



## Introduction of the Gamesa Kids Line during Back-To-School





AIM has gone back to the drawing board



## CONVENIENCE FOODS CREATIVE BRIEF (Packaging/Promotion)

Project Name	Gamesa Back to School Promotional Program
Project Lead (Mktg)	Leon Espinel
PD&E Manager	Bethany Eckinger
Team Members	External Agency
	<ul style="list-style-type: none"> <li>R&amp;D (Product/packaging)</li> <li>Supply Chain</li> <li>Plant/co-packer</li> </ul>
Decision Makers	AD, MG, AB-PYI

### Strategic Overview

Background/ Situation Analysis	<ol style="list-style-type: none"> <li>Hispanics Kids play an important role in the purchase of cookies. Gamesa cookies appeal strongly to Pre-Window moms, however they do not appeal as strongly to Kids.</li> <li>As Kids grow older and become stronger influencers on the selection of grocery products, HH cookie purchase moves from Gamesa to Oreos.</li> <li>To improve appeal with Kids, Gamesa is changing graphics of its top Kids products as a way to create stronger connection with these consumers.</li> </ol>
Driving Insights	<ol style="list-style-type: none"> <li>Lack of awareness and package appeal are key barriers to creating a connection with kids.</li> <li>When convincing kids, products play a secondary role to brand awareness and image. These elements must be "irreverent", "unpredictable" and add "values from the adolescence world". <ul style="list-style-type: none"> <li>Unpredictable: Mental stimulation, creates interest, curiosity, emotion</li> <li>Irreverent: Needs projection. Brand has a partner role of aspirational experiences.</li> </ul> </li> <li>It is important for moms to pass on her traditions to her children. These traditions are the foundation of who they are, and foods are a key part of them. Moms pass the tradition in little doses, but when it comes to snacking it is a little harder as kids don't gravitate to Hispanic Brands (cookies).</li> <li>Kid requested brands and products reinforce her sense of being "a good mom".</li> </ol>
Total Brand Positioning:	To Pre-Window Mexican-Hispanic moms (25-45) looking for a great tasting and wholesome cookies and crackers for her family. Gamesa strives to be a warm reminder of home (country).  Down to earth, playful and a trusted companion.
Brand Character: Promotion Target/ Demographics/ User Profile	<p>Primary (consumption)</p> <ul style="list-style-type: none"> <li>Hispanic kids (6-12 years). Born in either Mexico or US, living in a Pre Window HH</li> <li>Kids are primarily English dominant.</li> </ul> <p>Secondary (purchaser)</p> <ul style="list-style-type: none"> <li>Pre Window / Window Mexican Moms / Gatekeepers (25-45 years)</li> <li>Moms can be either Spanish dominant or bilingual.</li> </ul>
Key Product Benefits	Gamesa is the authentic Mexican brand of cookies that gives consumer a warm reminder of home Gamesa is great for sharing with family and friends for everyday and special occasions.

Competitive Information	<p>Mexican Imported Cookies -&gt; Oreo, B. Mexicano, La Moderna</p> <p>American Cookies -&gt; Oreo and Chips Ahoy</p>
<b>Project Information</b>	
Project Objectives	<p>The BTS promotion will achieve the following:</p> <ul style="list-style-type: none"> <li>Generate awareness and trial towards Gamesa's Kids line amongst HH with Kids 6-12.</li> <li>Create connection with Kids</li> </ul>
Theme	<ul style="list-style-type: none"> <li>Pass on the tradition with fun.</li> </ul>
Assignment/ scope	<ol style="list-style-type: none"> <li>Consumer Promotion incentive to generate trial</li> <li>In-store Execution <ol style="list-style-type: none"> <li>Large display (500 stores)</li> <li>Saddle back (750 stores)</li> <li>Shelf talkers and Posters (1000 stores)</li> </ol> </li> <li>No In-Pack or On-Pack promotion.</li> </ol>
Outcome	<ol style="list-style-type: none"> <li>Moms -&gt; Easier to pass tradition</li> <li>Kids -&gt; Gamesa will be part of the consideration of cookies consumed</li> </ol>
Success	<ol style="list-style-type: none"> <li>Pounds on the floor</li> <li>45% sales increase of kids items during promotional period.</li> </ol>
Brand/SKUs:	<p>KIDS Line</p> <ul style="list-style-type: none"> <li>Lonchera</li> <li>Arcoiris (Original, Naranja-Limon)</li> <li>Mamut</li> <li>Chokis</li> <li>Animalitos</li> </ul>
Communication Priorities:	<ol style="list-style-type: none"> <li>Introduce Gamesa Kids line</li> <li>Communicate Promotion</li> </ol>
Visual priorities:	<p>Kids Products and Characters: Lonchera, Arcoiris, Mamut, Chocolatines, Merengue, Chokis</p>
Executional Considerations:	<ol style="list-style-type: none"> <li>Back-to-School tie-in (i.e. education)</li> <li>Leverage Gamesa's kid line characters</li> <li>Promotion delivered through tear pads, in-store ads</li> </ol>
Executional Mandates:	<ul style="list-style-type: none"> <li>Use Gamesa's characters as part of visuals used for promotional material</li> <li>Promotional concepts presented by agency must have BTS connection (agency to have flexibility to create one concept outside BTS)</li> </ul>
Additional Activation needs:	<p>Promotional Support: Store Level merchandising and POS material complemented by consumer promotion effort (product discount and free gift)</p> <ul style="list-style-type: none"> <li>Promotion support</li> <li>POS - trial shipper</li> <li>Budget - funding avail.</li> </ul>

### Key Deliverables, timing & evaluation plan

1 <sup>st</sup> round creative	
Testing needs:	None
	<ul style="list-style-type: none"> <li>Print</li> <li>Quaker</li> <li>Quaker</li> </ul>

We started by re-reviewing the brief

The BTS promotion will  
achieve the following -  
**generate awareness** and **trial**  
towards Gamesa's Kids line  
amongst HH with Kids 6-12  
and create **connection** with  
Kids

Assignment/Scope is (1) Consumer Promotion incentive to generate trial  
(2) In-store execution of large displays in 500 stores, saddle back displays in 750 stores, shelf talkers and posters in 1000 stores, (3) no in-pack or on-pack promotion.

Success will be measured by

- (1) **pounds** on the floor and
- (2) **45% sales increase** of kids items during promotional period

Executional considerations include  
(1) Back-to-School tie-in (i.e.  
education) (2) Leverage Gamesa's  
kid line characters (3) Promotion  
delivered through tear pads, in-store  
ads

## Executional mandates

- (1) Use Gamesa's characters as part of visuals used for promotional material
- (2) Promotional concepts presented by agency must have BTS connection (agency to have flexibility to create one concept outside BTS)



Additional activation needs  
Promotional Support: Store Level  
merchandising and POS material  
complemented by consumer  
promotion effort (product discount  
and free gift)

Photography  
Yes/no

We went back to the market



and really thought about who are the  
consumers



25-49 “Pre-Window”  
Spanish Dominant to  
Bilingual  
Foreign (Mexican)  
Born  
4+ persons per HH

Gamesa **is** her brand. She grew up with  
Gamesa and it reminds her of home.

6-11 Bilingual &  
Bicultural living in  
“both” worlds  
U.S. Born  
Key driver of cookie  
purchases



Gamesa **is not necessarily** their brand



They are consuming Oreo & Chips Ahoy



Watching Univision programming  
in Spanish with their mom





As well as tuning into the  
Disney Channel & Nickelodeon in English

RANK	PROGRAM NAME	NETWORK	CH6-11 (IMP)
1	FEA MAS BELLA TUE	UNI	472.0
2	FEA MAS BELLA MON	UNI	460.0
3	FEA MAS BELLA THU	UNI	429.0
4	PREMIO LO NUESTRO'07 2/22	UNI	416.0
5	FEA MAS BELLA WED	UNI	412.0
6	FEA MAS BELLA FRI	UNI	385.0
7	SUPER BOWL XLI	CBS	361.0
8	S HANNAH MONTANA	DISNEY CHANNEL	331.0
9	CORY IN THE HOUSE	DISNEY CHANNEL	329.0
10	MUNDO DE FIERAS THU	UNI	326.0
11	PROUD FAMILY MOVIE, THE	DISNEY CHANNEL	317.0
12	JUMP IN!	DISNEY CHANNEL	313.0
13	ESTADOS UNIDOS MEXICO 2/7	UNI	290.0
14	LIFE IS RUFF	DISNEY CHANNEL	286.0
15	S SUITE LIFE OF ZACK&CODY	DISNEY CHANNEL	286.0
16	MUNDO DE FIERAS FRI	UNI	283.0
17	MUNDO DE FIERAS WED	UNI	282.0
18	STUART LITTLE	DISNEY CHANNEL	281.0
19	MUNDO DE FIERAS TUE	UNI	280.0
20	MUNDO DE FIERAS MON	UNI	274.0
21	DUELO DE PASIONES MON	UNI	261.0
22	HERIDAS DE AMOR FRI	UNI	257.0
23	DUELO DE PASIONES TUE	UNI	252.0
24	QUINTS	DISNEY CHANNEL	251.0
25	EL TIGRE - SNEAK PEAK	NICKELODEON	250.0
26	NED DECLASSIFIED	NICKELODEON	244.0
27	AVATAR: SIEGE OF THE NORT	NICKELODEON	243.0
28	ZENON THE ZEQUEL	DISNEY CHANNEL	240.0
29	HERIDAS DE AMOR MON	UNI	238.0
30	GENIUS	DISNEY CHANNEL	235.0
31	RETURN TO NEVERLAND	DISNEY CHANNEL	235.0
32	UP, UP AND AWAY	DISNEY CHANNEL	235.0
33	S KIM POSSIBLE	DISNEY CHANNEL	234.0
34	HERIDAS DE AMOR THU	UNI	232.0
35	SEVENTEEN AGAIN	DISNEY CHANNEL	230.0
36	HANNAH MONTANA	DISNEY CHANNEL	229.0
37	LIZZIE MCGUIRE MOVIE, THE	DISNEY CHANNEL	229.0
38	CASOS VIDA R: ED. ESP FRI	UNI	228.0
39	DUELO DE PASIONES THU	UNI	227.0
40	DUELO DE PASIONES FRI	UNI	226.0



and exposed to brands and characters on packaging that they have seen advertised

We listened to your comments

So the first thing we did was to  
further explore and refine the  
**Poniendo Diversión en tu Lonche**  
promotion





El Sabor Que Nos Une.™

poniendo  
diversión  
en tu LONCHE  
put fun in lunch



poster



# ¡PONRIENDO DIVERSIÓN ★ en tu ★ LONCHE!

Put Fun In Your Lunch!



**COMPRA HOY  
y ahorra 75¢  
en una caja de galletas  
GAMESA®**

**BUY NOW and save 75¢ on one  
box of GAMESA® Cookies**

© 2007 Frito-Lay North America, Inc.



poster



The poster features a vibrant purple and blue background. At the top left is the Gamesa logo, which consists of a red square with a white stylized 'G' and the word 'Gamesa' in a blue banner below it. To the right of the logo, the text '¡CALCOMANIAS GRATIS!' is written in large, bold, yellow letters with a blue outline. Below this, in smaller yellow text, it says 'EN CAJAS ESPECIALMENTE MARCADAS'. Further down, the words 'FREE STICKERS' are written in large white letters, with 'IN SPECIALLY MARKED BOXES' in smaller white text underneath. To the right of this text is a stack of five sticker sheets, each featuring a cartoon character and various geometric shapes. Below the sticker sheets, the text 'COLECCIONA LAS 5' and 'COLLECT ALL 5' is written in yellow. In the center of the poster, three cookies are shown: one with pink frosting and sprinkles, one chocolate sandwich cookie with white filling, and one chocolate chip cookie. At the bottom, a blue lunchbox is open, and a cookie is being placed inside. Overlaid on the lunchbox is the text '¡Poniendo en tu Diversión Lonche!' in large, red, stylized letters with a white outline. At the bottom left, the text 'Además, ahorra 75¢ en cada caja de Galletas GAMESA®' is written in yellow, with '75¢' in a larger font. Below this, in smaller white text, it says 'Also, save 75¢ on each box of GAMESA® Cookies'.

**Gamesa**

**¡CALCOMANIAS GRATIS!**

EN CAJAS ESPECIALMENTE MARCADAS

**FREE STICKERS**  
IN SPECIALLY MARKED BOXES

COLECCIONA LAS 5  
COLLECT ALL 5

**¡Poniendo en tu Diversión Lonche!**

**Además, ahorra 75¢ en cada caja de Galletas GAMESA®**

Also, save 75¢ on each box of GAMESA® Cookies



poster

Gamesa  
El Sabor Que Nos Une.

# Calcomanías ¡GRATIS!

Free Stickers!

**Loncheta**

Gamesa

MARMELADA  
CHOCOLATE  
FLORES  
BALLEYAS SURTIDAS  
ASSORTED COOKIES

678  
DEPORTES  
SPORTS  
¡TORNAS  
VORAS

¡Poniendo  
Diversión  
en tu  
Lonche!

**Ahorra 75c**  
en cada caja de  
Galletas GAMESA®  
Save 75c on each box  
of GAMESA® Cookies

poster



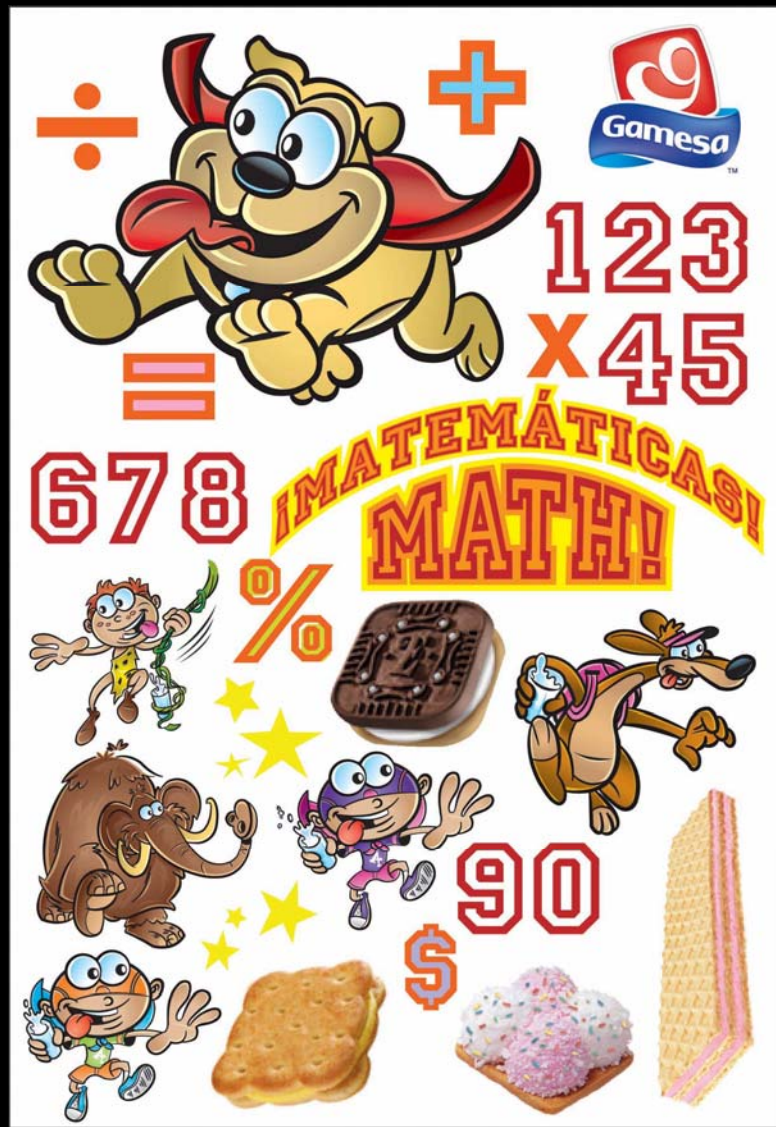
new graphics



[illegible]

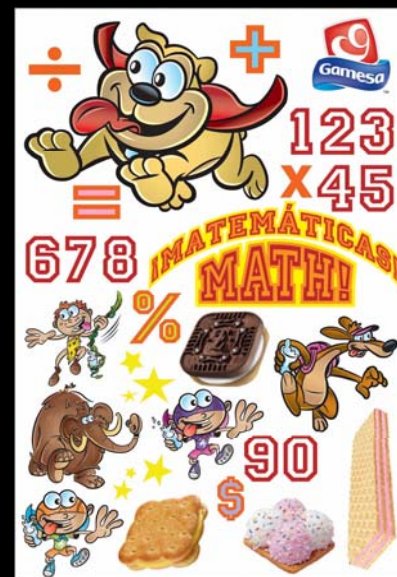
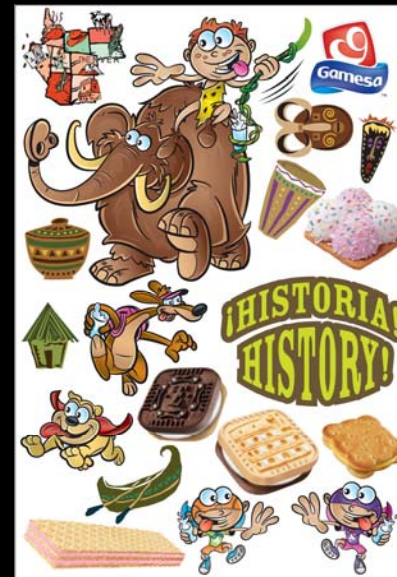


in-pack





in-pack: Kids can collect all 5, each features a school subject



and the back of the sticker sheets  
could feature “Latino” or Mexican  
contributions in each of those areas...

**History:** Benito Juárez - five terms as President of Mexico.

**Art:** Diego Rivera or Frida Kahlo

**Science:** Mario José Molina Henríquez - awarded noble peace  
prize in chemistry

**Math:** José Ádem - a mathematician who worked in algebraic  
topology, and discovered the Ádem relations between Steenrod  
squares.

**Sports:** Hugo Sánchez or others



poster 1

Gamesa

**¡Poniendo  
Diversión**  
en tu  
**lonche!**  
PUT FUN IN YOUR LUNCH

AHORRA  
SAVE **75¢**  
en cada caja  
on each box

**¡GRATIS!  
CALCOMANIAS**  
EN CAJAS ESPECIALMENTE  
MARCADAS

COLECCIONA TODAS  
**5**  
COLLECT ALL FIVE

**FREE STICKERS!**  
IN SPECIALLY  
MARKED BOXES

**Loncheta**  
Gamesa  
GALLETAS SURTIDAS  
ASSORTED COOKIES



poster 2

Gamesa

**¡Poniendo  
Diversión**  
en tu  
lonche!  
PUT FUN IN YOUR LUNCH

AHORRA  
SAVE **75¢**  
en cada caja  
on each box

**¡GRATIS!  
CALCOMANIAS**  
EN CAJAS ESPECIALMENTE  
MARCADAS

COLECCIONA TODAS  
**5**  
COLLECT ALL FIVE  
**FREE STICKERS!**  
IN SPECIALLY  
MARKED BOXES

**Arcoiris**  
Gamesa  
Galletas con Malvavisco  
Marshmallow Cookies  
6 unidades

poster 3



A vibrant promotional poster for Ganieso Arcoiris ice cream. The background is a mix of purple, blue, and green. At the top left is the Ganieso logo. The main headline in a large, stylized font reads '¡Poniendo Diversión en tu lonche!' with the English translation 'PUT FUN IN YOUR LUNCH' below it. To the right, a small text box says 'AHORRA SAVE 75¢ en cada caja on each box'. In the center, a box of Arcoiris ice cream is shown, featuring a cartoon character and the flavor 'NARANJA-LIMON ORANGE-LIME'. Above the box are several 'Calcomanias' (stickers) with various sports-themed illustrations. To the right of the box, the text '¡GRATIS CALCOMANIAS!' is written in large, bold letters, followed by 'EN CAJAS ESPECIALMENTE MARCADAS'. Below this, a large number '5' is displayed with the text 'COLECCIONA TODAS' above it and 'FREE STICKERS! IN SPECIALLY MARKED BOXES' below it. At the bottom, there are three ice cream sandwiches: one with chocolate cookies, one with vanilla cookies, and one with chocolate chip cookies.

Ganieso

¡Poniendo  
Diversión  
en tu  
lonche!  
PUT FUN IN YOUR LUNCH

AHORRA  
SAVE 75¢  
en cada caja  
on each box

¡GRATIS  
CALCOMANIAS!  
EN CAJAS ESPECIALMENTE  
MARCADAS

COLECCIONA TODAS  
5  
COLLECT ALL FIVE  
FREE STICKERS!  
IN SPECIALLY  
MARKED BOXES

Arcoiris  
NARANJA-LIMON  
ORANGE-LIME  
6 unidades  
CALLEJAS CON MALVAVES  
AND MALTED LOW CORN



poster 4



A promotional poster for Gamesa Mamut ice cream. The background is a vibrant green and yellow gradient. In the top left corner is the Gamesa logo, featuring a red 'G' with a white heart shape inside. The main headline at the top center reads '¡Poniendo Diversión en tu lonche!' in a playful, bubbly font, with 'en tu lonche!' in a smaller font below it. Below this, a red banner says 'PUT FUN IN YOUR LUNCH'. In the top right corner, text indicates a discount: 'AHORRA SAVE 75¢ en cada caja on each box'. The central focus is a box of Gamesa Mamut ice cream, which features a cartoon mammoth and the brand name 'MAMUT' in large, bold letters. To the left of the box are several colorful stickers, some of which are labeled 'HISTORIA HISTORIA!'. To the right of the box, the text '¡GRATIS! CALCOMANIAS!' is written in large, bold letters, followed by 'EN CAJAS ESPECIALMENTE MARCADAS'. Below this, a large number '5' is shown inside a chocolate ice cream sandwich, with the text 'COLECCIONA TODAS' above it and 'COLLECT ALL FIVE' below it. At the bottom right, the text 'FREE STICKERS! IN SPECIALLY MARKED BOXES' is displayed. The bottom of the poster features three ice cream treats: a chocolate chip cookie, a chocolate ice cream sandwich, and a vanilla ice cream sandwich with pink sprinkles.

Gamesa

¡Poniendo  
Diversión  
en tu  
lonche!  
PUT FUN IN YOUR LUNCH

AHORRA  
SAVE 75¢  
en cada caja  
on each box

¡GRATIS!  
CALCOMANIAS!  
EN CAJAS ESPECIALMENTE  
MARCADAS

COLECCIONA TODAS  
5  
COLLECT ALL FIVE

FREE STICKERS!  
IN SPECIALLY  
MARKED BOXES

MAMUT

Gamesa

HISTORIA HISTORIA!

posters



shelf talker





shelf talker

The shelf talker is a colorful graphic with a blue and yellow background. At the top left is the Gamesa logo, which consists of a red stylized 'G' inside a blue circle with the word 'Gamesa' below it. In the center, a green banner with a red border contains the text '¡Poniendo Diversión en tu lonche!' in a playful, bubbly font, with 'PUT FUN IN YOUR LUNCH' written in smaller letters below it. To the right of this banner, several sheets of stickers are shown, featuring various cartoon characters and objects. Below the green banner, a red banner with a yellow border contains the text '¡COMPRÁ HOY!' in large, bold letters, followed by 'Y ahorra 75¢ en cada caja de Galletas GAMESA®' and 'BUY NOW! And save 75¢ on each box of GAMESA® Cookies'. To the right of the red banner, a large yellow banner with a blue border contains the text '¡GRATIS! CALCOMANIAS!' in large, bold letters, followed by 'EN CAJAS ESPECIALMENTE MARCADAS' and 'FREE STICKERS! IN SPECIALLY MARKED BOXES'. The entire graphic is set against a background of a blue sky and a yellow sun.

Gamesa

¡Poniendo Diversión en tu lonche!  
PUT FUN IN YOUR LUNCH

75¢

¡COMPRÁ HOY!  
Y ahorra 75¢ en cada caja de Galletas GAMESA®  
BUY NOW!  
And save 75¢ on each box of GAMESA® Cookies

¡GRATIS! CALCOMANIAS!  
EN CAJAS ESPECIALMENTE MARCADAS  
FREE STICKERS!  
IN SPECIALLY MARKED BOXES

coupon front



**¡Poniendo  
Diversión  
en tu  
lonche!**  
PUT FUN IN YOUR LUNCH



**¡COMPRA HOY!**  
Y ahorra 75¢ en cada caja  
de Galletas GAMESA®

**BUY NOW!**  
And save 75¢ on each box  
of GAMESA® Cookies

75¢

# coupon back



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