



PROMOTIONS

Feb 28, 2017



AGENDA

- 1. Campaigns
- 2. POSM & Collaterals
- 3. Media & PR
- 4. Timeline



CAMPAIGNS

I. Daily Promo:

Breakfast combo 39.000 VND for 1 sandwich + 1 drinks (Vietnamese Coffee/ Nutri boost)

- Combo “1 sandwich + 1 Vietnamese Coffee” is for adults.
- Combo “1 sandwich + 1 nutri boost” is for children

-> Increase AC.



CAMPAIGNS

2. Tactical Promo: Bundle

2.1. Golden Lava Croissant:

- 13.000 VND for 1 piece
- 35.000 VND for 3 pieces
- 50.000 VND for 5 pieces

2.2. Dry Cakes:

- 20.000 VND for 1 piece
- 50.000 VND for 3 pieces
- 80.000 VND for 5 pieces

-> Increase AC, TC



POSM & Collaterals

1. A4 Poster
2. Table tentcard
3. Packaging

POSM & Collaterals

A4 Poster



20.000đ / 1 bánh
50.000đ / 3 bánh
80.000đ / 5 bánh

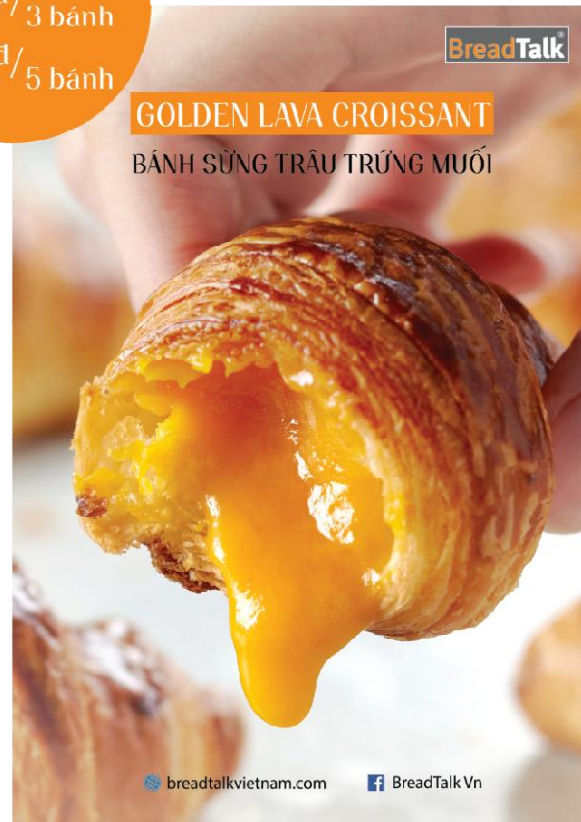


Tag paste on poster

POSM & Collaterals

A4 Poster

13.000đ / 1 bánh
35.000đ / 3 bánh
50.000đ / 5 bánh



Tag paste on poster

POSM & Collaterals

Table Tentcard (2 sides)

BreadTalk®

OUR DRY CAKES COLLECTION



20.000đ / 1 bánh
50.000đ / 3 bánh
80.000đ / 5 bánh

GOLDEN LAVA CROISSANT
BÁNH SỪNG TRÂU TRỨNG MUỐI



13.000đ / 1 bánh
35.000đ / 3 bánh
50.000đ / 5 bánh

www.breadtalkvietnam.com BreadTalk Vietnam

BreadTalk®

BREAKFAST DELIGHT



+ +

COMBO ĂN SÁNG

39.000đ



www.breadtalkvietnam.com BreadTalk Vietnam

POSM & Collaterals



Steam cake bundle



Dry cake bundle

POSM & Collaterals



Use the existing packaging.

Golden Lava Croissant



Media & PR

- I. Website, facebook
 - Time: Feb 27 – Mar 02
 - Program: Breakfast Combo 39.000 VND, Golden Lava Croissant, Dry Cakes Bundle.
 - Budget: 1.000.000 VND.



Timeline

- Approve plan: Feb 20
- Design POSM & Collaterals: Feb 22 - Feb 25
- Meeting with outlets: Feb 25
- Media & PR: Feb 27 – Mar 02
- Launch: Feb 28