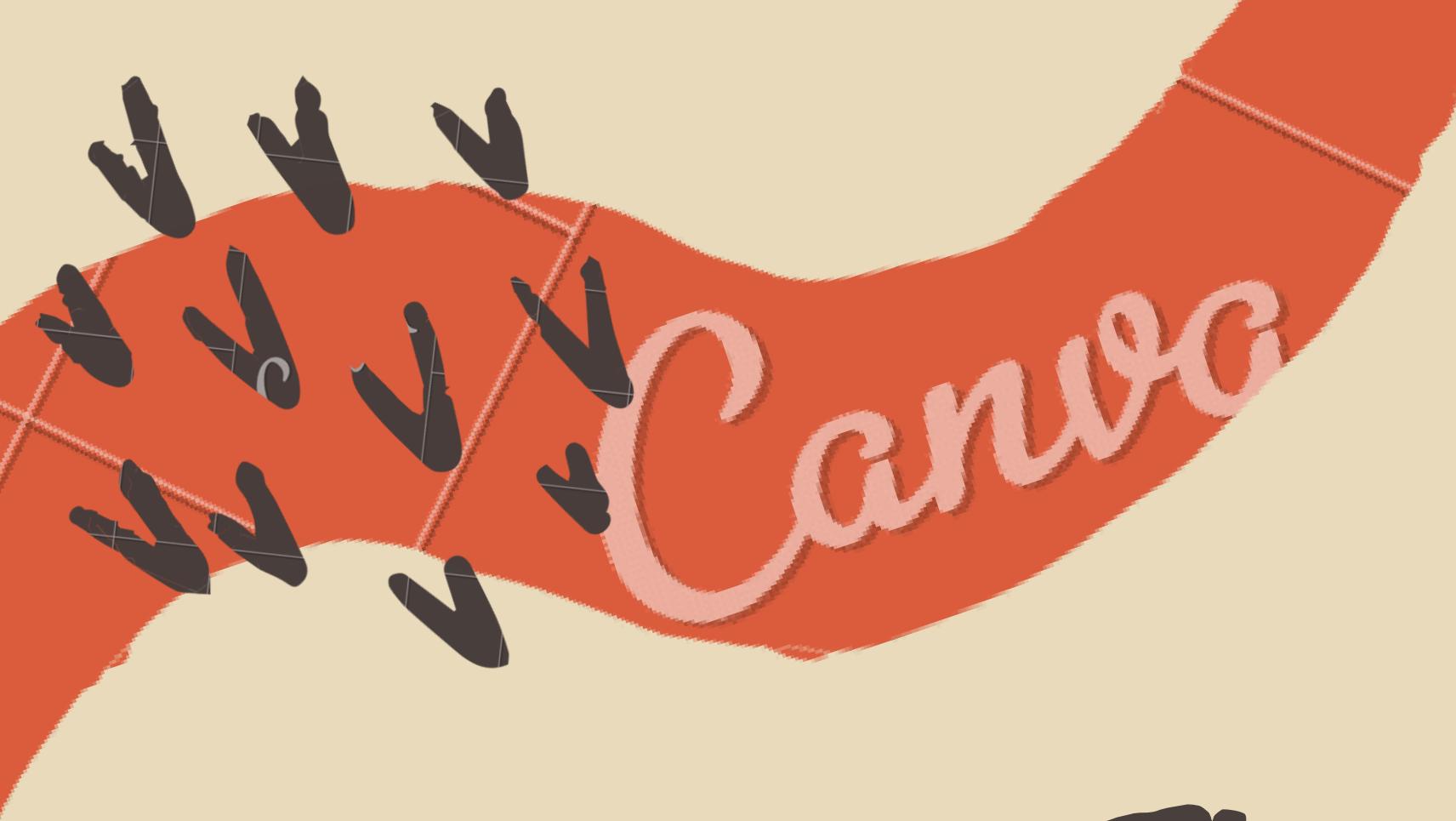
Built hype

An illustration of two boys playing football on a grassy field. One boy is in the foreground, wearing a yellow t-shirt and brown pants, with a soccer ball at his feet. The other boy is in the background, wearing a yellow t-shirt and dark pants. They are both smiling. The background shows a simple grid pattern representing a stadium or field.

Advertising idea!

Place: Stands in an amateur football match

Story: A boy is sitting alone and right next to him there is a group of guys eating our tsakiris boukovo sticks. The guys offer to the boy boukovo sticks and in the final scene we see them all together eating our new snack!



Thank you!!

