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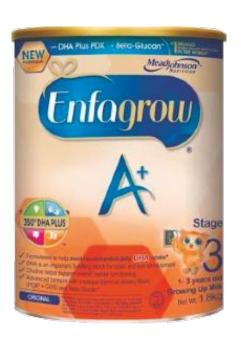
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ENFAGROW

CAMPAIGN PROPOSAL



ENFAGROW A+ STAGE 3 WITH 360° DHA PLUS



help brain cells to connect improve emotional & behavioral regulation



360° DHA PLUS

an important
building block for
EYE & BRAIN
DEVELOPMENT /

ENFAGROW A+ STAGE 3 WITH 360° DHA PLUS



Market Situation

Brand Profile



No. 1 Children Nutrition Milk Powder Brand in the World



Only brand with DHA PLUS+

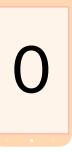
SWOT analysis



- World's number one children's brand
- Only children's milk product with MFGM complex (milk fat that leads to improved emotional & behavioral regulation in young children)
- Promotes brain development
- Demand for product is high
- Well distributed amongst mainstream supermarkets



- Conflicting studies on side effects
- Expires quickly



Collaborate with different baby events and baby brands i.e Baby Fair @ Singapore Expo



- Friso
- Similar
- Dumex







Competitors Analysis



Friso

Similac



Product

Milk Powder 1.8kg Contains DHA PLUS Milk Powder 1.8kg No added sucrose No added flavour

Milk Powder 1.6kg DHA Omega 3 & 6 Milk Powder 1.8 kg GMO Free No Palm Olein

Price

\$85.65

\$84.00

\$71.00

\$89.60

Promotion

ads present (videos, social media and discounts)

ads present (videos and discounts) ads present (social media & video ads) ads present (social media & video ads)

Place

NTUC

NTUC

NTUC

NTUC

Features & Benefits

Features	Benefits
Enfagrow's milk powder is loaded with DHA, PDX and GOS nutrients.	Enfagrow's milk powder is very <u>nutritious.</u>
Enfragrow is the only brand with MFGM complex (aids in helping brain cells connect which leads to improve emotional & behavioral regulation)	This appeals to mothers because it can provide better nutrients for better digestive protection for their child
Enfagrow is gentler on babies' tummies	This reassures mothers that there would not be any medical complications and is effective.

Strategy Planning



Demographics



Gender: Female

Age: 30 to 40 years old

Race: Chinese, Indian, Malay,

Others

Marital Status: Married, Divorced, Widow, Single



Dwelling: HDB, Bungalow, Condominium and Terrace

House

Family Size: 3 and above Family Life Cycle: Family

with toddler

Social Class: Middle, Upper-Middle, Working

Class



Household Income: \$12,500

and above

Occupation: PMETs

(Professionals, Managers, Executives, Technicians)



Education: Diploma and above

Language Literacy:

English & Mother Tongue

Psychographics



Lifestyle: Family-oriented, fast-paced, active, work-life balance



Buying Influence: Friends, Family, Social Media



Attitudes: Value for money, Wants only the best for her child



Benefits sought:
Affordable, Nutritious.
Better digestion,
immunity support,
supports child growth
for child.

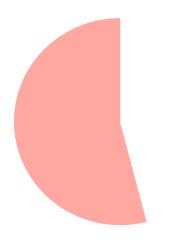


Personality: Kind, caring, loving, can be a little overbearing



Usage rate: 2-3 times a day

Target Audience Profile



55% of Singapore mothers purchase formula milk powder for their child

38,590

No. of childbirths in 2020



Most Singapore mothers are working mums and require milk powder products that are convenient.

Nutritious

Perceptual Map









Affordable

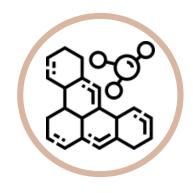
Expensive

Less nutritious

Brand Positioning







Effective

Protective

Nutritious

For mothers looking for <u>high-quality</u> formula milk powders, Enfagrow offers a wide range of the most <u>nutritious</u> options - each scientifically formulated to <u>suit</u> <u>every child's needs</u>.

Advertising Objectives

- 1. Promote Brand Recall
- 2. Instill Brand Preference



Creative Strategy

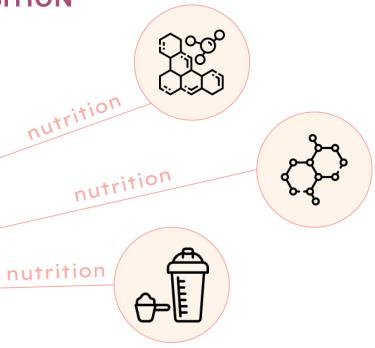






SINGLE-MINDED PROPOSITION





KEY SUPPORT FOR PROPOSITION

1 360 degree DHA PLUS EYE and BRAIN Development, MFGM (Milk Fat Globule Membrane) aids in **EMOTIONAL AND BEHAVIOURAL REGULATION.**

The two nutrients PDX and GOS (Prebiotics) helps maintain a **HEALTHY DIGESTIVE SYSTEM**.

CREATIVE CONCEPT





CREATIV E WORK

TVC (30 Seconds)



VIS: Enfagrow Milk Powder Tin

VO: "Vivaldi 4 Seasons Opening"
Here's why Enfagrow A+ is the
No. 1 Milk Powder in the world.



VIS: Toddler smiles while playing with tin with 2-years-old lettering on top

VO: Toddler saying



VIS: Illustration with DHA, Prebiotics PDX+GOS,Beta-Glucan and MFGM

Key ingredients like DHA, Prebiotics PDX+GOS.

Beta-Glucan and MGM to help support your child's overall mental and physical development.



VIS: Illustration of happy child & mum

VO: Voice of child "Hehe!"
with soft piano background



S. Toddler drinks Enfagrow Milk with 1-year-old on top

VO: Toddler coos



VIS: Toddler smiles with Milk Bottle with 3-year-old on top

VO: Toddler says "Milk!"



VIS: Illustration with Zinc.

Zinc, Iron and Vitamins to support your child's natural defences and immune system.



VIS: Enfagrow Logo & Tagline

VO: for your child

RADIO SCRIPT (30 Seconds)

SOUND ELEMENTS (SFX)	VOICE / SCRIPT	DURATION
Beginning light piano music	Here is why enfagrow is the No. 1 Milk Powder in the world	3 seconds
	Key Ingredients like DHA, prebiotics PDX plus GOS, MFGM to help support your child's overall mental and physical development	10 seconds
hear drinking of milk	One year old Toddler coos	3 seconds
	Zinc, Iron and Vitamins, to support your child's natural defences and immune system.	6 seconds
Aluminium tear (opening the milk powder)	Nourish your child with these three key ingredients	3 seconds
Baby Laughing at the end	Narrator: Enfagrow A+. Only the BEST for your child.	3 seconds

PRINT AD



DIGITAL AD





Sales Promotion

SALES PROMOTION PLAN OBJECTIVES

- 1. Increase brand awareness
- 2. Encourage brand switching

"I can't wait to grow up"







GIFT WITH PURCHASE







Mechanics

Gift With Purchase

Promotion Period: 1 October 2021 - 31 October 2021)

Announcement Date: 24 September 2021

How long the promotion would last: 1 month

Promotional offer:

Customers are entitled to get either a Baby Bib or Baby Wipes with every Enfagrow Stage 3 with 360° DHA PLUS purchased



SALES PROMO AD

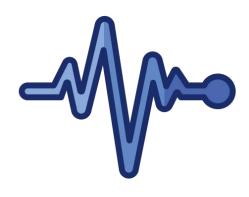


Media Plan Recommendations

Media Objectives:







30% of the audience

Women

3 times

Media Strategy

Period



Scheduling Pattern



Continuous

Competition:

Similac, Dumex and Friso

Geography:

Singapore

Reach



30% of Audience

Media Recommendation (Print)







290,000

45% of readers > \$3000

Weekly







66% are PMETS



28 to 45 years old



Fashion, beauty, health, family, home, entertainment

Media Recommendation(Broadcast)











85% of the users are 30-49 years old



Entertainment and Comedy

Media Selection & Rationale (Radio)



Ranked #3 most popular radio station



160,000 weekly



Women aged 30-50 and PMETS



travel, health, beauty, wellness, parenting topics

Ranked #1 most popular radio station





830,000 weekly



Parents aged 30-49 and PMETS



Lifestyle, Beauty, Trends, revolutionary products and services, Hit songs from different eras.

Media Selection and Rationale (Digital)



Users: 5.06 million



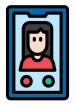
Users: 2.5 million



51.6% of users are women with 29.5% of them aged 25-44 (According to NapoleanCat)



55.2% of users are women with 33.6% of them aged 25-44 (According to NapoleanCat)



Average user time per day: 40 minutes



Average user time per day: 53 minutes



Lifestyle, Beauty, Fashion, Entertainment, Trends

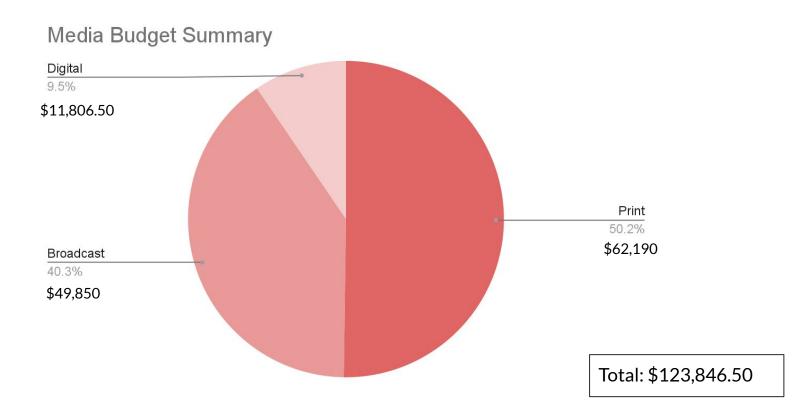


Beauty, Fashion, Lifestyle, Pop Culture, Trends

Media Schedule

		UNIT	ADD	ADD		GROSS TOTAL											5				
		COST	LOADING	COLR		COST			October			November							December		
MEDIA	DESCRIPTION	S\$		SUR	NO. OF ADS	(S\$)	4	8	18	22	25	5	12	19	26		4	11	18	25	
PRINT (NEWSPAPER/MAG)																					
Woman's Weekly Mag	tutside Back Cover Full Colour, Full P	10,365.00	0%	0	1	SGD						x	x	x	x		x		x		
			тот	AL PRESS		62,190.00															
Digital																					
Facebook	CPM - Impressions 850,000	\$7.19																			
Instagram	CPM - Impressions 850,000	\$6.70																			
			тот	AL ONLINE		11,806.50															
RADIO																					
Class 95 Class 95	am to 10am (Monday and Friday) 30 5pm-8:59pm(Monday and Friday) 30s						x	X	X	X	x										
Kiss 92	6am-10am (Monday and Friday) 30s	\$580 \$500					x	x	x	×	×										
Kiss 92	4pm-8pm (Monday and Friday) 30s	\$480					x	X	X	X X	X										
			101	AL RADIO	1	37,850															
TV																					
Mediacorp Channel 5	30 sec (Saturday)My Ghost Story																3x		3x		
	30 sec (Sunday)HIMYM	\$1,000.00	х3															3x		3x	
				TOTAL TV	'	\$12,000.00															

Media Budget Summary

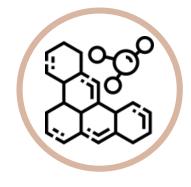


Activity Flowchart

Product:	Enfagrow	A+		
Job No:	1			
ABOVE T	HE LINE	October	Nov	Dec
PRINT				7
DIGITAL A	ADS			
BROADCA	AST			
PROMOTI	ONS			







Effective Protective Nutritious

Enfagrow - Only The Best For Your Child.