



Ambinut



Ambinut

Outline

- 1. Mission & Vision + SWOT
- 2. Brand Elements + Brand Awareness
- 3. Six Brand Criteria + SFU (Brand Image)
- 4. POP-POD + Brand Mantra
- 5. 6 building blocks
- 6. IMC





Amphinut



Mission

Amphinut wishes to bring customers good health, nutritious and convenient meals for Vietnamese people. Amphinut wishes all Vietnamese people to have good health.





Ambinut



Vission

Ambinut wants to open a new epoch with quality meals with nutrition but not too high prices. Ambibut nutrition products will appear daily in Vietnamese meals





Ambinut

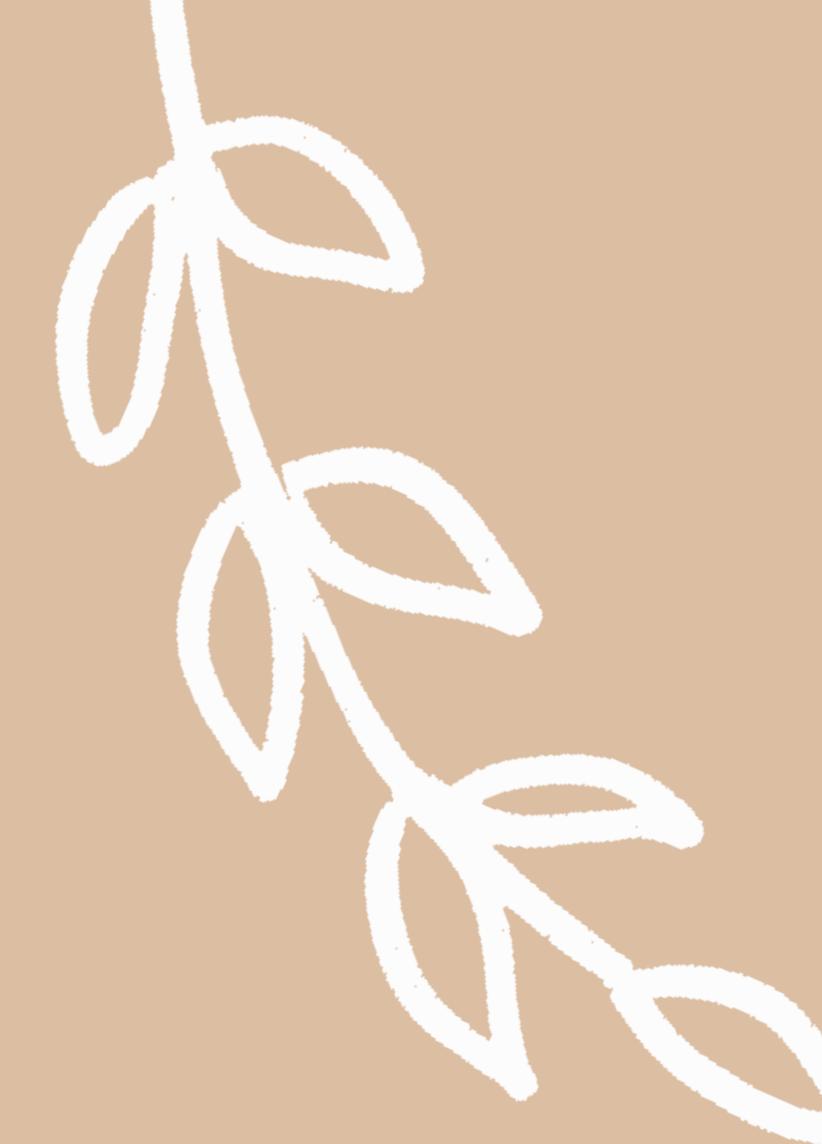
SWOT



Strengths



- Improve the quality of nutrition and community health equipment.
- Serving a variety of customer segments, not exclusively for food and drinkers.
- Food is quick, convenient but has enough nutritional quality needed for the body.
- The production stage is strictly controlled and meets the quality standards of food hygiene and safety.
- Source materials are always fully met throughout the seasons.
- The product is manufactured on the exclusive rights of the formula.



Weaknesses

- Message time is limited.
- Only available for exclusive distribution.
- Not diversified products, easy to cause boredom for consumers.

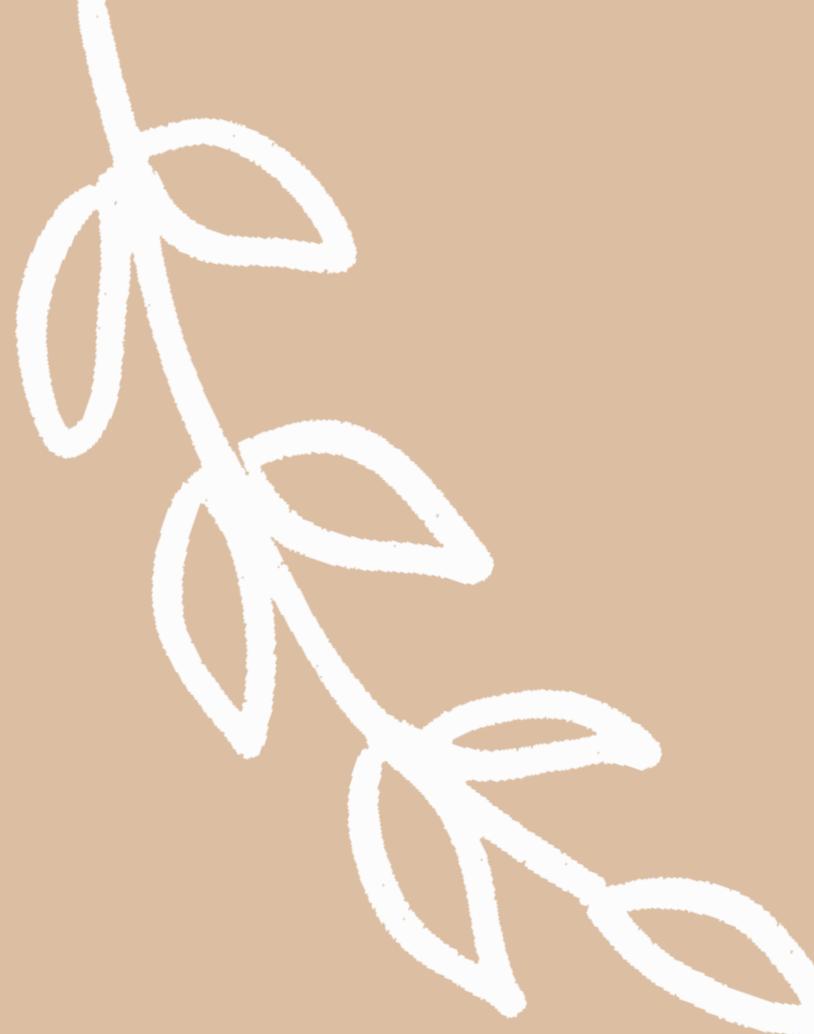




Opportunities



- The level of concern about health of consumers is increasing, they are tending to look for nutritious foods to ensure health.
- Vietnam is the world's largest rice producer
- Cereal grains can be grown easily in Vietnam to meet the necessary raw materials.
- There is still no company that manufactures this nutritional product.
- Vietnam high quality goods

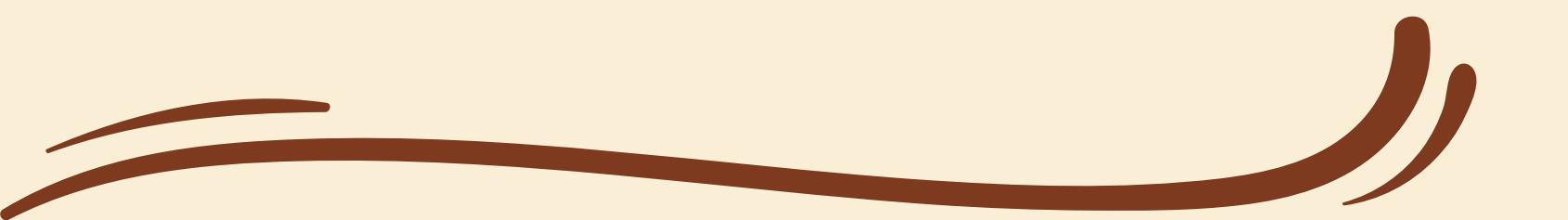


Threats

- The influence is not big enough for customers or distributors because Ambinut is a newly established brand.
- Compete directly with rye bread of brands that have appeared in the market before.
- Consumers do not have a clear understanding of nutritional products.



Brand Elements & Brand Awareness





BRAND NAME

Ambi

→ is derived from the word “Ambition” for the dreams of achieving sustainable nutritional values.

nut

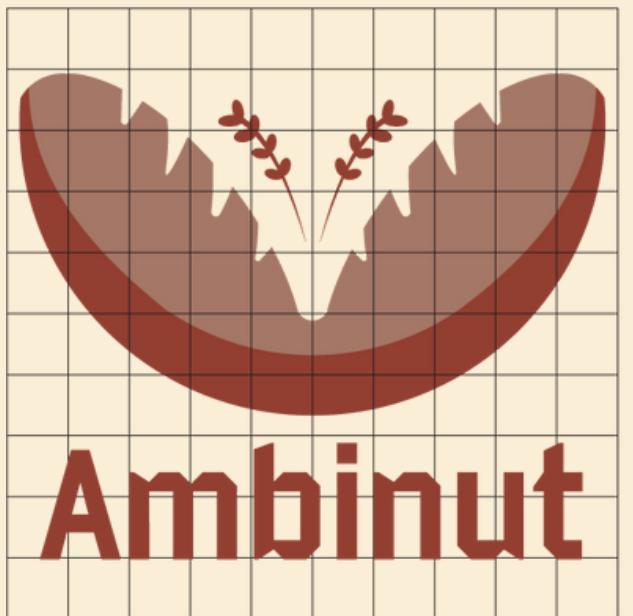
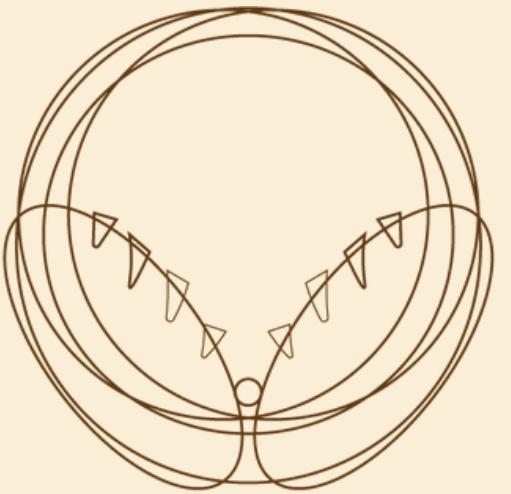
→ means nuts, corresponding to the brand's ingredients. The products are mainly made from a mixture of nuts. It also takes the origin from Nutrition – Nutritional quality associated with the brand name.

- “A” is the letter A that always appears at the beginning of the alphabet. The brand wishes, customers always remember the first brand, as well as the desire to be the leading brand in the field of nutritional food and in Vietnamese meals.



LOGO

- The logo is taken from bread and nuts.
- The two seeds split in half and, if put together, will form a loaf of bread, and when opened, a branch grows
- The shape of the two cakes we put together are like a tree starting to sprout and the seeds inside represent a mixture of nuts.
- The arrangement and layout of the logo image has created a different view that the rice plant will represent the growing seeds, in the middle of the bread there are 2 sprouts symbolizing the budding.

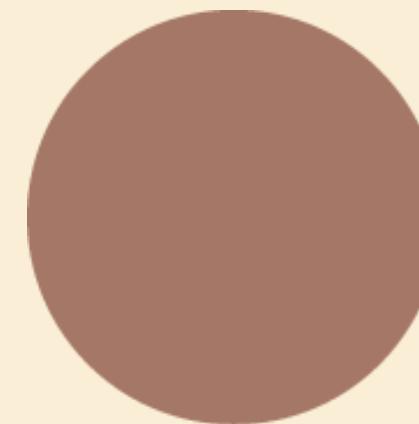


Ambinut

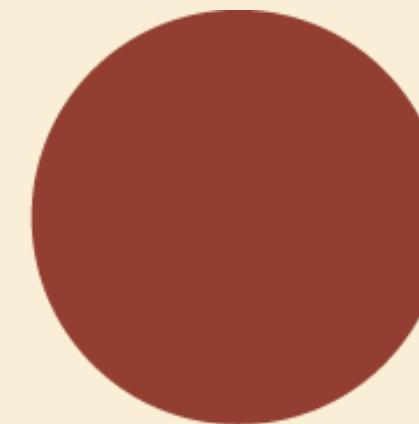
COLOR



- Our main color is earth red – represents the red color of brown rice ingredients.
- The color is taken from the color of the brown rice, and the color of the grain. These two colors give people energy and warmth. This stimulates appetite and helps customers associate food with the brand.



#A57767



#923F31

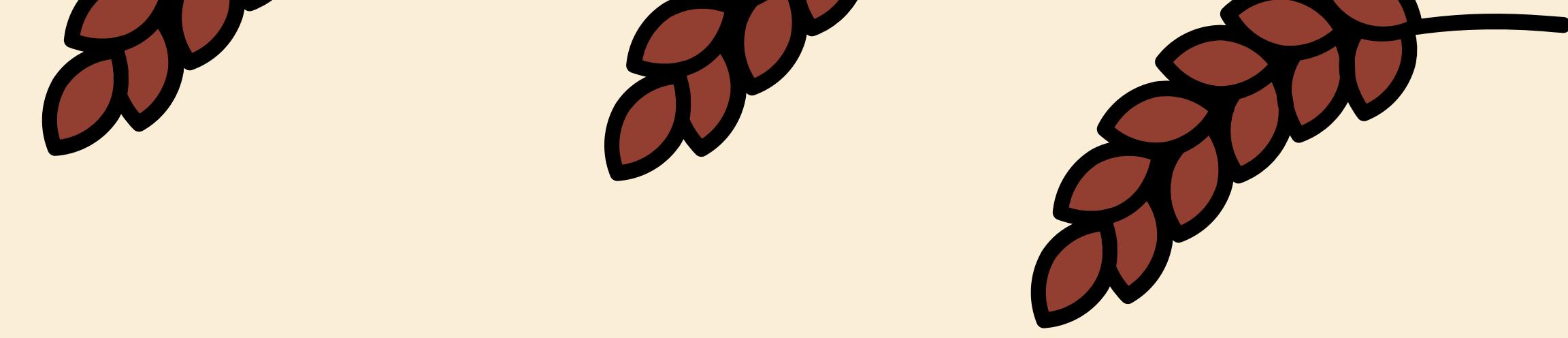


LOGO





TAGLINE



“Life – Healthy – Nutrition”



SLOGAN

= hot =

“Nóng nhưng chẳng hè nóng”

The slogan meaning is that: The bread has just come out of the oven, is hot while blowing and eating but does not cause heat in the body, and is good for health.

PAKAGING



SIX BRAND CRITERIA



Memorability



#A57767



#923F31

Strong hues and
high saturation

Fill color without
using borders

Simple
pure and organic product

Easy to
Recognize

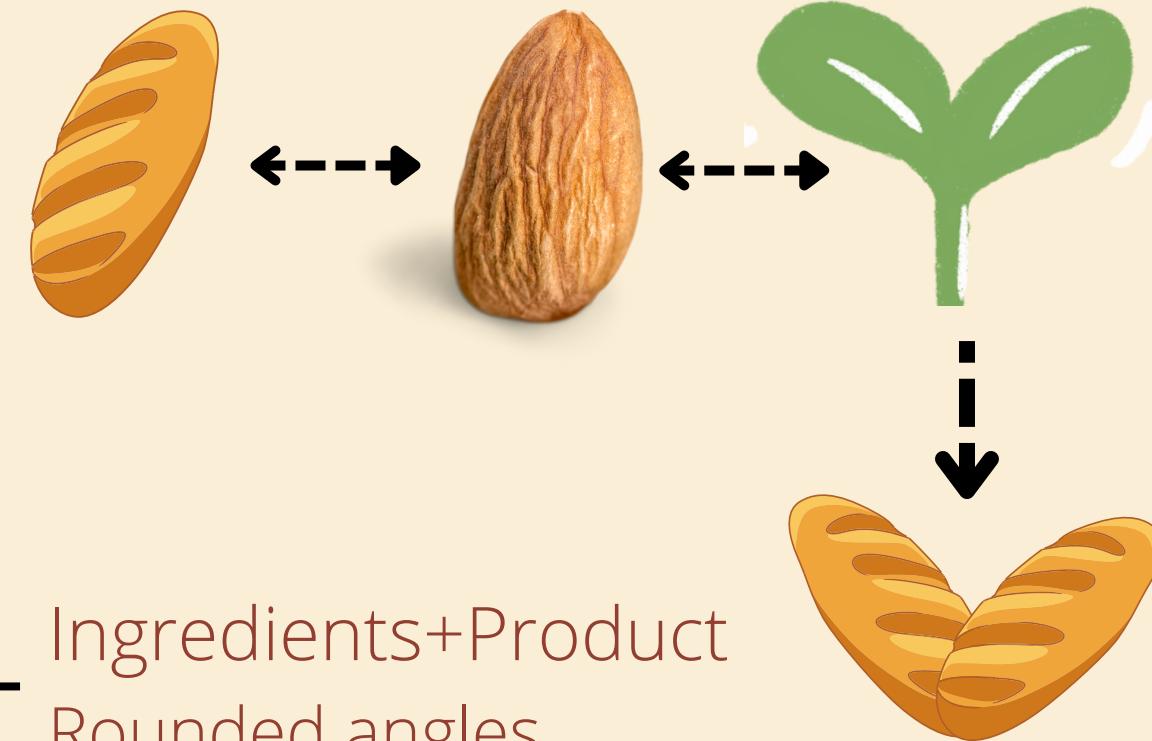
Easy to
Recall



LOGO

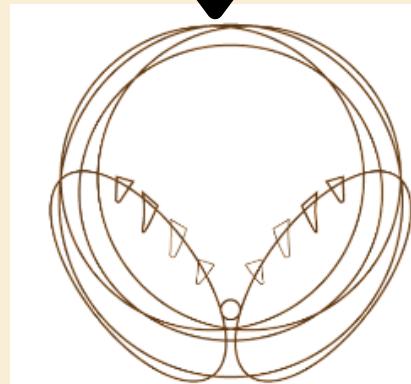
Meaningfulness

Pictorial marks and text



Freshness
Health
Friendliness

Ingredients+Product
Rounded angles





Likability



Evoke significant attraction, because they are the value that customers are looking for.

Transferability

logo is stylized, not the original representative of the **BAKERY INDUSTRY** many different types of products, not just bread.

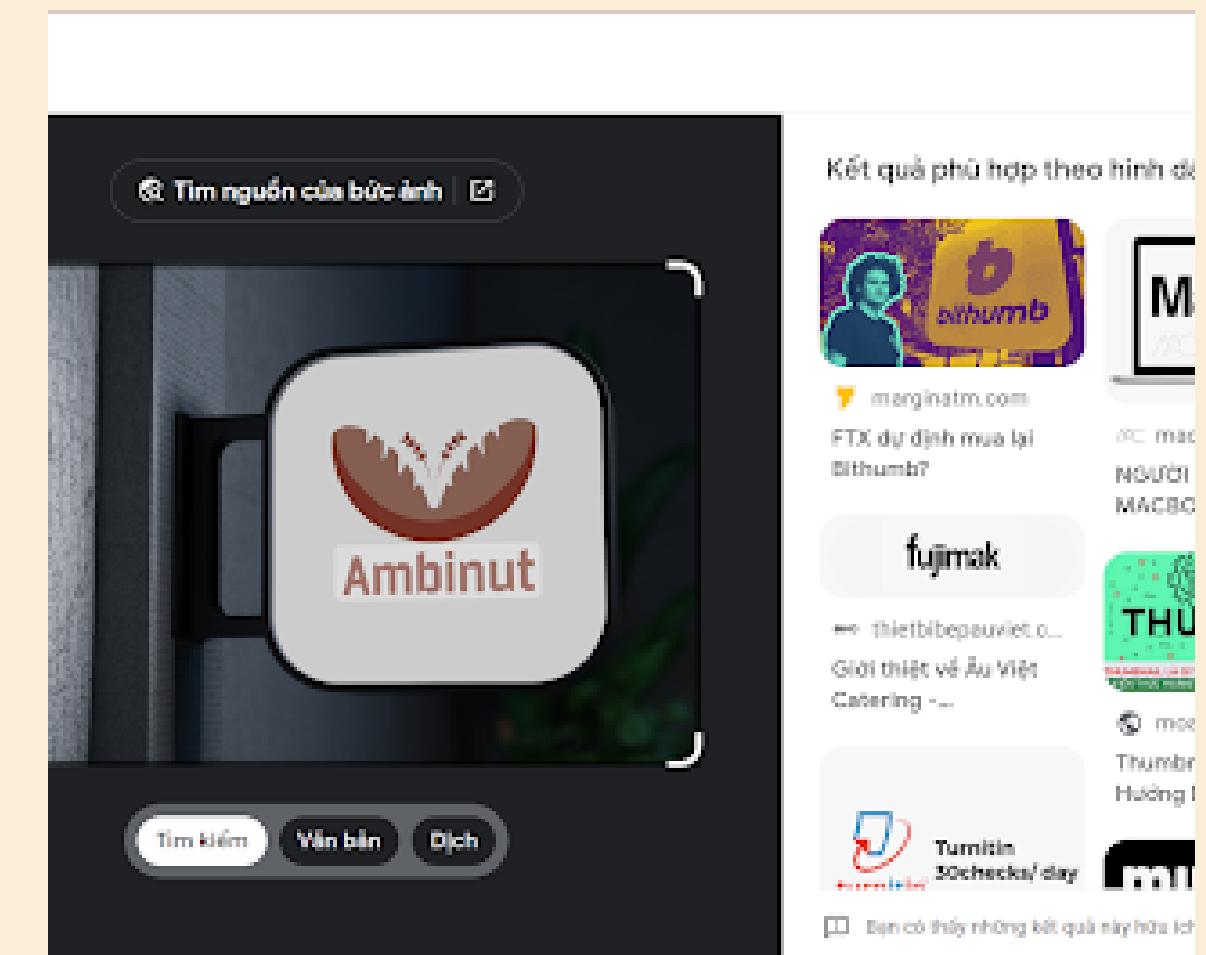
LOGO

Harmonious colors, simple but delicate design from familiar images

Adaptability

The color of each element on the logo can be changed between certain categories

Protectability



BRAND NAME

Memorability

"Ambi" and "Nut"

Taps into existing knowledge structures in the field of **food and nutrition**

The phrase "AmbeNut" is a **short and simple** phrase that is made up of two words "Ambi" and "Nut".

Meaningfulness

"Nut"

suggests the characteristic of baking ingredients about the product category.

First approach customers by using "Nut" to represent nuts and nutrients.

Then point out the difference with the word "**Ambi**" - a word with a strong expressive nuance that shows a serious and determined attitude.

BRAND NAME

Likability

The combination of Ambi and Nut is a mixture of strange and familiar

→ **curious**

Adaptability

ready to change depending on future trends and different customer groups, not just those who want to lose weight.

Transferability

The actual Ambinut brand name focuses on ingredients and orientates the development of nutritional products.

The words "nut" or "nutrition" are common and simple words

Protectability

The screenshot shows a search interface for intellectual property rights. At the top, it displays the logo of the Intellectual Property Office of Vietnam (IPO) and its name in Vietnamese and English. Below the logo, there is a search bar labeled 'tra cứu cơ bản' (Basic Search). The search results are displayed in a table format with columns for 'Số đơn' (Application number), 'Nhãn hiệu' (Trademark), 'Chủ đơn' (Applicant), 'Phân loại' (Category), and 'Tên đại diện' (Representative name). The results show several entries, including 'ví dụ 4201900001' (example 4201900001) with 'Amibinut' as the trademark, 'ví dụ Viet' (example Viet) with 'ví dụ 35' (example 35) as the category, and 'ví dụ Nestlé' (example Nestlé) with 'ví dụ Nestlé' (example Nestlé) as the representative name. A note at the bottom right states 'Không tìm thấy bản ghi' (No records found). A blue button at the bottom left says 'Nhấn vào đây để tìm kiếm' (Click here to search).

SLOGAN

"NÓNG MÀ CHẮNG HÈ NÓNG"

Memorability

The word "Nóng" is repeated twice to create an impression on customers.

Likability

Without images, still the short expressions and familiarity of words still evoke many associations.

Adaptability

Slogan does not refer to a specific product, but only focuses on showing the characteristics of the product and the different values it brings to customers.

Meaningfulness

The first word "Nóng" represents the deliciousness and warmth of freshly made loaves

The second "Nóng" is the endothermic phenomenon when people eat unhealthy food.

Transferability

Launching campaign of the first item took place **in Vietnam**

Ambinut has prepared a Tagline to express the brand soul and help Ambinut go further:

Your food, your mood.

BRAND IMAGE



Brand image

STRENGTH **bread & sprouts**

Brand Attributes

"Ambinut" describes the general information about the function of organic food

Brand Benefits



FAVORABILITY

Taps into existing knowledge structures in the field of food and nutrition

Logo uses many rounded angles

Safety and Friendliness

UNIQUENESS

Ambinut's Unique selling point is special in that it reduces ingredients proportionally and adds healthy organic ingredients.

Ambinut

"NÓNG MÀ CHẮNG HỀ NÓNG"
Your food, your mood



POP & POD

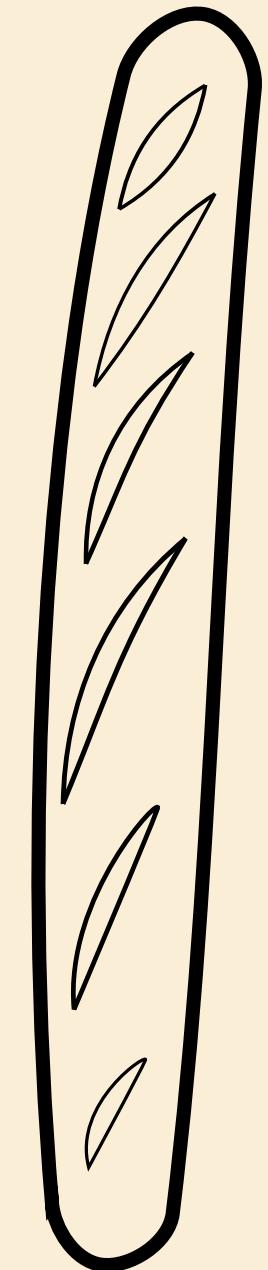
POP

- Balance both nutrition and flavor in one bread.
- Use as breakfast to provide enough energy or can be used as a snack like regular bread.
- Providing protein, phytoestrogens, vitamins and essential minerals significantly reduces the risk of cancer, diabetes and cardiovascular disease.



Ambinut

- Treatment method: Grind the seeds and then mix them together, the finished cake will have a soft, spongy crust and a slight aroma of nuts.
- Production materials: Focus mainly on bakery products from cereals, brown rice, good for health.



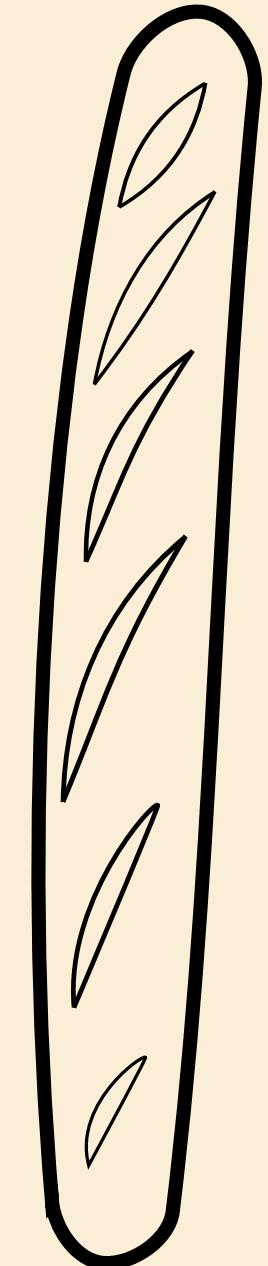
Breadtalk

- Processing method: Grains are milled to a certain extent, just to eat but still retain the crispness of the grain when eaten.
- Production materials: Oat cereal bread mixed with many different types of seeds such as blueberries, raisins and mung beans. Creates new flavors and also helps to add more vitamins.

POD

Ambinut

- Product Type: Focusing on breads that can replace white bread on the market today, can be eaten in 1 meal.
- Product packaging: Using 100% compostable paper bags, safe and environmentally friendly.
- Product price: 25,000 VND

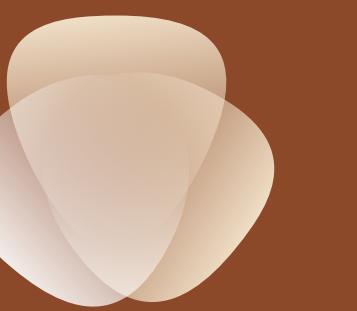


Breadtalk

- Product type: Mostly sandwiches and slices, large quantities can be eaten gradually in many meals.
- Product packaging: Design a bread bag with a thin layer before helping customers easily identify the inside of the product bag.
- Product price: 105,000 VND



BRAND MANTRA





Ambinut

- Balance

- The image of the seed split in half shows the incubation and development. Clearly shows the ambition to reach out and bring grain bread products to replace white bread products on the market.
- Two symmetrical nuts represent balance, Ambinut's product is a balance between traditional elements of bread and cereals, creating a different and novel product for users both in terms of ingredients and ingredients. material and quality.



Six Brand Building Blocks

- The product does not contain preservatives.
- Always up to the top quality standards.
- Products from 100% Organic and organic.
- Raw materials come from clean agricultural products, grown in Vietnam.
- Create and maintain relationships with customers to care and advise customers in the most complete way.

- Ambinut will always bring you quality new products with a special taste that cannot be mixed.
- Ambinut is because the letter "A" always appears at the top of the letter, as well as wanting to be the top priority in each of your meals.
- The bread is baked in a traditional mold, creating a feeling of familiarity and closeness.
- Good price.

Ambinut is a brand of bread – made from brown rice and whole grains.

- Ambinut is understood in the sense of nuts, related to all my nuts, Ambi in Ambition, ambitious nuts.
- Our brand brings you products that are not only rich in nutritional value but also a typical dish of Vietnamese people in general and Saigon people in particular.

- Build a community of consumers who care about health and love the brand's products.
- Whenever customers want to use healthy products, they immediately think of the Ambinut brand.

- Proud high quality Vietnamese goods
- Friendly, close.
- The brand is loved for the way it works and serves.

- Young people care about health
- High quality
- Progressive, rustic and popular

Target Audience

- Love bread and pursue a healthy lifestyle.
- Concerned with quality than price.
- Ho Chi Minh City - people who live and work in central districts such as District 1, District 3, and Binh Thanh District.
- Occupation: Office worker, freelancer.
- Income: from 7 million VND or more.

Objective

- Customer satisfaction after the transaction reached ninety-nine percent.
- Reached 1500 followers on fanpage, of which 70% are active.
- Increase awareness in the area by 30%

IMC



Phase	Teasing	Engage	Maintain
Timeline	1/1 - 1/3/2023	2/3 - 17/5/2023	18/5-30/6/2023
Objective	Create curiosity about the AmbiNut brand and make good first impressions	Increase brand awareness and awareness. Customers want to experience AmbiNut's products	Create the cohesion of Ambinut in the community of people who follow healthy lifestyle
Activities	(1) Build FanPage content on Facebook and Tik Tok (2) Articles on influential electronic newspapers and Fanpages	(3) Viral clip: "Nóng mà chẳng nóng!" (4) Scan code to accumulate bonus points (5) Sponsorn :Chiến dịch "Share you bread"	(6) Sponsorn (7) Sale promotion
Tools	(1) Social media (2) PR	(3) Social media (4) Advertising (5) Digital Marketing	(6) Sponsorship (7) Sales Promotion

Brief

Teasing

(1) Social media

Create content related to a healthy lifestyle. Once post a day

Posts suggest healthy breakfast "breakfast with Ambinut". Once post a day.

(2) PR

Increase awareness of Ambinut and organic bread

Engage

3) Social media

Viral clip on Ambinut's youtube page "hot but not hot!". Raise Ambinut brand awareness while showing the importance of healthy eating

(4) Advertising

Design standees/poster to accumulate points at the store

(5) Digital Marketing

Advertise the reward points campaign on Ambinut's Facebook page and Tik tok "Share your bread". For each loaf of bread you buy at Ambinut, you will contribute 1,000 to the "Share your bread" fund.

Maintain

(6) Sponsorship

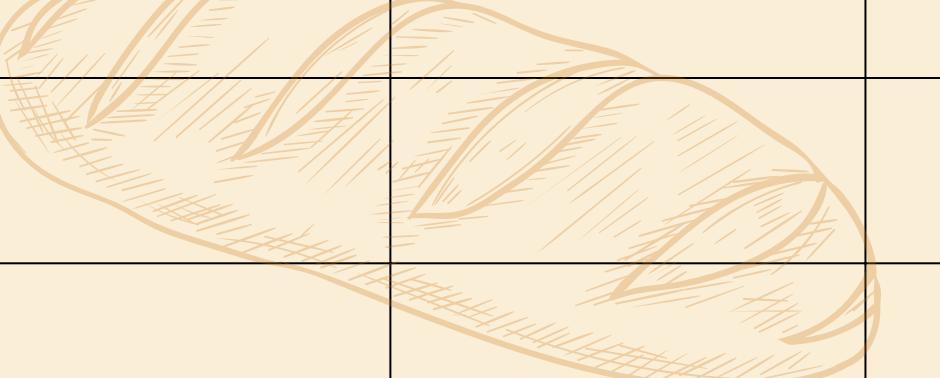
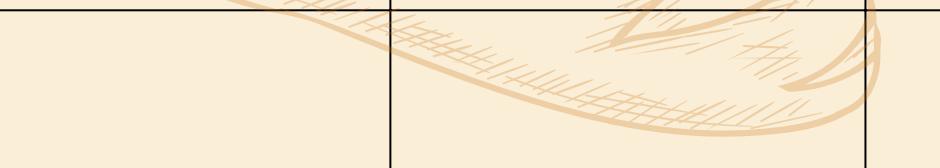
"Share your bread"

Nhà Tình Thương (Trẻ Mồ Côi, Bại Liệt)

Tân Bình, HCMC

(7) Sales Promotion

20% off from 6 Am to 9 Am every day - "breakfast with Ambinut"

	Jan, 2023	Feb	Mar	Apr	May	Jun.	Budget
(1)							150.000x6
(2)							4,000,000 - Thanh niên - 1,000,000 - Smartmealvn -
(3)							20,000,000 - Quay phim Việt -
(4)							1.000.000 - Isodo.vn -
(5)							5,000,000
(6)							~ 36,000,000
(7)							10.000.000
				Total			77,900,000



Ambinut

Thank You

