

A close-up photograph of several light-colored, butter cookies with a scalloped edge, arranged on a white surface. A red banner with a yellow border is overlaid in the center, containing the word "Wonderland" in a white, cursive font. Below the banner, the words "Butter Cookies" are written in a white, cursive font. In the bottom left corner, the word "Indofood" is written in a bold, black, sans-serif font.

Wonderland

Butter Cookies

Indofood

Business Issue

Direct Competitor



IDR45.890/300gr,
seemingly more affordable
(it is actually not),

Advertising unavailable,

Prod. insight :
"Biscuits for the whole
family."

Consumer awareness: low

Just another "biskuit
kaleng buat parcel lebaran
yang dikirim massal buat
kenalan, yang penting ada
aja, gak penting merek
apa"

Royal Butter Cookies



MAYORA

IDR54.890/480gr

Advertising unavailable

Prod. insight: "dedicated
for the individual who
has a better taste"

Consumer awareness:
low

Monde Butter Cookies



IDR56.190/454gr

TV Advertising

Prod. insight: "luxury,
finest quality, prestige"

Consumer awareness:
high, on and off
season

Reason To Believe



Price

Proposition

Taste

Communication Objective



*Raising and shifting brand awareness from
"just another biskuit kaleng dalam parcel"*

*To
daily delicacies, thus increase off
season consumptions*

Who are we talking to?

Anto is a 57 year-old suburban dad of three, owning a small convenience store, and some carpentry as a side job. His oldest son is now married with two kids, a five and three year-olds. His second son is now engaged and working in overseas, while his youngest daughter is finishing her study, out of the city. His wife has been a stay-at-home mom ever since the eldest was born.

Anto was raised with a strong, traditional family values; mom as the bucket of love, dad as the sturdy rock that seemingly has never expressed blunt affection; a high-context communicator; and he did so raising his kids.

Now living alone with only his wife, he has come to the term of how lonely it is living without his kids. He realise how he had sometimes overlooked the joy of watching her little daughter's silly dance, cooking emergency mom's-not-home soup for his oldest son when he was sick, and debating trivial things with the younger son. Now, with nothing more than just a few short phone calls a week, he struggles to convey his love for his children, since he has never been used to the idea of just blatantly saying, "I love you".

Who are we talking to?

Jovian is a 30 year-old, white collared, 9-5 worker and a dad of two, both five and three year-olds. Living in suburbs but winning his family's bread at the urban area, the combination of work and commuting time snatches almost 12 hours of his time every work day. His wife is an entrepreneur, owning a small online shop, which allows her to spend more time with their kids.

Unlike his relationship with his mom, Jovian's relationship with his dad is rather..inexpressive. He respect him, but his dad is not the type of guy who would console him every time he falls, hug him other than the awkward side-hugs in family potraits, laugh when he made borderline offensive(but still funny) jokes...He was not a man of sweet words and affection, and so he grew to be less expressive around his dad, although he loves him none the less.

Now living 4 hours drive away(minus the traffic), and already busy juggling between work and his own family, sometimes the only way he got to convey his love for his dad is nothing more than just a few short phone calls a week. Despite the relatively harmonious relationship they have, he still has the feeling of something is still missing. Something between his dad and himself.

Insight

Adults in countries with high context culture (such as Indonesia) generally don't say "I love you" to their parents because it is not "normal". Meanwhile, expressing and being expressed love blatantly, with the exact words "I love you", to and from their loved ones will create a wonderful feelings; the feelings we all long to have.

So, when was the last time you say "I love you" to your parents?

Single Minded Proposition

The background of the entire image is a close-up photograph of several light-colored cookies. Some cookies are shaped like stars, and others are heart-shaped. They are arranged in a slightly overlapping manner. A decorative border consisting of a row of red diamonds runs horizontally across the image, separating the title from the text below.


Wonderful feeling, wonderful taste

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Brand Positioning



*With the sweet and soft taste,
Wonderland butter cookie is the cookie
that feels like home, and a warm
embrace of "I love you" from the dearest
of your life.*



Target market consideration



Wonderland butter cookies is a premium, family-oriented product, thus decision makers of the family are targeted.

The advertising campaign has an emotional approach, thus will mostly appeal to woman(wives), to support the decision of product purchase.



Wonderland

*Thank You,
and
Have a Wonderful Day!*

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