

M



CASE STUDY



OBJECTIVE

- **Review IB's launch strategy**
 - Brand induction
- **Implemented activities**
 - Malls: Why, What, Where
- **Identify deviations if any**
 - Suggest way forward





PRODUCT PROFILE

As on 21st November 2013

- **'Icebreakers'** is a mint mouth freshener (In the category of Coolmint, Spearmint & Green Apple Sours) from Hershey's India that would be priced at Rs. 30/- for 12 gms & Rs. 60/- for 24gms
- **Launch Icebreakers** in Modern Trade & General Trade across 3 cities
- **Cities** : Delhi, Hyderabad & Bengaluru
- **Objective** : Create brand awareness and buzz in the market without using conventional mass media





Target

Primary:

Young adults 14-25 YO,
Sec A + B

Image conscious – good
breath is a key part of the
overall personality

Secondary:

Young smokers –
Professionals, 24-40 YO,
Sec A + B

Competitive Environment

Ultra Mintz
Tic Tac
Perfetti Smint
Wrigley Double Mint

Insight

Bad breath is a
reflection of poor
personality and is
often a deal
breaker

Benefits

Fresh breath - confidence
Range of flavours - personal
preference
Stylish packaging - enhances image

Values and personality

Uninhibited | Outgoing | Spirited
Cool Confident | Decisive | Leader

Reason to believe

Flavored crystals
Perfect flavor balance
Stylish image and packaging
Unique form and texture

Discriminators

Balanced flavour

Brand Essence

The refreshing
confidence



PROPOSED **BRAND POSITIONING**

{ BREAK THE ICE! }

Communication Routes:

- ICEBREAKERS transforms you in social situations
- Giving confidence to initiate social interactions



PROPOSED **BRAND POSITIONING**





ICE BREAKERS CASE STUDY



LAUNCH CREATIVES



Introducing the #1 Mint Brand in USA

Now **BREAK THE ICE...**



WITH THE POWER OF **COOLING CRYSTALS**



24g Puck: ₹100
12g Puck: ₹50

**ICEBREAKERS
AMBIENT**



ICEBREAKERS
DANGLERS



ICEBREAKERS
VERTICAL SHOP SIGNAGE



ICEBREAKERS HORIZONTAL SHOP SIGNAGE





**ICEBREAKERS
SLEEVE DISPENSER**



ICEBREAKERS SHOP DISPENSERS



ICE BREAKERSTM MINTS

Icebreakers is the no.1 Mint brand in the US and now it is in India. It is recognized globally for its unique form and refreshing taste. The product is made and imported from USA so there is absolutely no compromise on the product. It is a top quality product which has been validated through consumer testing by Indian consumers. This is unlike any other product. **Why?**

Unique form

Mints are in pressed tablet form with proprietary flavour crystals. These crystals melt in the mouth and give instant cooling and freshness.

Unique flavours

There are lots of Peppermint & Spearmint candies in the market but once you taste Icebreakers Coolmint & Spearmint, you'll forget the rest. And don't forget Green Apple Sours, how unique is that!

The "Puck"

The iconic round plastic container in which the mints are kept is easy to carry around in a pocket, bag or car.

- 12 pucks of 12g in a tray
- 8 pucks of 24g in a tray



Product	Net Weight	Retail Price	Retailer Margin
Icebreakers Mints COOLMINT	12g	₹50	20%
Icebreakers Mints COOLMINT	24g	₹100	
Icebreakers SOURS GREEN APPLE	12g	₹50	
Icebreakers SOURS GREEN APPLE	24g	₹100	
Icebreakers Mints SPEARMINT	12g	₹50	
Icebreakers Mints SPEARMINT	24g	₹100	



ICEBREAKERS RETAILER LEAFLET



ICEBREAKERS WEB PAGE





ICEBREAKERS WEB PAGE



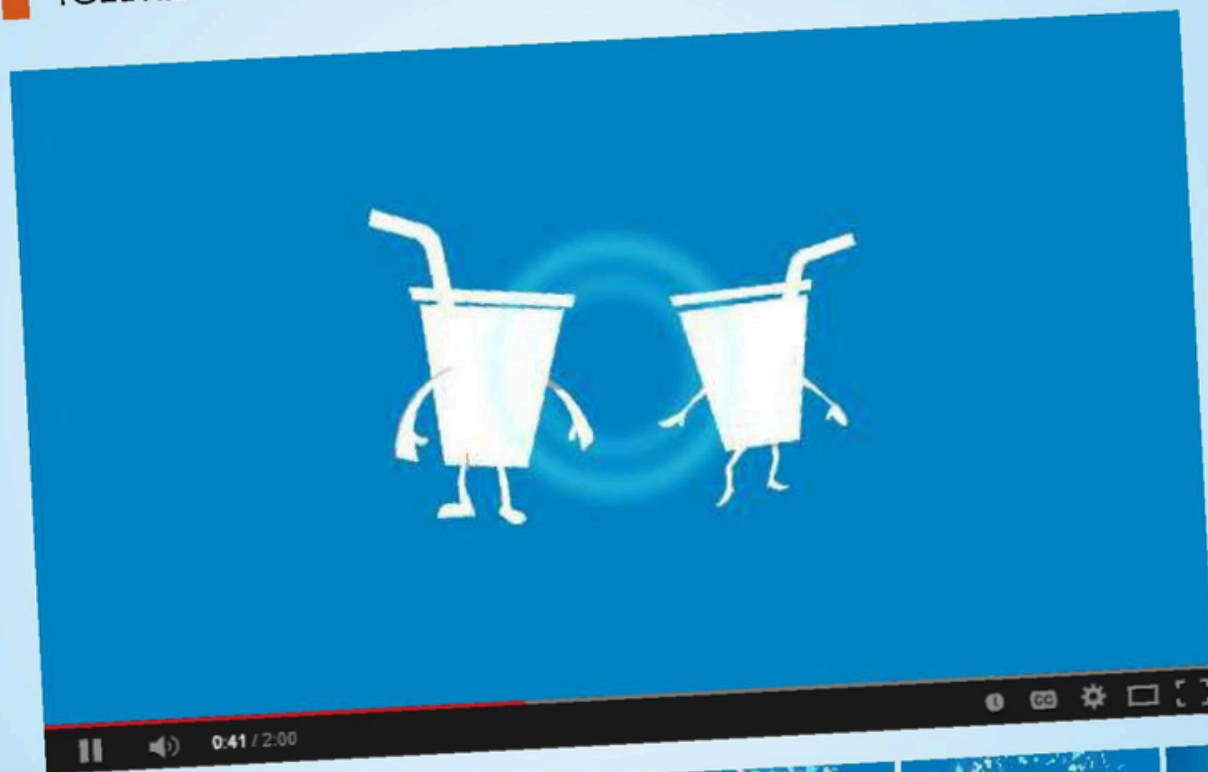


ICEBREAKERS **FACEBOOK** BANNER





ICEBREAKERS AV





ICE BREAKERS CASE STUDY



TRADE LAUNCH

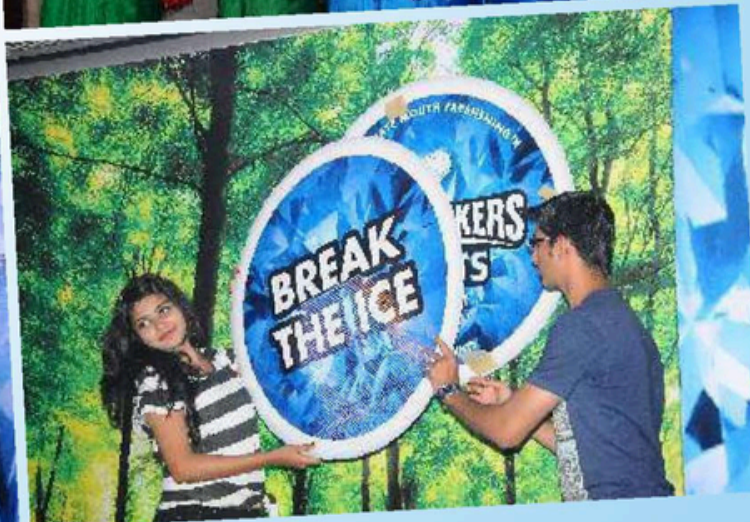


ICEBREAKERS LAUNCH BACKDROP





ICEBREAKERS LAUNCH EVENT





OOH MEDIA



OOH Summary

Market	Paid Sites	FOC	Total Sites	Amount (%)
Bengaluru	20	1	21	25
Delhi	20	1	21	60
Hyderabad	17	2	19	15



ICEBREAKERS OUTDOOR MEDIA

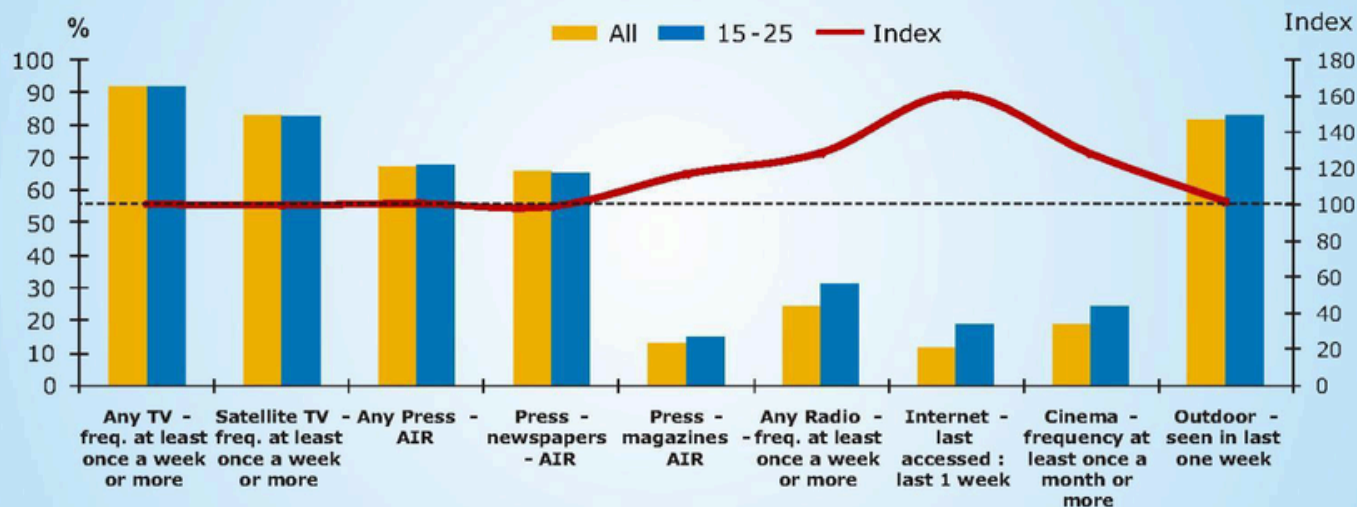




SETTING **MEDIA OBJECTIVE & STRATEGY RECOMMENDATIONS**



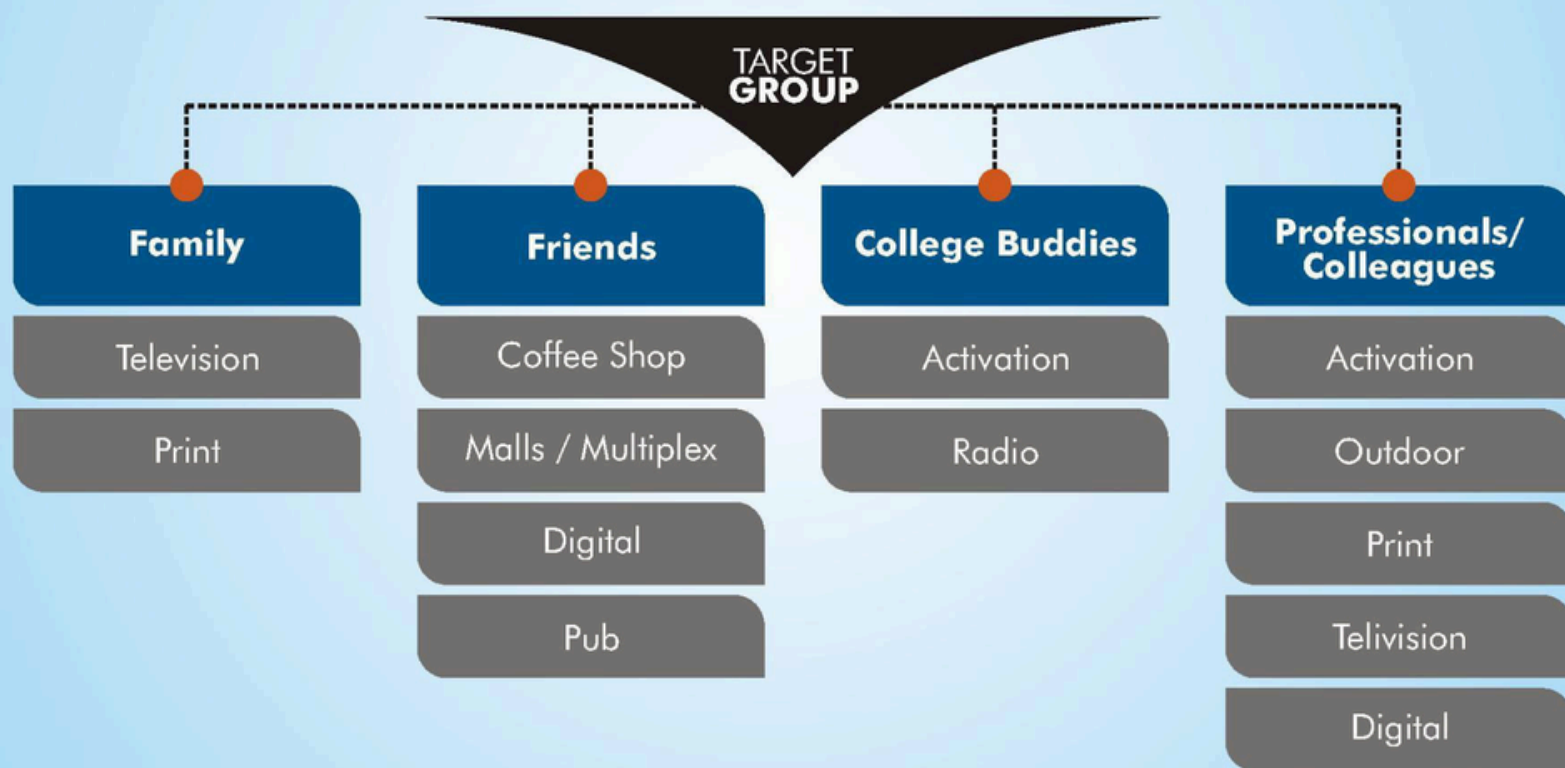
MEDIA AFFINITY



- High reach across TG through TV and print
- TG has high affinity towards Internet followed by Cinema

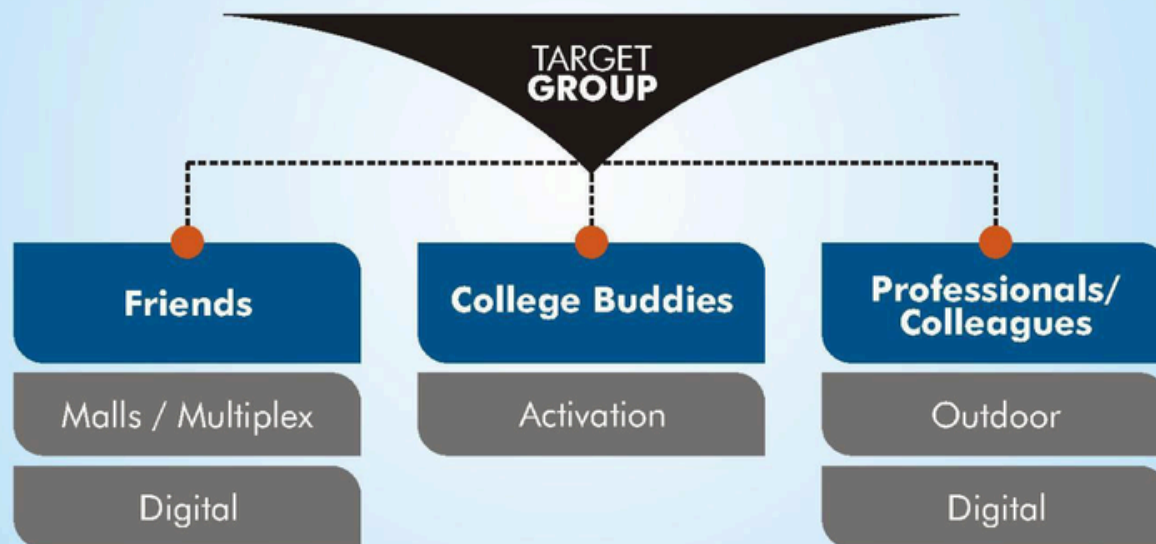


THE MULTI MEDIA **TOUCH POINTS**





RECOMMENDED **TOUCH POINTS**





MEDIA STRATEGY

FOR LAUNCH PHASE (4 WEEKS)

- **TG** : All Adults, 14- 25 yrs
- **Markets** : Delhi, Hyderabad & Bengaluru
- **Activation** in select TG hangouts/MTO's/GT to create Brand Awareness
- **Digital & Mobile:** For Interactivity & Engagement
- **OOH:** For brand saliency & call for action close to colleges, malls & other catchment areas.



MEDIA STRATEGY

FOR SUSTENANCE PHASE (8 WEEKS)

- **TG** : All Adults, 14- 25 yrs
- **Markets** : Delhi, Hyderabad & Bengaluru
- **Digital & Mobile** : Engaging the TG in a dialogue on the digital space to reinforce brand proposition; generate leads for re-trials





WHY? WHAT? WHERE?

WHY

- Direct connect with TG
- Create buzz
- Engage TG
- Ensure trial
- Generate brand salience

WHAT

- Brand visibility
- Engaging activities/ games
- Convey brand attributes
- Product sampling

WHERE

- Delhi - 4 malls
- Bengaluru - 3 malls
- Hyderabad - 3 malls



ACTIVITY **TO CREATE BUZZ**

- **'The Icebreakers Confidence Challenge'** to attract crowd
- Brand-customized game: Competition of couples picked from the crowd
- Winning pairs were called on stage & offered an IceBreakers puck. They were also encouraged to perform jointly (singing, dancing, etc.) to show their confidence in breaking the ice!
The couple that bagged maximum applause from the crowd won branded merchandise.



Deliveries

City	Delhi	Bangaluru	Hyderabad	Total
Activity Days	8	6	6	20
Cumulated All Footfall	1880000	810000	750000	9900000
Cumulated TG Footfall	340280	146610	135750	622640
TG Engaged	28490	8680	11326	48496
TG Reached	8.4	5.9	8.3	7.8

Please note:

- 18.1% of all population falls under 14-25 age bracket (Source: www.indexmundi.com); This has been considered while calculating TG footfall
- TG engaged includes those who participated and also those who watched from the sidelines



ICE BREAKERS CASE STUDY



MALL ACTIVATIONS



ICEBREAKERS MALL ACTIVATION



ICEBREAKERS MALL ACTIVATION

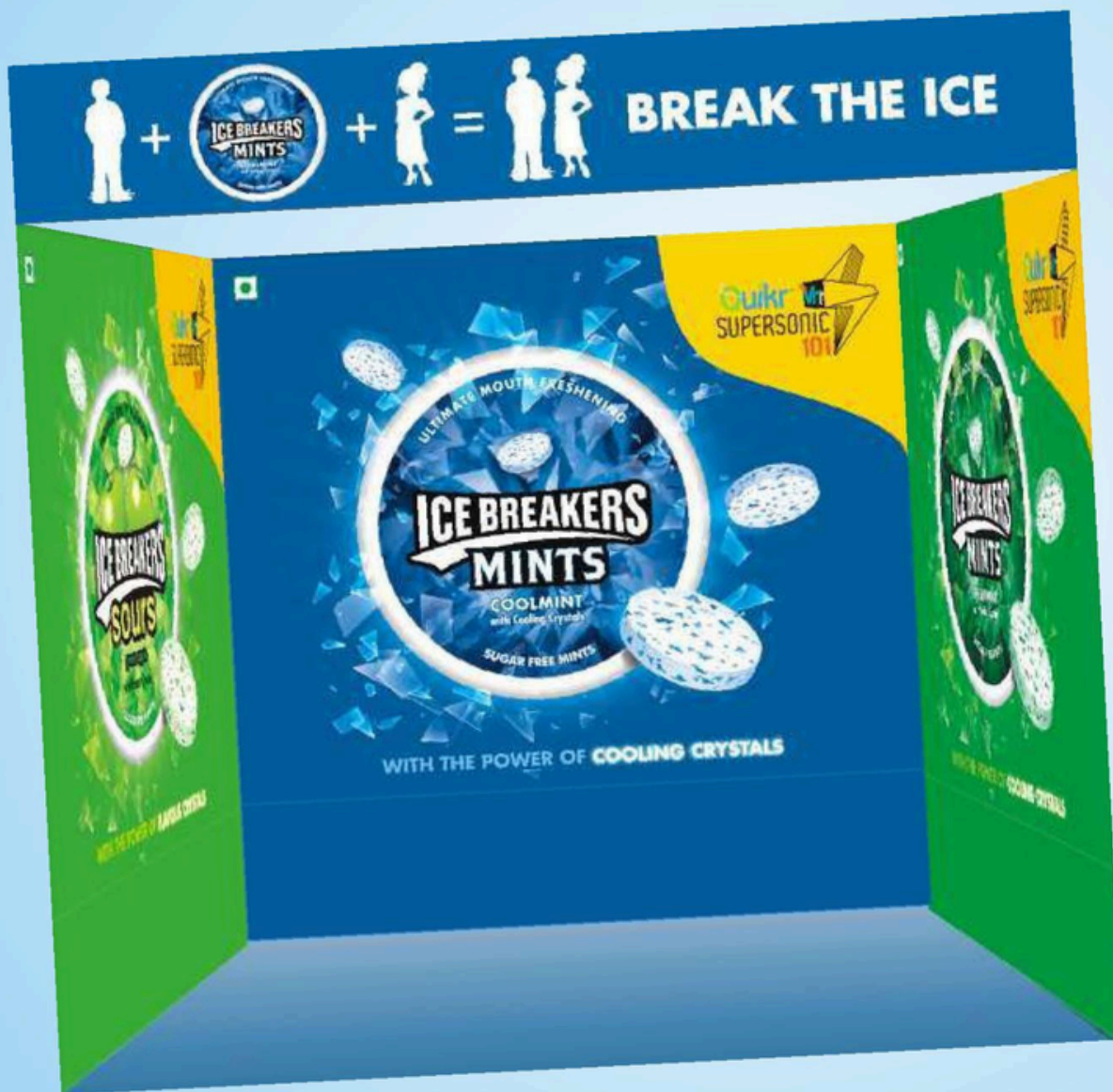




ICE BREAKERS CASE STUDY



ICEBREAKERS COLLABORATES WITH **Vh1 SUPERSONIC**



ICEBREAKERS Vh1
SUPERSONIC KIOSK



ICEBREAKERS PHOTO OPPORTUNITY PANEL

ULTIMATE MOUTH FRESHENING

ICE BREAKERS

MINTS

COOLMINT
with Cooling Crystals

SUGAR FREE MINTS

GiONEE

Gulkr Mt
SUPERSONIC
101

BREAK THE ICE...



**ICEBREAKERS
STANDEE**



ICEBREAKERS Vh1 SUPERSONIC FLYER

Match the sticker color you have received with anyone from the opposite gender Eg. if you are a dude with a blue sticker find a babe with a blue sticker and ask her (politely!) to visit the ICEBREAKERS stall

Once there, pop an ICEBREAKERS Mint and show your confidence to the judge. Do a dance with your partner, sing a duet, do comedy, or maybe propose to her (without being slapped!).

During the Supersonic event in the evening, winners will be announced on stage and you & your partner could get a chance to meet the Vh1 Supersonic Artist of the evening.

BREAK THE ICE
And stand a chance to meet & greet the Vh1 Supersonic Artist of the evening.

*Conditions apply

BREAK THE ICE
AND WIN TICKETS TO
VH1 SUPERSONIC 2014 AT GOA.

ICEBREAKERS FLYERS

BREAK THE ICE
AND WIN TICKETS TO
VH1 SUPERSONIC 2014 AT GOA.



ICEBREAKERS SHELF TALKER





ICEBREAKERS GLOW BOX





ICEBREAKERS STICKERS





ICEBREAKERS ACTIVATION DISPENSER



ICEBREAKERS PLACARD





**ICEBREAKERS
WATCHES FOR EVENT**



**ICEBREAKERS
BAG TAG**



ICEBREAKERS T-SHIRT





Results

- High brand awareness amongst the TG as well as trade
- High spot conversions
- High popularity and demand led to the brand being distributed in other cities in the grey market