

A Powerpoint sales deck designed for an agency. Gamesa is a brand owned by PepsiCo and is found in many countries including the United States.



Introducing the Gamesa Kids portfolio, just in time for Back to School



New Gamesa Kids Portfolio

Objective:

- Obtain distribution of the entire Gamesa Kids Product Line at key retailers (including new points of distribution and new sku – Chokis)
- Create excitement and gain support amongst retailers for the new Gamesa Kids Product Line
- Generate awareness, excitement and trial of Gamesa's Kids Product Line amongst Hispanic households with kids ages 6-12 [1st – 6th graders]
- Create connection with and demand from Hispanic kids ages 6-12 [1st – 6th graders]

A Fun and Delicious Way to Connect with Hispanic Kids

Objective: Re-engage the lost Consumer



- Increase brand penetration and buy rate among Hispanic 1st
- Develop a long term emotional connection with kids and strengthen the power of the Gamesa brand equity
- Make Gamesa a kid requested cookie brand

Business Opportunity



- As our core Hispanic households, mainstream cookies become more mainstream, Gamesa's position and buy rate decline. (Source: LA Retail Today, 12/2/2007)
- More than half of the top 100 Hispanic 1st in LA are not buying Gamesa. (Source: LA Retail Today, 12/2/2007)
- Ask retailers to share the cookie category and ask them to give us the sell rate and how Gamesa stacks up to other brands. Offer creative Hispanic Gamesa to our kids requested.

Consumer EA



- The Hispanic market is important to game on their traditions. They place a big value, but when it comes to marketing, they are not as good as the mainstream market.
- Lack of Gamesa's packaging design appeal and lack of connection are key barriers to connecting with Hispanic kids.
- Gamesa brand that is not enough to create an emotional connection with our Hispanic consumers. We need to create the total "experience" experience.

New Package Designs That Better Connect with Moms and Kids

Kids Drive Cookie Consumption in Hispanic HI

- Cookie penetration index for HI without kids is 1.18
- Hispanic kids are larger and stronger than others

Creating Impactful Packaging that Talks to Kids

- Kids connect with images that better relate to their daily lives. Packaging that creates that connection scores high with kids
- Gamesa is refreshing its package designs to increase appeal to kids, with characters and images that are modern, active, and experience-based

Timing

- PRINT US warehouse

NO CHANGES IN UPC, SPECS OR FORMULATION

Current Design

New Design

Promotional Launch

Program Overview

- Use the time to School time frame to launch the NEW Gamesa Kids Product Line
- Use the new Kids Line "product story" to create "new news and noise" for Gamesa among retailers
- Leverage the new Kids Line product packaging along with a strong Back To School promotional plan to secure product placement
 - Partnership to create space for all of our "new" clearly merchandise the entire line together and at kid-friendly eye level
 - Engage with retailers to create activity (events, 10 points, site visits and social media)
- Leverage retail advertising vehicles (e.g. all children) to communicate new line to consumers (Impresso Mom)
- Allow characters to live "beyond the box"

What's in it for the Stores

- Promotion will be supported by eye-catching, unique in-store displays in the shape of giant lunch boxes, backpack displays, posters, shelf talkers, and banners
- Promotion being offered to consumer is "Buy one box of Gamesa cookies and get 100% off a second box"
- "FREE" back to school gift for kids (may be a book cover, stickers, poster, etc. Final offer TBD) featuring the new line of Gamesa characters that will be available on the second display as an external lead pad

Timeline:

In market 7/20/07 - 9/27/07 (8 weeks)

How to Excite the Retailer

Poniendo diversión en tu lonche sales kit

- A "lunch box" sales kit will be created to educate and excite the retailer on the launch of the new Gamesa Kids Line product packaging
- Break through the clutter of "everyday" sales materials
- Every kit will include
 - Brief sheet explaining "why the new Gamesa Kids Line" and introducing all the product and packaging as well as a description of the kit's 10 "fun" promotional programs and elements
 - Let them try the products (pre-aging samples)
 - Chokis is a new great taste, try it for the first time
 - Re-discover the great taste of Mamut or Animatiks
 - 1,250 kits total will be created
 - Quantities per distributor representative TBD

Getting Store Personnel Excited

Generate excitement and buzz among the store personnel:

- Store personnel will be given a FREE Gamesa cookie product (either as a "thank you" from Gamesa)
- Have them taste the products themselves
- Store personnel become brand ambassadors/supporters for Gamesa

How it works:

- 200 stores will be selected to participate
- Each store will be given 50 FREE Gamesa cookies (either Chokis box) to take home at the store
- Store personnel will be given incentives through their paychecks or at store level through Internal Headquarters mail system

Point of Sale Materials

Overview

- In-store displays and Point of Sale materials communicating the Gamesa Back to School Promotion and generating strong levels of purchase intent and consumer interaction

What's in it for the Stores

- Strong consumer interest in receiving FREE gift and coupons
- The store is able to present their customers with a program that is unique in the marketplace
- Attractive In-Store Display Units and POS materials that generate excitement with consumers and provide a fun shopping experience for moms and their kids

Program Elements:

- "Impresso" "characters" of Gamesa Cookies with Gamesa characters brand display that brings the promotion to life in a fun way
- Backpacks, posters, shelf talkers, and banners that will be Gamesa-branded to communicate the promotional campaign

Exciting The Consumer

Program Overview

- Moms will receive valuable discounts (one discount on all Gamesa's Kids Line Products)
- Kids will receive free gift (may be a book, 100% discount poster, etc. Final offer TBD) featuring the new line of Gamesa characters that will be available on the second display as an external lead pad to generate excitement and enhance the shopping experience

What's in it for the Stores

- Strong sales for Gamesa products, new attractive discounts (50 cent Coupon)
- Free gift to kids that generates high levels of interest and interaction with Gamesa's Kid products

Participating Products

- Animatiks, Chokis, Mamut, Animatiks

Consumer Sampling: Active & Passive

Active Sampling:

Put fun in the top retail locations!

- Bring the brand to life and connect with kids and moms at store
- One character mascot and Gamesa Brand Ambassador at each event
- Product sampling
- Consumer education/experience
- Buy Now (incentive (both premium)
- Requires minimum order (only from retailer. For in-store only. No stock schedule and market TBD. Currently 125 in store event days available.

Passive Sampling:

- Over 140,000 Hispanic households in Los Angeles will receive a FREE Gamesa cookie sample at their front door
- Great opportunity to introduce the new Kids Line to our target consumers
- Sample may include an incentive to drive consumers to their local store to purchase Gamesa (e.g. coupon in the sample). Exact offer TBD

Individual Pages