



TOP BANANA TEAM



UNILEVER FUTURE LEADERS' LEAGUE 2019

CURRENT TARGET AUDIENCE

1. In search of adventures ready to pay any money
2. The favorite types of ice cream are fruit ice and vanilla ice cream
3. Like a sea, tropics, summer
4. Eat ice cream outdoors in the heat

Volume 4,24 mln



POTENTIAL TARGET AUDIENCE

???

STRENGTHS

WHY PEOPLE BUY ЭКЗО

Сообщение

There are both fruit ice and vanilla ice cream



Сообщение

Very bright packaging



Сообщение

Refresh



Сообщение

Pieces of natural fruits



Сообщение

Interesting combinations



WEAKNESSES

WHY PEOPLE DO NOT BUY ЭКЗО

Сообщение

Экзо is only summer dessert, association with the tropics



Сообщение

High price for fruit ice



Сообщение

Экзо is non-natural product



Сообщение

Too sweet



Сообщение

Not available in store



W

INSIGHTS



A chocolate is more expensive than fruits, so Magnat is more profitable to buy than Эkzo
Julia, student, 20 y.o.



100 RUB – maximum price that I'm ready to pay for 100 gr
Denis, artist, 29 y.o.



Everyone has different tastes, so we always argue about what to buy
Olya, mother of 7y.o. boy, 32 y.o.



An eskimo is uncomfortable to eat because it melts quickly. I like riding a longboard and eating ice cream
Sattar, barmen, 27 y.o.

Top-3 factors affecting consumer choice:

- ✓ *Quality of taste*
- ✓ *Price*
- ✓ *Natural composition*

WE PROPOSE A NEW LINE OF FROZEN YOGURT BY ЭКЗО

DESCRIPTION:

Frozen Yogurt Эkzo consists of only natural ingredients. Vanilla base are perfectly complemented by unusual combinations of exotic fruits. Low calorie dessert is provided by free sugar and fat content.

60P.

Positioning:

Unique Be on the move
Experiment Feel fresh
Natural

Banana-coconut

Mandarin-cinnamom

Lychee-basil seeds



Spoon inside



ADVANTAGES OF FROZEN YOGURT ЭКЗО

1

Parents don't worry about children's health because frozen yogurt Экзо is natural



2

Free sugar and low fat content attracts people who care about their figure



3

Frozen yogurt Экзо in a small cup maintains integrity under all conditions of transportation and storage

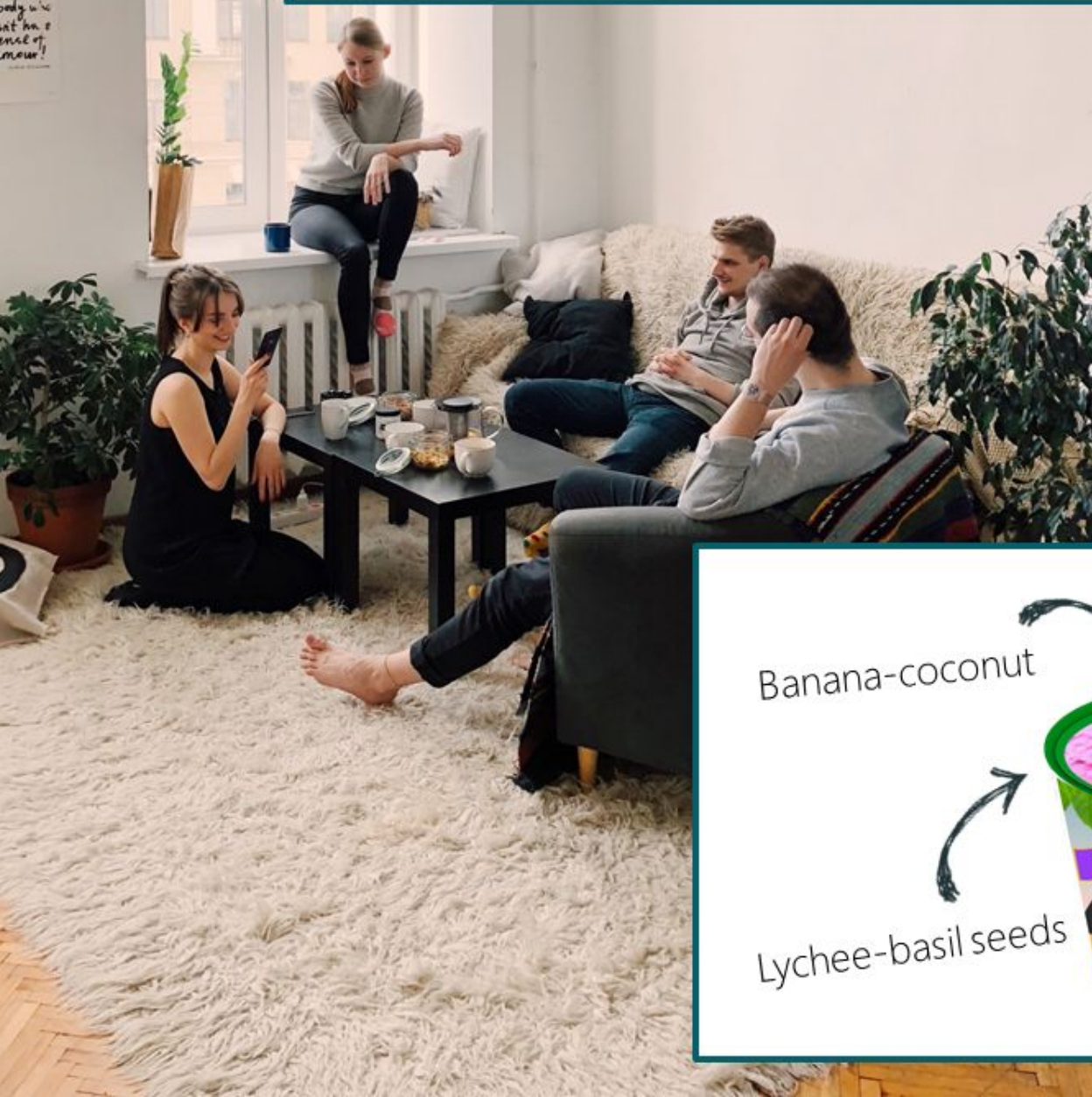


4

Unusual taste combinations

A BIG CUP WITH SEVERAL TASTES FOR A COMPANY

It's not
body, we
not in a
mind of
more!



✓ For home

✓ Everyone find his
taste

Banana-coconut

Mandarin-cinnamon

Lychee-basil seeds



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Volume **4,24** mln



POTENTIAL TARGET AUDIENCE

1. Young people taking care about health
2. Beauty is more valuable than money
3. Eat ice cream at any time of the year
4. Like ice cream due to lower calorie than in bakery



Volume **48,47** mln

1. A big family with common traditions
2. Joint walks and family dinners
3. In the shop buy always one favorite brand
4. Children ask their parents to buy sweets
5. In the shop buy always one favorite brand



Volume **3,6** mln

PREFERENCES AND TRENDS

SURVEY TRENDS

15% of T.A.¹ prefer frozen yogurt to ice cream

30% of T.A. don't know about frozen yogurt

63% of T.A. regularly eats frozen yogurts

HEALTH TRENDS

Growth of sales of "Health and Wellness"

2012/2017 – 61,8%

Growth of sales of Natural products

2012/2017 – 54,5%

SALES OF ICE CREAM, FROZEN DESSERTS AND YOGURT BY CATEGORY²

Retail value RSP-million RUB -Current-2018

Frozen desserts

1 139,0

Growth performance

-20% 0% 10,9% 20%

Ice cream

153 249,3

-20% 0% 7,8% 20%

Yogurt and flavored yogurt

163 097,0

0% 5% 7,7% 15%

● Current year % growth

■ % CAGR 2012-2017

■ % CAGR 2018-2023

The annual growth of sales of frozen desserts will be the largest

CHANNEL STRATEGY



Modern Grocery Retailers

Channel distribution for
Ice Cream and Frozen
Desserts
in 2018



Traditional Grocery Retailers

WE DEFINED 3 MAIN SALES CHANNELS FOR THE NEW PRODUCT BY EKZO



SUPERMARKETS



The share of independent small grocers **decreased** by

4,4 P.P.

for the last 5 years



22,7%

The share of supermarkets in the sale of ice cream in 2018



The share of supermarkets in the sale of ice cream

increased by

4,8 P.P.

For inhome consumption supermarkets are the most popular distribution channel

STADIUMS AND ARENAS



WHY ?

- ✓ In a fit of emotion consumers often make **impulsive purchases**
- ✓ About half of the Russians (12- 64 y.o.) are interested in sports events
 - ✓ 140 stadiums with a capacity of more than **5 000** people



There are about 1 000 matches:
240 Premier League football matches
760 CHL matches
90 matches in the Russian Basketball Championship



- The most important sports events:
- World Winter Universiade 2019 in Krasnoyarsk
 - World Boxing Championship in Sochi in 2019
 - World volleyball Championship in 2022



MALLS, BUSINESS CENTERS, UNIVERSITIES AND RAILWAY STATION

- ✓ TA spends a lot of time in these places
- ✓ We can boost sales during the cold period

STORAGE IN VENDING MACHINES

- + salary savings
- + Interesting and attracting for Russian customers





Come in



**WE'RE
AWESOME**

PROMOTION
CHANNELS

VK & INSTAGRAM



12,3 MLN

Monthly users of
Instagram (77% - female)



46,6 MLN

Monthly users of VK, the
most popular social network



As a result:

We boost customer
engagement and drive
conversion rates



Нравится **alinavmua** и еще 151

olesya_apolova [Впервые пошли в поход в горы! 🍌Спасибо](#)

[#экзоchallenge](#) за идею!! Бежим в магазин за новым вызовом!



#ЭКЗОCHALLENGE

Запусти
китайский
фонарик в
небо



Look at the bottom of
the cup and find your

#ЭКЗОCHALLENGE

SOME IDEAS FOR **#ЭКЗОCHALLENGE**

In pajamas walk down the street

All day say «yes»

Give a bunch of bananas to a stranger

FITNESS CLUBS



3%

of Russians regularly use
fitness services

86,8%

of fitness club visitors are
younger than 40

50 MLN

Regularly visits sport
sections and gyms

FITNESS CLUBS

Promise: healthy fruit pleasure, self-confident, enjoy life

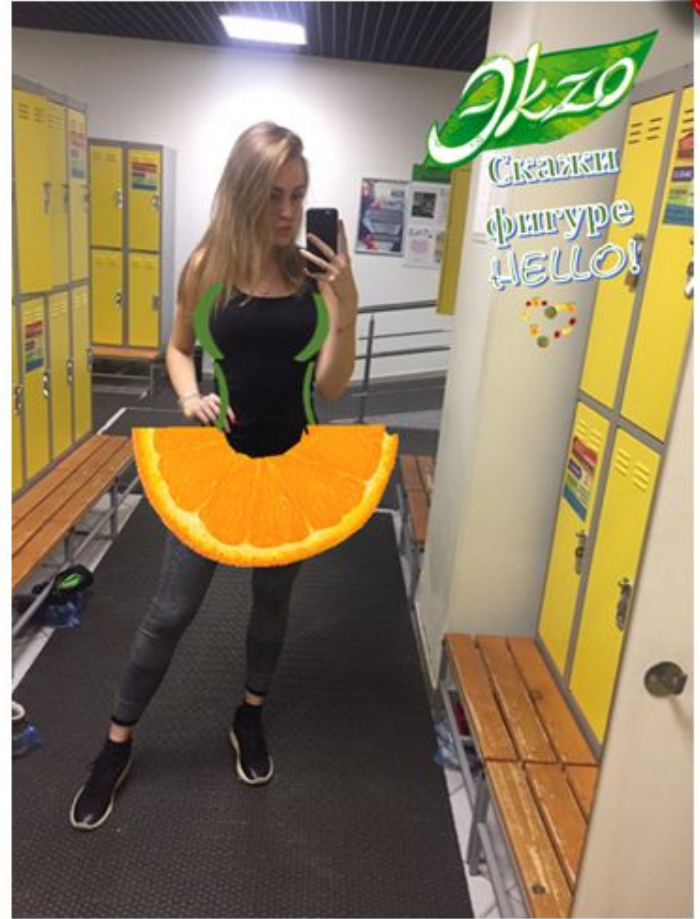
Advantages: the same TA, the same goals of consumption

Photos from changing room
spread in social networks

✓ Creating an image of the product as useful for figure and health

✓ Экзо motivates to constant movement

✓ Preparing for the beach season, anticipation of rest



FOCUSING ON HEALTH

BANANA ATTRACTIONS AND FLOATING INFLATABLE FIGURES



10 MLN

tourists visit resorts in
Krasnodar Region and
Republic of Crimea

In 2018 due to the World
Cup in Russia, this figure
increased by

20%

Average duration of
banana riding is

15 MIN

BANANA ATTRACTIONS AND FLOATING INFLATABLE FIGURES



Skating is accompanied with photos which are stored for the whole life



Promise: Be on the move, enjoy life, try new, refresh yourself

Advantages: Logo is seen by all vacationers, both sunbathers and riders

PRODUCT WITH GREAT PERSPECTIVES

IN OPINION OF "TOP BANANA" TEAM

FROZEN YOGURT BY EKZO

Banana-coconut



Mandarin-cinnamon



Lychee-basil seeds

