COMMUNICATION PROPOSAL

Lauching Campaign Jul - Dec 2023

YOUR BRIEF AND OUR OBJECTIVES

Bring Milkana Creamy Lollipop closer to customers

01. BRAND AWARENESS

Building customer awareness for Milkana and introducing the product's nutritional benefits.

02. TOP OF MIND

Positioning Milkana as a top-of-mind brand when it comes to the nutrition snack industry and create a brand new category

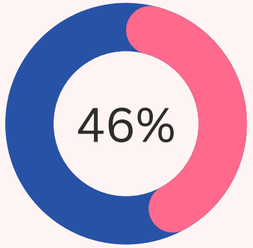
03. CREATE COMPETITIVE ADVANTAGES

Emphasizing the uniqueness and differentiation of Milkana's product from other competitors in the market

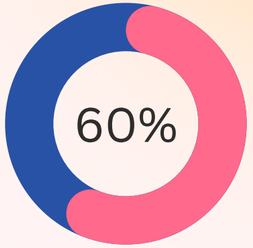
TARGET AUDIENCE

Gen X, Millenials Moms (age 25-39), medium to high income

CONCERN POINT

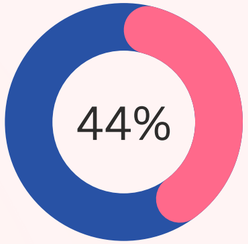


Quick, flavorful, and healthy food choice

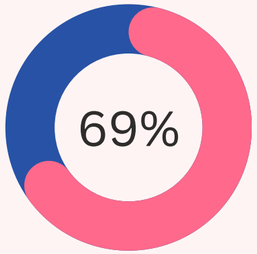


Spend 10-30 mins to prepare a meal

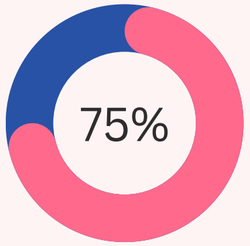
DECISION FACTORS



High-quality and guaranteed origin of milk



Convenience

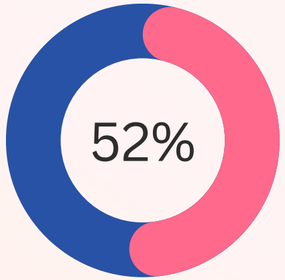


Word of Mouth

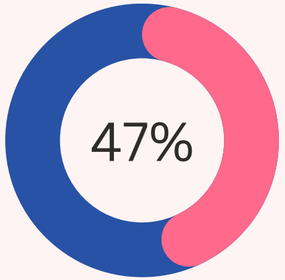
Q&ME report *MC Fona*

TARGET AUDIENCE

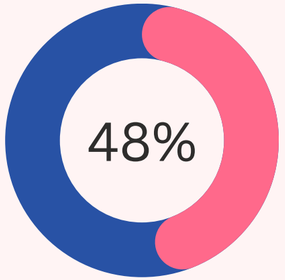
Top factors influence customer to try / buy



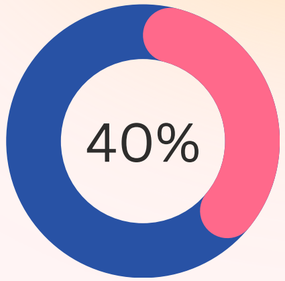
Facebook (Social Media)



Friends



Online Community



Online Reviews

Facebook and online user-generated content (UGC) has the most significant impact on mothers' psychology and shopping behavior.

Types of content such as UGC, Key Opinion Leader (KOL) reviews, and social seedings are recommended for more effective access to this target group.

Skyperry *Q&Me report*

CUSTOMER PERSONA

Primary Target audience



BUSY MOM

Age: 30

A nuclear family consists of a husband, wife, and their child

Income: moderately average

(Income from 15,000,000đ)

Psychology

- **Health-conscious & Quality-oriented:** They have a healthy and medium-to-high standard lifestyle.
- **Family-oriented:** They are heavy on spending quality time with their children and creating meaningful experiences together.
- **Aspirational:** They invest a lot to support their children's growth.
- **Time-constrained:** They are often busy and prioritize convenient products.

Behavior

Making intentional decisions: Carefully consider many factors (taste, ingredients, benefits, brand reputation...) before making a decision.

WOM and e-WOM: Trust recommendations from friends, family, and more easily be convinced by high-credible people e.g. doctors and healthcare professionals.

Share moments, and personal experiences on social networks:

- Often update family moments on personal networks.
- Review, and share products, and experiences from themselves and their family on social networks.

Need

A delicious and nutritious product for health to help children develop comprehensively.

Buying motivation

Meeting the child's snack preferences while ensuring nutritional value.
Products are trusted by mothers, influencers.

Barrier

Limited options in the market can satisfy their nutritional needs.

KEY INSIGHTS

Mothers are commonly **struggling with the children's picky eating habits** which affects family and personal experience due to the significant amount of time spent preparing food.

TRY

*90% of mothers say they want to **address their children's unhealthy eating habits**, while 75% of them are still willing to satisfy their children's snack cravings their children's snack cravings.*



They need a solution to ease the heavy responsibility and role of motherhood.

KEY TOUCHPOINTS

Daily Routines

Before work

TV News, Newspaper, Social Networks

I usually prepare a quick breakfast for my child and get their things ready for school. During that time, I will turn on the TV to listen to the news..." - Linh.

During the day

Out of Home, Social Networks, Zalo/SMS/Email

"Due to the nature of my job, which involves frequent communication with customers, my phone, Zalo, or Facebook are always on and available 24/7" - Ha.

Gym, Yoga, Park, Playground for kids

"I go to yoga classes 2-3 times a week..." - Linh.
"After picking up my child, I usually take them to the playground in the nearby park" - Ngoc.

After work

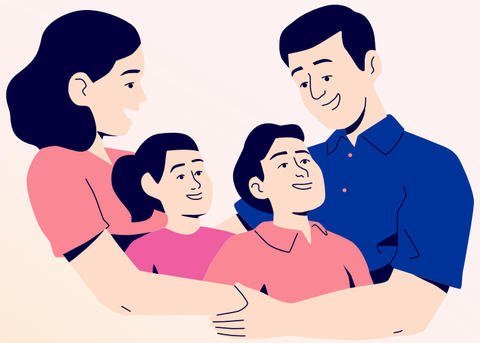
Social Networks, The way home

"Occasionally, my family will gather with friends or relatives. We go out to eat, take pictures together..." - Thuy.

KEY TOUCHPOINTS

During Weekends

Spend time for family



Events, Social Networks, Shopping Malls, Travel, Parks

"Weekend is a time to enjoy and create memories with family. Usually, we create family activities, take the kids to the park, zoo, go camping..." - Linh.

Me-time



Social networks, Convenience stores, supermarkets

Usually, I will spend Saturday mornings chatting with friends at a coffee shop" - Linh.
"I will update my weekend activities on Facebook" - Mai.

SO,

How do we take advantage of such awesome product?

COMPETITIVE POSITIONING

Milkana Creamy Lollipop

- *The first creamy **lollipop** on the market*
- *High nutritional and high-quality ingredients*



- **Unique packaging, Unique experience**

  Bringing fun experiences and excitement
  to children while using.

- **High quality**

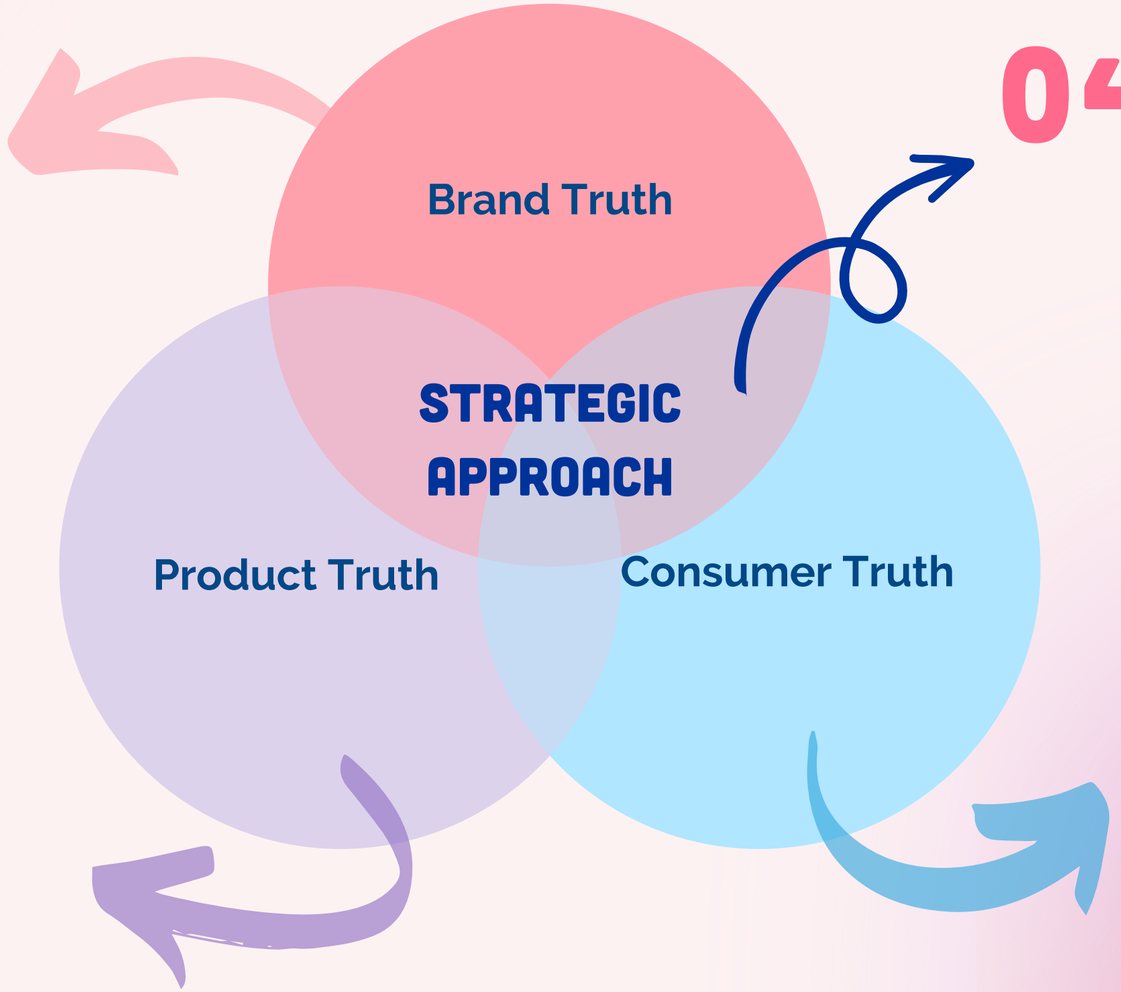
  Fresh milk is one of the good source of nutrition
  that helps children grow healthy.

01.

As a pioneer brand in the healthy snack industry, Milkana is committed to **supporting parents in their role** by ensuring that children's developmental journey is exciting and safe.

02.

Compared to related unhealthy snacks, Milkana Lollipop is a catalyst for **happiness and health.**



04. BIG IDEA

03.

Children are often picky of nutritious food, but they are very fond of snacks. This is a concern for many mothers as **sugar-coated snacks** can pose risks of obesity, diabetes, tooth decay, and even nutrient deficiencies for children.

OUR BIG IDEA

MILKANA LOLLIPOP

A TASTE OF DELIGHT



New and convenient experience

Emotional benefit for end-users



STRATEGIC APPROACH

Milkana Lollipop creates enjoyable moments just like when taking pictures and "say cheese" - always a positive moment. Over time, it turns into the top-of-mind snack that mothers can offer to their children anyways and anywhere.

This approach emphasizes the sense of **comfort and relief for mothers when their children eat well and healthily**. At the same time, it is also a solution for busy parents.

COMMUNICATION OBJECTIVES

01.

Milkana becomes Top-of-mind brand in nutritious treats industry.

02.

Own the new keyword 'Milkana lollipop' on social media and create demands.





MARKING FRAMEWORK

Make Milkana the top-of-mind product for creamy lollipop

June — August — September — December

01. BUILD BRAND AWARENESS

Leveraging the power of social media with UCG and Influencers (Nutritionists and breastfeeding moms)

Building customer awareness of the Milkana brand and Milkana creamy lollipop, initially creating curiosity about the product

02. BUILD TRUST

Using KOC (Key Opinion Consumers) reviews, mini-contests, and collaborating with social fan pages (comics)

Increase customer exposure to create the need, encourage product trial/experience, and build trust in Milkana creamy lollipop

03. BUILD LOYALTY / HABIT

Create mini-games, seeding in family communities, and Livestream about topics such as milk, cheese, and health

Put users at the center with many informative and engaging stories about health. Popularize the benefits of Milkana.

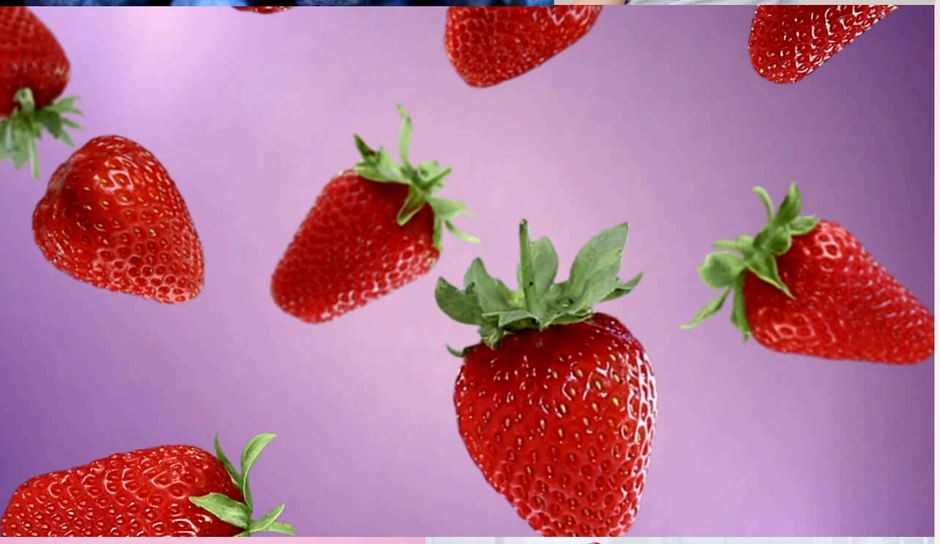
COMMUNICATION FRAMEWORK

	Phase 1: Build customer awareness	Phase 2: Stimulate demand	Phase 3: Build customer loyalty
Objective	**Increasing awareness of Milkana's value proposition and Creamy Lollipop products**	**Boosting interactions and sales through word-of-mouth and social media**	**Trigger children's desire to try Milkana's candy and build loyalty**
Message	Milkana Lolipop is the best nutritious snack option for kids.	Milkana lollipop helps mothers **address concerns** about their children's nutrition and health, allowing children to enjoy an exciting and developmental experience.	Milkana lollipop - key to a mother's happiness and comprehensive development for children
Customer feedback	"Milkana sounds interesting and I want to learn more about it!"	“I wanna let my children try...”	“I will buy it again..."
Implementation plan	• Interactive content for online amplification (UGC) • Influencer reviews, hearing about Milkana from 'Mothers recommend this product..' or 'A good snack option trusted by mothers'"	• Posts throughout on Facebook • Collaboration to produce comics in the form of Facebook posts • KOC's review	• Minigame • Social seedings • Invite an expert to livestream about Milkana

CREATIVE

DIRECTION









VISUAL DIRECTION

MOOD & TONE

- Bright, Cheerful, Inspiring
- Colorful.
- Simple & Clean.
- Avoid heavy patterns and ornaments.

IMAGE MOODBOARD

- **Young, modern & dynamic mother**
- Images of interaction between parents and children
- Images of nature, natural and healthy food
- Joyful moments of family activities: eating, camping, going to school together





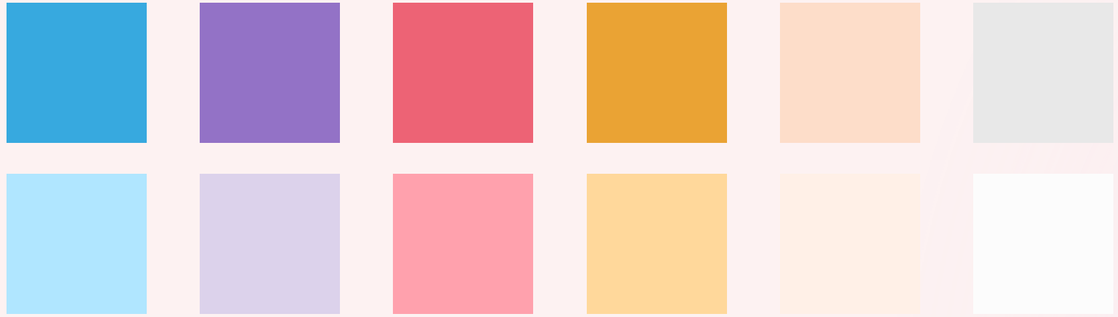




COLOR DIRECTIONS

COLOR PALETTE

Based on product packaging,
Color motif from milk, cheese, fruits, nature



COLOR MOOD

Bright, cheerful, children-friendly.
Flat color / Mild gradient color, vibrant tone

Lollipop

Lollipop

Lollipop

LOLLIPOP

LOLLIPOP

Lollipop

Lollipop

TYPOGRAPHY

TYPOGRAPHY

Round, thick font, easy to read
Cute and fun vibe
Using sans-serif or handwriting font
Playful

FONT EXAMPLES

Cookies
Pony
Nunito
Soup of Justice
Nabila

KEY VISUAL DEMO



KEY VISUAL DEMO

Layout Breakdown

1. Children's **good reaction** when using product
2. **Product packaging** showcase at the center
3. **Satisfied parents' reaction** with products and reactions
4. **Milkana with Key Slogan** at the center
5. Hints of product **ingredients**: Milk, Cheese, Fruit....



PRODUCT VISUAL DEMO

On Social Media









IMPLEMENTATION



INTEGRATED COMMUNICATION PLAN

Phase	TRIGGER	ENGAGE	AMPLIFY
Tarrget Audience: Mom: 80%, Children: 20%	**Mothers with children (aged 3-10) - Want to be a smart consumer.** Have high standards of living, and actively seek new experiences. Desire optimal nutritional solutions for their children.	Young people (Gen Z), office workers, students, etc.: Dynamic, likes new things, loves healthy snacks	
Marketing objective	Build customer awareness about the Milkana brand and Creamy Lollipop product, initially creating curiosity about the product	Increase the brand's awareness of Milkana Lollipop through highly interactive social activities, fostering high engagement and interaction between customers and the brand. Create interest and excitement about the product.	Increase customer exposure to generate demand, and encourage trial/experience of the product, thereby building trust in Milkana Lollipop products
KEY MESSAGE	MILKANA LOLLIPOP - ĂN LÀ THÍCH MÊ		
Tactics	TOP MOM NUTRITIONISTS	HOT MOM	SEEDER
Social Media Channel	Facebook (Newsfeed, Story & Reel) Instagram (Newsfeed, Story & Reel) Video ngắn trên Tiktok & Youtube		

COMMUNICATION PLAN 1/2

Timeline	August	September - October	November - December
Phase	TRIGGER	ENGAGE	AMPLIFY
Key assets	KV & Product video	UGC / VIDEO REVIEWS FROM INFLUENCER	
Key hook		Online competition: #besttimewithMilkana	
Objective	**Increase awareness for brand and product** **Support to promote communication activities include Livestream, Minigame, and Contest.**		
Influencers – Main KOLs	**Livestream** with doctors → **Vlog** A day of **Super Mom**	Video contest #**besttimewithMilkana**	Photo challenge #**bestsnackwithMilkana**
Influencers – Support community connection		**Micro influencers'** support spreading and promoting the online contest	
	Manage Social Community & Seeding		
TOP MOM (x1)	**1 Facebook Livestream with doctor:** Learn about scientifically-based healthy snacks for children. The harmful effects of snacking in children and how to choose suitable snack	**1 Facebook VDO post:** KOL shares a vlog "A day as a super mom, my routine from A-Z with the kids" on her own Fanpage and shares it on Milkana's Fanpage, guiding viewers to use Milkana for children's snacks.	**1 Short video on Facebook (additional):** KOL uploads a short video showing a day with her children (cut from the Vlog), encouraging viewers to participate in the Milkana photo challenge
HOT MOM (x5)			**3 photo posts on Facebook:** Influencers share posts of photos featuring their children and Milkana products to introduce Milkana and guide followers on incorporating the product into their **children's daily routines** **2 short videos posted on Facebook:** Influencers create a short video showing a day in their family life with their children and post it on Facebook to promote the brand's contest
SEEDER	**Social seeding:** Comment on the Influencers' posts about the benefits and personal experience with Milkana, participate in the creative video contest as a real user of the product		

COMMUNICATION PLAN 2/2

Timeline	August	September - October	November - December
Phase	TRIGGER	ENGAGE	AMPLIFY
Key assets	KV & Product video (15s)	UGC; VIDEO REVIEWS FROM INFLUENCER	MINIGAME
Key hook		Online competition: #besttimewithMilkana	
Influencers – Main KOLs	**Livestream** with doctor → **Vlog** A day of Super Mom	Creative video contest **#besttimewithMilkana**	Minigames **#bestmomentwithMilkana**
Influencers – Influencers / Support community connection		**Micro influencers'** support spreading and promoting the online contest	
	Manage Social Community & Seeding		
Distributon	40%	40%	20%
	BRAND & PRODUCT	INTERACTION & REVIEW	PROMO & SEASONAL
	Decode Milkana Lollipop	Milkana tastes so good, why haven't you tried it?	Milkana Plan
Content Direction	• Introduce the first Milkana creamy lollipop • Emphasizing the product USP: nutritious and fun • Interesting snack ideas for both parents and children • Understanding the healthy snacks: how delicious they are, when and where you can enjoy them	• UCG: the contest for the best use of a delicious creamy lollipop. • Different fun experiences of children when using the product / feeling happiness • Snacking Trends of Gen Z • A new stress-relief method for office workers: Healthy stress-eating with Milkana	• Milkana's creamy lollipop has become a favorite choice for children. • Promote brand promotions to attract purchases • Mini-game: Gen Z fights stress with Milkana • Focusing on Gen Z's humorous lifestyle and workplace trends

SOCIAL MEDIA CONTENT SUGGESTIONS



SOCIAL MEDIA SEEDING

Seeding about USP, pain points of customers



COMIC POST/ CARTOON CHARACTERS

Suitable for a variety of users, content for individuals under 18 years old



INFLUENCER COLLABORATION

Brands can collaborate with hot influencers to increase brand awareness

DEMO #1: SHARING MOMENTS WITH MILKANA 1/2



Photo challenge

Encouraging customers to create and share content on social media platforms

Demo: Share your most meaningful/creative moments with your children and Milkana

Personalize content for customers

Collecting a database for long-term marketing campaigns

Optimize based on user behavior

DEMO #2: A CONTEST TO INCREASE ENGAGEMENT 2/2



Social Minigame / challenge

All customers

Demo: [Challenge] SHARE YOUR DELICIOUS AND HEALTHY SNACK, WIN ATTRACTIVE GIFTS!

Increase social media engagement

Spread awareness and promote the brand

Drive sales revenue

ONLINE NEWS SITES



aFamily.vn
1.3M likes • 1.9M followers



Kenh14.vn
5.6M likes • 8.3M followers

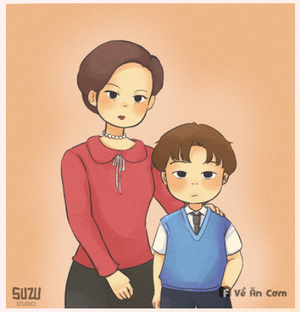
FAMILY-FOCUSED CONTENT PAGE



Điều Nhỏ Xíu Xiu
1.2M followers



Má Mà
143K followers



Về Ăn Cơm
530K followers

DEMO #3: PRODUCT PLACEMENT ON COMICS



Điều Nhỏ Xíu Xiu
1.2M followers



Má Mà
143K followers





SOCIAL POST 01 | PRODUCT LAUNCHING

for Primary Target Audience

INSIGHT

Children from 3-12 years old need to get enough nutrition not only for main meals but also for snacks. However, current snacks are often not nutritious.

IDEA

Milkana launches creamy lollipops, giving children nutritious snack options, replacing snacks and offering a more fun eating experience with an eye-catching design

DEMO CAPTION

MILKANA CREAMY LOLLIPOP - DELICIOUSLY SWEET AND NUTRITIOUS

Have you, Mums, ever heard of Milkana's super tasty and nutritional creamy lollipop? They have made their debut in Vietnam, ready to captivate all little kids.

Each Milkana lollipop, originating from Europe, is packed with ample amounts of vitamin D, calcium, and protein, providing your loved ones with essential nutrients for growth and intelligence.

What's more, children will surely be thrilled to unwrap and discover the delightful surprises hidden inside each candy shell. Thus, Mums can feel confident and at ease watching their children relish Milkana's creamy lollipop. Come and treat them to these delicious sweets!

SOCIAL POST 02 | ORGANIZE CHALLENGE

All consumer groups

INSIGHT

Office workers, especially Gen Z, often look for snacks every afternoon. They prioritize fast, convenient, and healthy food. However, eating cheese in the afternoon is not popular among this population.

IDEA

Milkana organizes a photo challenge featuring its creamy lollipop to attract the Gen Z demographic.

DEMO CAPTION

[CHALLENGE] UPLOAD YOUR LIGHT MEALS, WIN ATTRACTIVE AIRPODS

Rescue Gen Z from hunger day by day, get the strength to overcome the deadline and even win an Apple AirPod with Milkana creamy lollipops.

Follow these easy steps:
Step 1: Choose a flavor of Milkana creamy lollipop and take your coolest selfie with the product.
Step 2: Upload your photo in the comments section with the text "Milkana Super tasty light meal" and tag your 3 friends in order. Example: [Photo]_ Milkana Super tasty light meal - @FB1, @FB2, @FB3
Step 3: Follow our fan page and share the post publicly.
Step 4: Wait for the announcement.

Milkana will carefully select and award 3 AirPods, valued at 5 million VND each, to the 3 luckiest winners who have followed the rules correctly and have the most impressive photos.

Time: From [start date] to [end date]

Milkana creamy lollipop - is the perfect choice for a healthy snack. Join us today!

SOCIAL POST 03 | PRODUCT

All consumer groups

INSIGHT

Children aged 3 to 12 always want to feel loved and rewarded with cute toys and snacks. But are those things good for their health?

IDEA

Milkana Lollipop - the adorable reward for obedient children. It not only satisfies their snacking desires but also provides comprehensive nutrition, allowing them to play all day long

DEMO CAPTION

MOMMY, I YEARN FOR... MILKANA!
Sweet child, obedient, what will Mommy reward me with?

Feeling a hunger pang amid the day, but Mommy is busy, what shall I devour? Fear not, for Milkana Lollipop appear, a delightful, nourishing gift, oh-so-convenient, and essential in our refrigerator!

🍭 The harmonious blend of 5 exquisite fruits, combined with the irresistibly creamy and tantalizing flavors of Milkana Lollipop cheese, guarantees an instant obsession for little ones from the very first bite.

A mere cheese stick for a snack, your darling will receive an abundant dose of Vitamin D, Calcium, and Protein - a vital trio for comprehensive development, nurturing confidence, liveliness, and sharpness with each passing day.

💖 Milkana Lollipop - kids love it, and moms love it!

SOCIAL POST 04 | LIFESTYLE

All consumer groups

INSIGHT

Office workers, especially Gen Z, are under pressure with deadlines and anti-office dramas. They often find snacks to relieve stress

IDEA

Gen Z faces many dramas and deadlines every day and needs a snack every afternoon. Milkana Lollipop - Multi-flavor snack, carefree 1 minute before deadline!

DEMO CAPTION

DEADLINE? DRAMA? STOP, WE CHILLLLLL

"Hey, you..." - The haunting words of every Gen Z in the workplace.
A work-life filled with pressure and deadlines can break your spirit. If you don't work, the boss yells, and if you do, you're exhausted. Well, let Milkana Lollipop lend you a hand. 😍

🤩 Let's chill for a while before the tight deadline, and no challenge will daunt you! With multiple delicious flavors to choose from, Milkana Lollipop is a marvelous combination of smooth cheese that brings you a completely new and exciting experience, dispelling stress and bursting with uplifting energy.

Relax your mind, and savor the moment of bliss with Milkana Lollipop. Grab these 5 incredibly tempting cheese flavors - the stress-busting elixir for Gen Z - right away!

KPI

& Evaluation Metrics



EXPECTED KPI

based on the Milkana fanpage situation in June 2023

Metric	The first month (25/07-25/08)	Estimate from the second month
Reach	55,000	800.000
Sentiment	50% Neutral to Positive	70% Positive
Engagement (Like Share Comment)	500	550.000
Page Like (Organically)	100 ~ 200	400
Followers	200	500

THANK YOU