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Date:

25\12\2021

Topic: "Nestea" a new line from Nestle.

Nestea



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Introduction,



Figure 1: Nestle caption

Nestlé is a multinational company specializing in the production of canned foods, founded in Vevey, Switzerland, as a result of the merger of two companies, (Nestle, n.a). Nestlé products include baby food, health food, bottled water, breakfast cereals, coffee, tea, sweets, dairy products, ice cream, frozen foods, pet foods and snacks. In 2016, it was ranked 33 in the Forbes 2000 global list of the largest public companies in the world, issued by Forbes magazine (McGrath, 2016).



Figure 2: Nestea logo

While Nestea is a brand line of iced tea and cold drinks that started in 1977. It is owned by Nestlé International and distributed by the beverage division of Nestlé Corporation in the United States. On the other hand, this line did not reach the Egyptian market. Therefore, this advertising campaign seeks to introduce this line to the Egyptian market. Hence, the campaign is going to present a new product to the Egyptian market, which is the iced milk-tea in bottles.



Figure 3: ICED TEA PRODUCT EXAMPLE

1. Situation analysis:

- Company analysis in the Egyptian market

PEST for Nestlé

<p>Political</p> <ul style="list-style-type: none"> • Egypt is Switzerland's most important export market (Samir, 2020) • The National Food Safety Authority (NFSA) applies the Egyptian regulations over food and beverages over any imported products (Abdel-Haleem & Ibrahim, 2017) • Any imported product should not include any prohibited ingredient (Abdel-Haleem & Ibrahim, 2017). 	<p>Economic</p> <ul style="list-style-type: none"> • The Egyptian market importing rates are grown faster than the exports since 2020, including food products and beverages (tradingeconomics, 2021) • The average Egyptian income has tan expected rise at the income by 2025 (Stohy, 2021).
<p>Social</p> <ul style="list-style-type: none"> • Healthy products and nutrition goods, are becoming a concern at the Egyptian society that has started to 	<p>Technological</p> <ul style="list-style-type: none"> • The Egyptian internet infrastructure is growing (Enterprise, 2021), where 57.3% of the Egyptians have access to the internet with the proper devices

<p>adopt the healthy and dieting lifestyle (Shahine, 2019)</p> <ul style="list-style-type: none"> ● Egypt's culture and society always encourages to consume more food and beverages at all occasions (El Dorry, 2011), (Wassef, 2004). ● "halal" is an essential criterion for social acceptance and consumption food and beverages products in Egypt (foodingredientsfirst, N.A). ● There is an international direction towards sustainability that encourages many Egyptians to adopt the new mindset (Nestle, N.A). ● Egyptian society enjoys drinking tea a lot (Desai, 2020), (Maiden, 2020). ● Egyptians are trying to consume healthy alternatives for coffee (Williams & Marshall Strategy, 2020). ● Egyptians enjoy drinking the milk tea beverage as part of the culture, where it is associated with warmth and kindness (fashionparadoxes, n. a.). ● Egyptians believe that tea milk is healthier than regular black tea or coffee, and usually advice the young to drink it (Streit, 2019). 	<p>according to the latest data at January 2021 (Kemp, 2021).</p> <ul style="list-style-type: none"> ● The Egyptian infrastructure for inside transportation for food products in Egypt is suitable for the local distribution (Abou Hadid, 2014). ● Availability of technological machines to preserve the imported goods (Roushdy, n. a).
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SWOT for Nestlé

<p>Strength</p> <ul style="list-style-type: none"> -Most of the prices are affordable to Egyptians (Nestlé, 2018). -Nestlé provides halal products which suits the Egyptian and middle east society (Foodingredientsfirst, N.A). - Nestlé has a diverse portfolio (Nestlé, n. a) 	<p>Opportunities</p> <ul style="list-style-type: none"> -Egyptians are directed towards the health and nutrition goods (Shahine, 2019). -Egyptians have a brand loyalty towards nestle (Vijaya et al., 2020) -Egypt is the biggest importer of Swiss food industry (Samir, 2020). -Egypt is a food lover society and consumes a lot of food goods as part of the culture (El Dorry, 2011), (Wassef, 2004).
<p>Weaknesses</p> <ul style="list-style-type: none"> -Not all the company's lines and brands are in Egypt (Nestlé, n.a). -Excessive plastic usage that harms the company's reputation (CBC, 2020). 	<p>Threatens</p> <ul style="list-style-type: none"> -Egypt has many uprising local food brands with better prices (Egypt – Market Entry handbook, 2019). -The Egyptian pound inflation affected the prices, the imports, and the transportation process (tradingeconomics, 2021).

- Brand analysis in the Egyptian market

SWOT for Nestea

<p>Strength</p> <ul style="list-style-type: none"> -Unique tea flavors and products that satisfy all Egyptian taste (Nestle, n. a). -Average prices suit the Egyptian market and competitors (Nestle, n. a). -Availability of "halal" products (Nestle, n. a). 	<p>weaknesses</p> <ul style="list-style-type: none"> -Excessive usage of plastic instead of more sustainable and eco-friendly materials (cbc, 2020).
<p>Opportunities</p> <ul style="list-style-type: none"> -Egyptians are directed towards the healthy alternatives at every food product as part of the new international mindset encouraged by The Egyptian Ministry of Health and Population (insiteooh, 2019) -Society's preference and traditions are in favor of tea products, as tea considered an essential beverage at the Egyptian society (Wassef, 2004) -The new generation likes to have easy recipes and new products regrading something familiar, combining familiar product with the new market trends (Williams & Marshall Strategy, 2020). 	<p>Threatens</p> <ul style="list-style-type: none"> -The new generation in specific in contrary to the Egyptian society at the current stage is directed towards westernization, what creates a preference towards coffee brands rather than traditional beverages like tea (Wassef, 2004).

- Product analysis in the Egyptian market

SWOT for Iced milk-tea bottles

<p>Strength</p> <ul style="list-style-type: none"> - Allergies free and gluten free ingredients used at the product (Anderson, 2021). - Lower price than the other iced tea milk products in the Egyptian market as shown at Ubuy Egypt and online markets. - Available at supermarkets and most of the distribution points all over Egypt because of its average price and to-go characteristics. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Plastic bottles and non-sustainable packaging. - Unhealthy for diabetes and people with lactose intolerance issue, as it includes milk and sugar at the recipe.
<p>Opportunities</p> <ul style="list-style-type: none"> - Egyptians enjoy drinking milk tea (Abdou, 2021). - Egyptians are into trendy and unique products, hence, iced milk tea is a combination of both the regular milk tea and the ice experience (Williams & Marshall Strategy, 2020). 	<p>Threatens</p> <ul style="list-style-type: none"> - The product is not the first to be iced tea milk in the Egyptian market, as the iced tea milk product is available by Boba Tea, besides specific limited places sell iced tea cans from Lipton.

Market analysis

- Market growth rate,

The tea market in Egypt is witnessing an increasing rate despite the latest years of covid-19 that affected the importing process, " Until 2025, the tea market in Egypt is forecast to reach 5.09 billion USD" (Williams & Marshall Strategy, 2020), (Kore, 2016). As many Egyptians adopted the healthy lifestyle and started to prefer products that show more health benefits and better quality, including switching to a better alternative that has low caffeine addiction. Hence, it is forecasted to be developed in the medium term.

- Market trends,

There is an arising need towards the tea pairing menus, where consumers are more interested in unique, and experience led products. In addition, the tea market has included variety of cold tea mixtures, Ready to- go tea flavors, which leaves a trendy impression over the tea industry, what makes it more suitable to the current consumerism behavior either internationally or at the Egyptian market (Williams & Marshall Strategy, 2020).

Competitive analysis

- ☐ Direct main competitors,
- Lipton tea



Figure 4: Lipton logo

It is a famous British tea brand in the world, owned by Unilever. Lipton has a chain of stores in the UK, which was later sold to Argyle Foods, after which the company turned to tea sales only. The company sells many different herbs besides tea, and Lipton iced tea produces four flavors: lemon, peach, mango, and raspberry. Two other flavors are sold exclusively in the Arab world: red fruits and exotic fruits, not to mention that the company produced iced tea products in cans, but never an actual hot or cold milk tea beverage (Lipton, n. a).



Figure 5: Iced red tea from Lipton

- **Boba tea: Bubble milk tea**



Figure 6: Sample for the boba tea

It is a Taiwanese drink made of tea and was invented in Taichung in the 1980s. Most bubble tea recipes contain a mixture of tea and fruit or milk, often with chewable tapioca balls, or fruit jelly. This product reached the Egyptian market in the year 2020 and gained moderate popularity among young people, but it did not invade the market as its presence is limited to a few specific distribution points, what gives Nestea Iced-milk tea a unique selling proposition presented in its presence at every supermarket (Ohier, 2013), (Morsi, 2020).

- ❓ **Indirect main competitor,**

- **Nescafé,**



Figure 7: Nescafe logo

Nescafe is a brand of coffee made by the Nestlé company. It comes in many different forms. It is considered one of the most important competitors of the tea industry in the Egyptian market, where Nescafe succeeded in being the front of the coffee industry in Egypt as a strong choice\ alternative at the process of consuming hot drinks or consuming caffeine and stimulant

drinks (Enterprise, 2019). Not to mention that it provides Egyptians with many flavors and alternatives, including low caffeine choices.

2. Mission:

The main objective is to inform the audience with the new products through:

1. Build awareness of the new product among 60 % of the target audience during the 3 of the campaign.
2. Reach a 50 % rise at the online engagement at the official platforms by the end of the campaign due to the effectiveness of using online buying incentives.

o Target audience:

- Female and males
- Age (15- 35 years old)
- from lower B class to lower A class
- Geographics: located in great Cairo, new cities, and Alexandria.
- Psychographics and lifestyle: people who enjoy healthy lifestyle but also care about having fun and trying new products, they like to take adventures and change any routine including what they daily consume. They prefer not to be caffeine addicted but also to stay awake with the healthiest form.

o How the target audience make decisions:

The DAGMAR Model as according to Yorke (2015), has four steps for the purchase prospect:

1. Awareness, where it is necessary for the campaign to build awareness for the product, which is first phase of the campaign implementation using teasers and ads.

2. Comprehension, where it is essential to highlight the product's characteristics to the target audience, as the second phase of the implementation of the campaign.
3. Conviction, which includes convincing the target audience with the superiority of the product to build a positive position and preference towards the product.
4. Action, which is finally choosing to buy the product.

3. Message:

Undoubtedly, the quality of the message sent to the public reflects a lot about the brand. Every smallest detail of the advertisement affects the whole image such as the colors, atmosphere, actors, music, shows, ...etc(Nöth, 2012). The message to be presented here is to announce the production of a new product provide refreshment and nutrition, which is a drink of iced milk tea. The message will be presented in an entertaining form.

The Appeal

The Humor Appeal will be used as the most appropriate product and scenario to be used in the advertisement. Humor Appeal also contributes to making the audience interact positively with the message, as it is often used correctly, advertisement begins to become one of top trends on social media (Andrews et al., 1992).

Value Proposition

Iced milk tea has Two value propositions as the following:

1. A drink that provides the person with the caffeine and protein that body needs.
2. Settling the public's desire to take ready-made milked tea, which is unique, as till now, despite many companies producing tea packets with all flavors, no milked tea has been provided so far.

Slogan

A slogan with a rhyme attracts the ear and is easy to remember (Andrews et al., 1992). So that Slogan will be:

لو علي الكافيين فاحنا شاي ، لو علي البروتين فاحنا لبن ، لو علي الروقان فاحنا مسقعين

What to say? (content)

The content of message will be centered around the product itself with some mentions about its price, as it is a new product in the market, so people still need more information to be able to build a trust towards it (Austin et al., 1999). The message is, Iced Milk Tea, is a special and unique product, it meets all needs of caffeine and protein in addition to refreshment with reasonable price.

2. How to say? (format)

Based on the Tool of Medium channels that will be relied upon to deliver the message, which is, TV ad, radio ad, Billboards, the message format will be as follows:

- A video advertisement will produce with the participation of the artist Hamada Helal, as he is owner of the trend (تشرب ايه, اشرب شاي) The idea of the 29-second ad will revolve around Hamada Hilal going to the cafe, the waiter comes to find him and starts singing a song, (تشرب ايه, اشرب شاي). Hilal replies: "No, I want Iced Milk Tea" and continues: Iced Milk Tea is not just a refreshing drink, but it contains nutritious and caffeine in the right amount. Taste it and you won't be able to drink anything else after that.

- The content of the radio advertisement will be like what was previously mentioned with some extra sound effects, as it is the special and attractive feature of the radio characteristics that depend on hearing sense (Leuven, 1981).

- Regarding the outdoors and the Billboard, the advertisement will include a picture of artist Hamada Helal holding an Iced Milk Tea. This comes within the complement of the product's message theme.

- It is worth to mention that the trend of (تشرب ايه ... اشرب شاي) for the artist Hamada Hilal was originally a video song starring the artist, and then it was re-used by the El Aroosa tea brand, which means that using the trend is not related to another tea brand advertisement, but it is related to the trend of the original song. usage of this trend will improve our message as our target audiences was reacted positively to the used trend before (Whittler, 1989).

- Also, Hamada Helal's participation will not be an advertisement for another product because of the trend, but its popularity will support the advertising material and emphasizing an important message, which is that Hamada Helal decided to change to Iced milk tea as it is the best drink ever without any other drink, so his participation will be distinctive and appropriate. In the following video, it is a teaser ad sample:

https://drive.google.com/file/d/1MGQ32_GcOvJxn81N0j8RRsDdUZersdAY/view?usp=sharing

4. Media:

Undoubtedly, choosing an appropriate channel of medium will increase the effectiveness of the message and its delivery to pre-determined audience. The process of choosing a channel of medium goes through several factors to reach the most appropriate choice that will achieve the goal of the advertisement, which is to deliver the desired message (Leuven, 1981). In the case of Iced milk tea, the most suitable channels will be the podcast through television and radio advertisement, in addition to the outdoor advertisement through billboards.

Strategic decision.

The agreement to choose these tools of medium over others comes for several reasons:

1. Cost: These channels, although are not of little cost, but by looking at the reach and frequency that will be produced through them, it is noticeable that paid costs appropriate (Anderson & Gabszewicz, 2006).

2. The broadcast and the outdoor advertising are the most effective tools that are compatible with the goal of the advertiser, as the most important objective that the advertiser seeks to

achieve through advertisements is to raise awareness of this new product in the market (Tellis et al., 2000)

3.Frequency and reach: according to statistics, 56% of Egyptians watch TV with an average of 8 hours per day. Also, 60% of Egyptians are fans of radio, and their follow-up hours increase in the early morning and Maghrib times, coinciding with the times of going and returning from work which will support the reach of message. The combination of podcasts and outdoors will increase frequency, for clarification, radio lovers to listen to it on their way will have an increased chance of being exposed to the same message through the roads and bridges due to the presence of the billboards (Anderson & Gabszewicz, 2006).

4.Messages related to food & beverages products are advertised using visual and audio media that are more effective than other media (Czoli et al., 2020), and this supports the selection of those means specifically.

Media Scheduling Strategy:

As the Nestea new product is a seasonal product to be consumed during the summer more than any other season, the potential strategy for media scheduling will be the concentrated strategy. The concentrated strategy is efficient and ideal this case as it will help in managing the budget and reduce costs to be pay only in specific period that advertising will enhance the sales (Juneja, n.a).

Implementation:

The TV ads will focus on channels, CBC, DMC, Al Hayah, and MBC. The ad will be shown in ad breaks between 12:00 Pm and 11:00Pm, with a total of 41 times per day for all channels.

Regarding to the radio announcement, it will be broadcast 10 times a day on Nogoum FM Radio, Al-Aghani Radio, Radio Egypt, and Radio Hits. The dates for displaying the

advertisement will be concentrated in timings from 7:10 in the morning and from 3:7 in the evening.

Regarding the Billboard, it will be located above the 6 th October Bridge, Salah Salem Road, Suez Road, the southern 90th of the Fifth Settlement. It will be shown between May and August. The attached figure will clarify more about the media scheduling.

<https://docs.google.com/spreadsheets/d/1XPq3feOAbvpofF9ecfaWXpWoN5YHITSQ/edit?usp=sharing&ouid=103281165908898132977&rtpof=true&sd=true>

MEDIUM	VEHICLE	May				June				JULY				AUGUST				SIZE	FREQUENCY
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4		
TV	MBC Misr(before & after series)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	80 seconds	10 times/12:11 pm/ 5
	CBC (hey'a w bas with Radwa El Sherbiney)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	80 seconds	7 times/12:11 pm/ 3
	DMC (Sa7bt El Sa3ada)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	80 seconds	6 times/12:11 pm/ 4
	El Hayah (lite show)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	80 seconds	8 times/12:11 pm/ 5
Radio	Nogom FM (leh laa)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	29 Seconds	3 times/7:10 am/ on
	Radio hits (hits by hits)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	29 Seconds	3 times/3:7pm/ twice
	Al-Aghani Radio (Klam Fel Za7ma)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	29 Seconds	4 times/7:10 am/ 4 t
	Radio Egypt(M3ak Fel Seka)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	29 Seconds	5 times/3:7 pm/ 3 ti
Out Door (Billboards)																			
	Cairo																	cm	
	8th of October Bridge	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Height 21.48cm	
	Salah Salem	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	cm Height 21.48cm	
	The southern 90th of the Fifth Settlement	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	cm Height 21.48cm	
	El Suez road	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	cm Height 21.48cm	

5. Money

The advertising budget is 430,000 EGP, which is relatively not a low budget as new products typically receives large advertising budgets to build awareness and to gain consumer trial as according to the stage in PLC " product life cycle" criteria (Dunk, 2012).

Budget method: the budget method will rely on the "Objectives and Task approach", as it is considered the most appropriate method that relies on scientific method to set advertising budget, through specifying objectives and the needed tasks to reach them (Karaxha et al., 2017).

Budget estimation:

100,000 for the tv ad production (23.5%)

35,000 for the celebrity (8.5%)

25,000 for the radio ad production (5.8%)

20,000 for laboratory campaign testing (4.6%)

200,000 for the street billboard (46%)

50,000 for the social media operators during the whole campaign (11.6%)

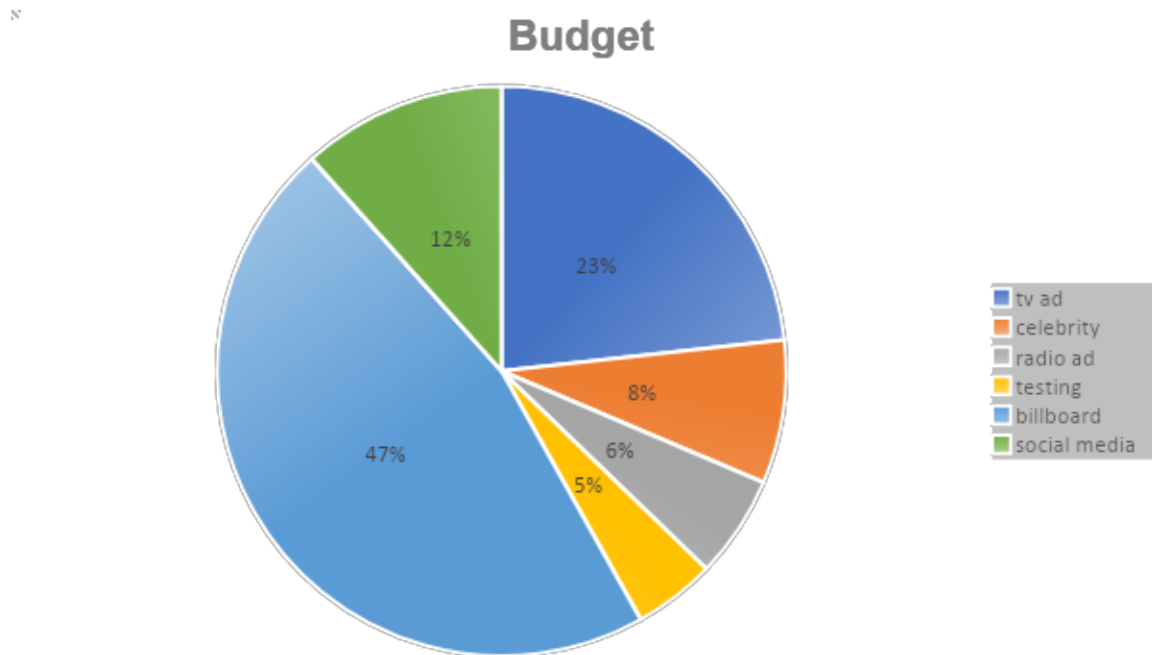


Figure 9: Budget pie chart

6. Measurement

What to measure?

The communication-effect of the campaign advertisements. in order to test the customer awareness, and the number of requests for extra more information which suits the main objective of the campaign.

When to measure?

The campaign will use both the pretesting and post testing. The pretesting will be to ensure the effectiveness and acceptance of the ads, and the post-test to measure the success of the advertisements with the ability to know- to what extent the advertising objectives are achieved (Docsity, n. a). Hence, it will help through the process of decision making and

Where to measure?

The tests will take place at the laboratory, in order to use the minimum cost of time, money and human resources, through applying all the tests with the needed equipment at the same day, ensuring having the results accurate and quicker than using other places or methods (Sawyer et al., 1979), how lack of realism should be expected as a disadvantage through using the laboratory method.

How to measure?

1- The billboard ad

The pre-test: Readability test

This method is used to estimate the achievement of effectiveness when the advertisement is read, and the ability to be understood clearly, as it is very important for the introductory stage of the new product to be understood clearly by the audience (Kouamé, 2010).

The post-test: Recognition Test

this method assumes that there is a correlation between the purchasing the product and actually reading the advertisement (Chan, 2007), hence, using this method will help to make sure that the audience is clearly aware of the product and read about it as an incentive for the buying process.

2- The radio ad

The pre-test: recall test

This method is used to find out how far the advertisements are impressive enough to encourage the consumer to buy it, or at least to be aware of it enough (Schmidt, 1983), which is the objective of the campaign.

The post-test: Unaided recall test

This test is applied to measure the impression made by an advertisement on the target audience. without providing the person with ideas or hints (Schmidt, 1983), only to estimate the real power of the ad of leaving an impression at the audience's mind and build an image which is the objective of the campaign.

3- The tv ad

The pre-test: eye movement test

it captures the eye movement whilst watching the tv ad, and this helps to find out the attention value of advertisement (Higgins et al., 2014). Hence, it provides the decision maker with the proper information of what exactly grabbing the attention and leaving an impression, what helps to reach the goal of engagement and becoming aware enough of the product, in opposite to ads that bores the audience.

The post-test: Triple-Association Test

This test measures how much a viewer has learnt about the brand from the advertisement (Monk, 1963), which is connected directly to achieve the campaign's goal of building proper awareness of the product and of its characteristics to help to convince the customer as according to the comprehension stage of DAGMAR model.

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Contribution form,

Ghader Mohamed 163220

- Situation analysis except the product SWOT
- Mission
- Sample for T.V ad teaser
- Collecting and submitting
- Table of content
- Table of figures
- PowerPoint

Salma Samir 189789

- Introduction
- SWOT for Iced milk-tea bottles
- Budget
- Evaluation

Mariam Hany 188512

- Message
- Media
- Billboard sample
- Media calendar sample