

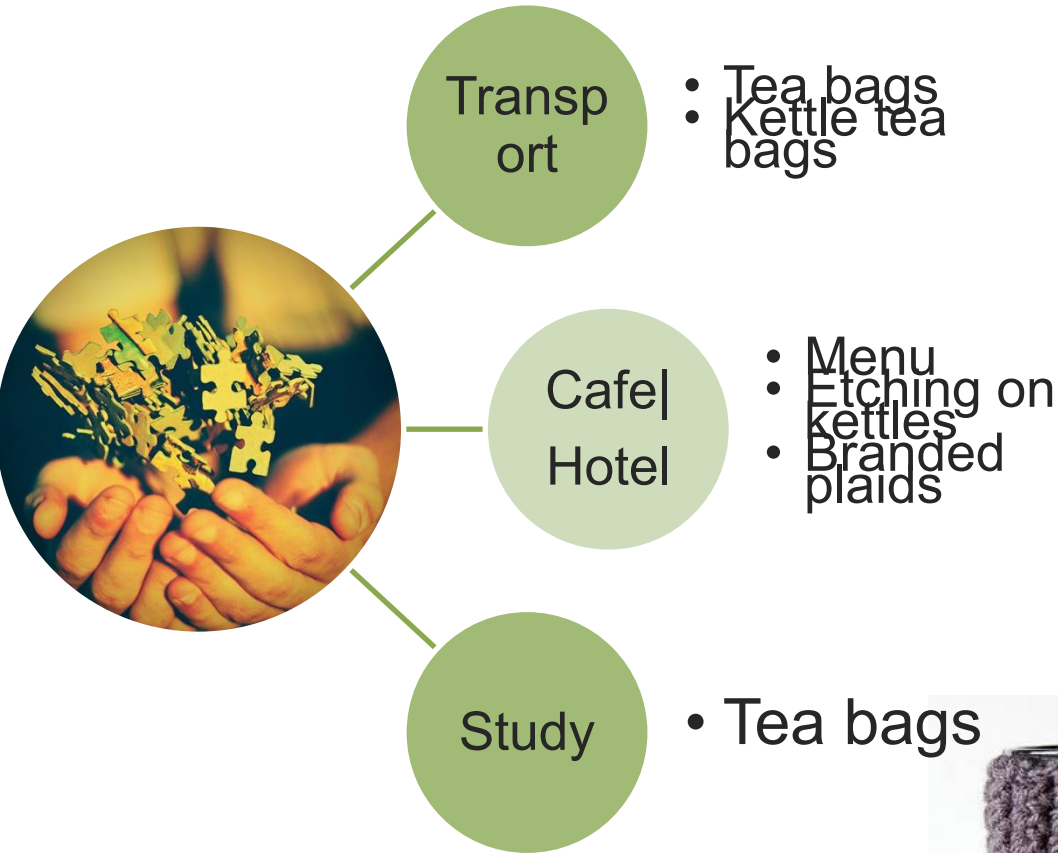
# “Wissotzky tea” – Back to Russia

MelloW tea.  
Project options for  
Digital  
HoReCa  
Retail

# Potential segments (HoReCa)



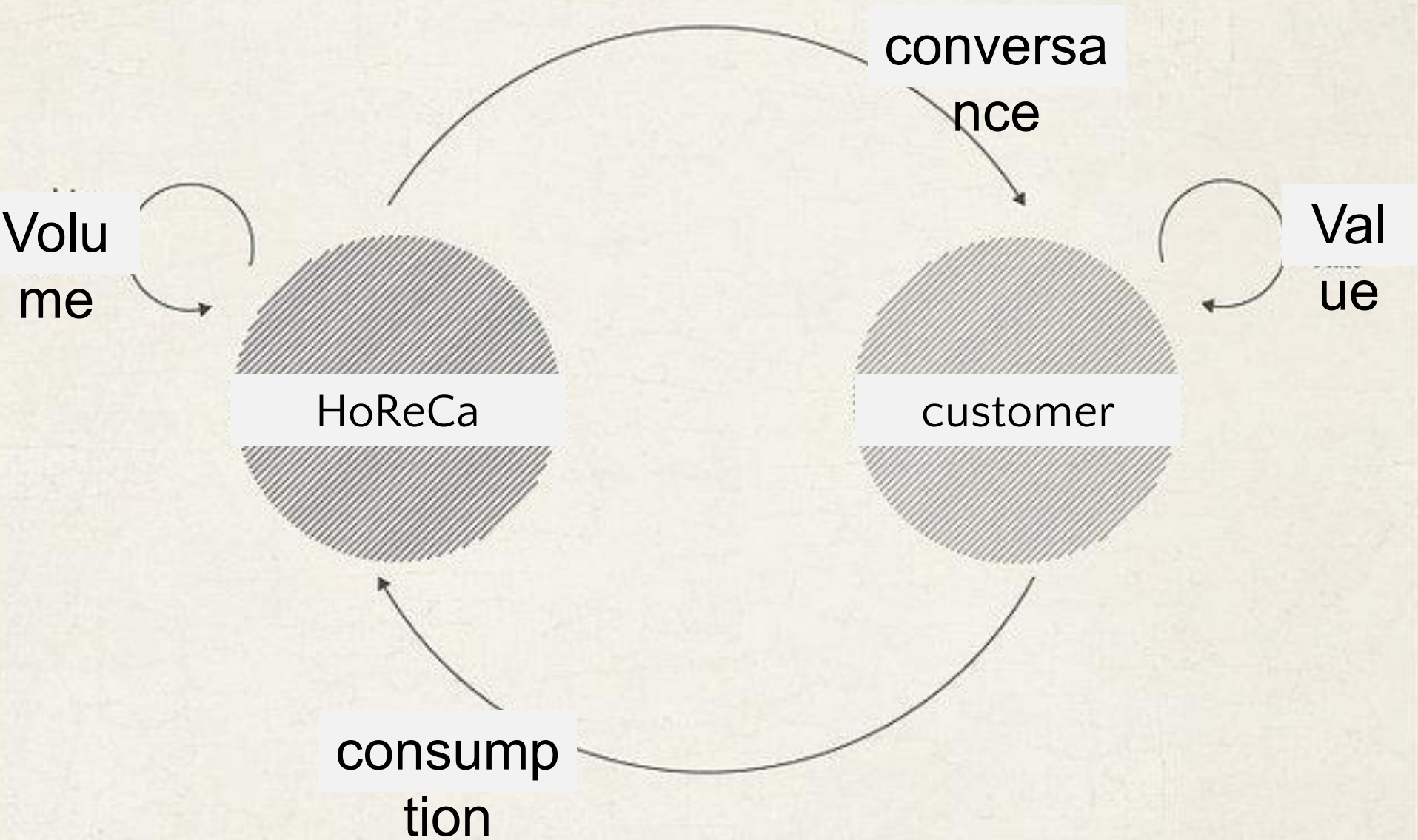
# HoReCa ways of branding



HoReCa (B2B)	Final consumer (B2C)
Personal sales (no branding)	<ol style="list-style-type: none"> <li>1. Menu (tea name)</li> <li>2. Etched kettles</li> <li>3. Branding of kettle tea bags (tea bags of special size)</li> <li>4. Branding of plaids for restaurants and cafes with open terraces («Warm up with MelloW Tea»)</li> </ol>



# HoReCa ways of branding



# HoReCa marketing communications

- **Personal sales**  
(how to reach HoReCa companies)
- **Sales promotion**  
(BTL-campaigns in the places of consumption, POSM's, indoor)
- **PR**  
(tea parties for CEO, “mad hatter”)
- **Advertising**  
(viral marketing)

Mellow

# HoReCa marketing communications



# HoReCa marketing communications



Kids' rooms in B2B

Raising of  
the  
audience

Consumers'  
positive  
response

*Communications focused on partners (clients) –  
representatives Horeca.*

- 1) Carrying out of presentations for potential clients
- 2) Creation of individual tea cards for clients (with the account of feature of an institution and level of the average check)
- 3) Consulting support
- 4) Participation in exhibition World Food Moscow.



# Budget (HoReCa)

	2012	2013	2014	2015	2016
<b>Total costs (Horeca)</b>	755165	341727,50	584344,40	749184,40	883486,87
1) Participation in the exhibition World Food Moscow	22200	24420	26862,00	29548,2	32503,02
2) Making presentations for top-managers of the network cafes, restaurants, hotels	36940	18470	44697,4	22348,7	54083,854
3) The individual tea cards for clients	61725				
4) Consulting Customer Support	48000				
5) Purchasing of plaids	37500				
6) Fairytale character "Mellow"	192000				
7) Branded candy	220500				
8) QR-codes	132300				
Variable sales per 1% of market	29445				
Transaction costs	52000	78000	130000	182000	208000
Variable sales (3,4,5)	147225	220837,5	382785	515287,5	588900
Share of potential segments	5%	7,50%	13%	17,50%	20%
Revenues	2 646 000	3969000	6 615 000	9 261 000	10584000

# Retail 1-5 periods planning

Actions	1 <sup>st</sup> Period (2012)	2 <sup>nd</sup> Period (2013)	3 <sup>rd</sup> -5 <sup>th</sup> (2014-2016)
Entering in <b>medium</b> retail companies		Stockmann Alye Parusa Holding-Tsentr Stanem Druziyami Krestovskiy Moi magazin Victoria Bahetle etc. <b>Total costs=\$29432</b>	
Entering in <b>Huge</b> retail companies			Azbuka Vkusa 7 <sup>th</sup> Kontinent Billa Tvoy dom Perekrestok <b>Total costs(3)            =\$140808</b>

# ***Promo-activities***

- Instead shelves  Place **Colorful Stands**

The biggest cost item: price for stand placement in the stores.

510 sales point - near \$1 mln per year.

- **BTL-promo actions:** 1 weekend (2 days-6 hours) per store:
  - In 33 stores (2<sup>nd</sup> year)-14 251 \$
  - In 110 stores (3<sup>rd</sup> year)-41 898 \$
  - In 135 stores (4<sup>th</sup>&5<sup>th</sup> year)- 96 000 \$

**Total Costs** = \$153 000

# ***Financial calculation***

	2012 (1)	2013 (2)	2014 (3)	2015 (4)	2016 (5)
<b>Total costs with retro bonus</b>	0	\$290771	\$1335146	\$1515978	\$1 340752

- To cover all expenses we should **sell 4-5 packages in 1 store per day**
- If we want to achieve \$15 mln in 5 years  should sell near 30 packages every day in 1 store + using ATL instruments (e.g. outdoor advertising, advertising in metro)

## ***3 ways of development:***

- We don't enter in big retail stores:
  - but in this case it will be **difficult to gain \$20 mln.** sales.
- To reach \$15 mln sales we enter in big retail stores:
  - but we should **increase** budget for **promotion** and **retail expenses** (expansion to all Moscow and regional retailers).
- We enter in big retail stores:
  - but we will **get less revenues** (less than \$15 mln)
  - We also **exceed our budget**.

# Digital channel

About **75-80 %** of the brand Wissotzky audience is **using Internet**, search engines (Google, Yandex) and social networks (vkontakte.ru, facebook.com)

Active, intelligent, modern people spend great part of their time online: for work, for communications, for leisure

We propose to take advantage of forced promotion in the net

3 logical parts:

1. **prelaunch** stage
2. **launch** stage
3. **supporting communications**

All of the communications are aimed on attracting or **involving the consumers**

For whole budget of digital marketing for 5 years see your handouts



# The attracting process



- **Vkontakte.ru.** SMM measures: offer system (game bonus for signing in community). COST 50 000 \$. for 100 000 members in the group (about 30 000 active members)
- **Facebook.com.** SMM measures: invite system (pay for invite to the community). COST 800 \$ for 77 000 invites for 30 000 members in the group (5 000 active)
- **The Village** (online media recourse, newspaper style). About 300 000 UUM (unique users monthly), age of the audience 25-35 years.  
COST 4,3\$ /monthly – 3 months - 400 000 shows (banner) + 4 editorials (monthly) + page of the brand on the recourse.
- **Eda.ru.** About 600 000 UUM, age 18-45, 57 % - f., 43 % - m.  
COST 3 200 \$ /monthly – 3 months – 300 000 shows (banner 980x145)
- **Babyblog.ru** – one of the TOP fluent Russian sites. Audience 7 498 737 UUM, age 18-35 years, 99 % - f.  
COST– 4 200 \$ – 2 editorials (first on the launch, second after 3 months) + announcement on the main page
- **Woman.ru** – women resource (fashion, lifestyle, health ...). About 7 300 000 UUM, age 18-44, 65 % - f., 35 % - m.  
COST– 4 350 \$ – 2 weeks – 3000 000 shows (banner 980x145)
- **zdr.ru** (magazine “Zdorovye”) – main resource about health. About 182 700 UUM, 18-54 age, 57 % - f., 43 % - m.  
COST– 840 \$ – 1 month – 200 000 shows (banner 240x400)
- **<http://www.livejournal.ru/eda>** - popular food blog on the TOP bloggers resource. About 1 220 000 UUM.  
COST– 8 700 \$ - 1 month – 400 000 (banner)

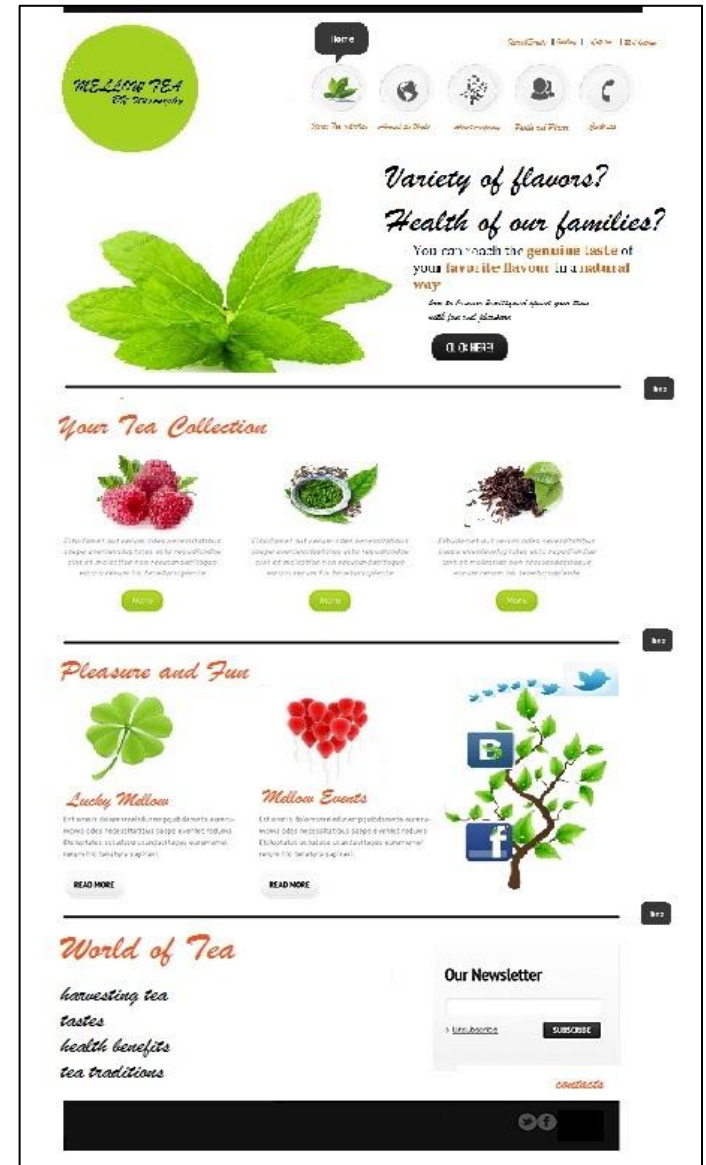
# 1st year - Website

**Website** is a constant reflection of the continued support and all company's promotion efforts

The **main drawback of our competitors** is the weak involvement of customers in the life of the product

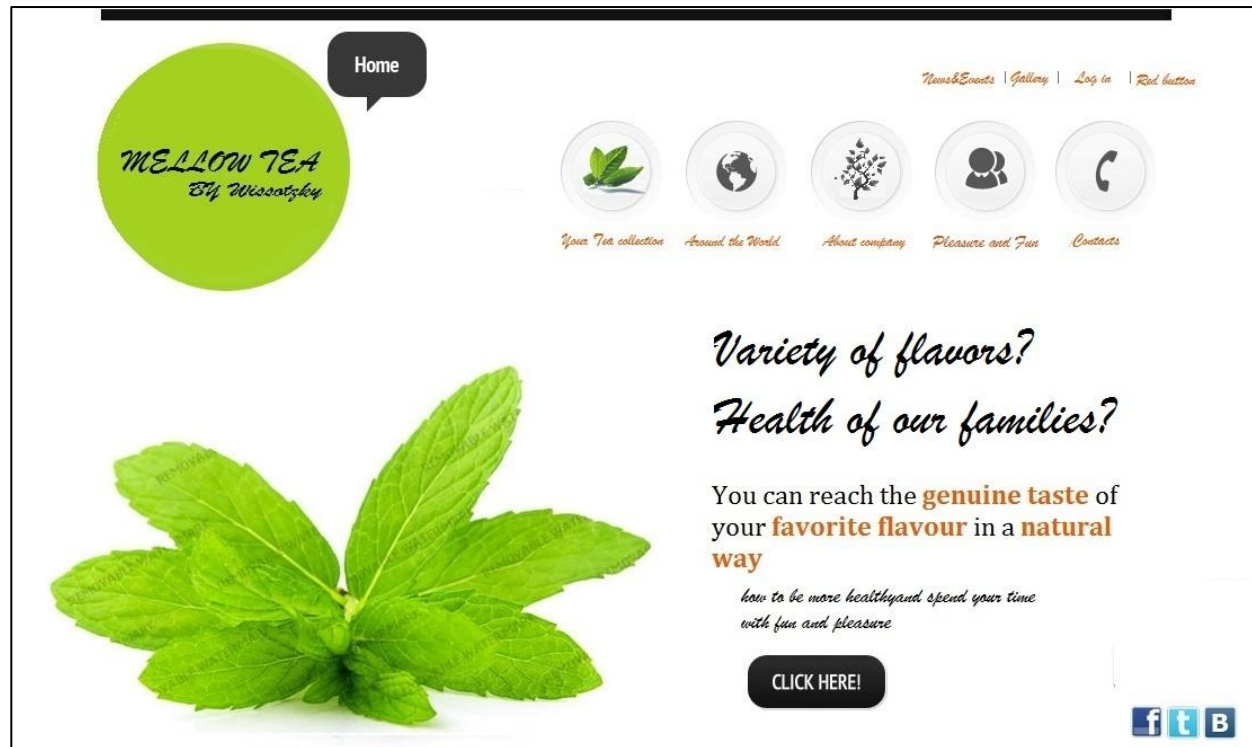
**Multiple purposes:**

- **1)** to provide good information about product
- **2)** try to involve consumers in our product life circle





# 1st year - Website



**Fresh pure virgin colors: white & green (as our packaging design did)**

**Contrast of colors are easy to remember**

**Images in a minimalist style (pictures of fruits, trees, tea leaves, mint)**

# ***2nd and 3rd years - preheating***

To heat target audience and to earn some **free PR**

Start in **January** and last only **2 weeks**, otherwise people may be bored and annoyed by teasers

Methods:

## **1. flash mob** (special agency, 30 people)

- green picture of grass, leaves and word «Mellow» on umbrellas
- January - connect word «Mellow» with something green and light in a white and grey winter Moscow

## **2. flickr.com**

- popular website for high quality photos
- “Nothing unnecessary. Just tea. <http://www.mellowtea.ru>”

## **3. Viral video**

- make people want to go to our website <http://www.mellowtea.ru>
- demonstrate the quality of our tea (all characters and scenery will be made from it), connect the idea of summer/nature and Mellow tea brand

# ***2nd and 3rd years – social media***

**Increase brand awareness** and create direct communications with brand and co-creation potential

**Create groups** based on the idea of health, beauty, naturalness:

- *Vkontakte.ru*
- *Facebook*
- *LiveJournal*

People talk about health, beauty, tea in their life, share recipes, participate in different contests and talk about music that associates with different tastes of Mellow tea

**Create connection** between the brand and not only tastes but also sound (share recipes, participate in different contests, talk about music that associates with different tastes of Mellow tea in groups)

Moderator post comments and direct all discusses

# ***Support stage – 4th and 5th years***

To maintain **the interest of loyal customers:**

1. Loyal Customer Club: ***community***
  - offering regularly updated information on «haute cuisine style»
  - information will be updated on a regular basis
2. ***Online competitions for all/registered users at our official web site***
3. ***Special events (every 6 months)***
4. ***Article on Woman.ru***



# KPI

- **UUM** of <http://www.mellowtea.ru> – unique users who visit the resource: **100 000 – 120 000 UUM**. To keep track of UUM we will place Rambler TOP 100 counter on the main page.
- **CTR** - success of an online advertising campaign for a website: clickthrough rate of an advertisement (number of clicks on an ad divided by the number of times the ad is shown, %) - **0,5 % CTR**.
- **Quantity of members in the brand societies in social networks** (whole/active): **100 000** in vkontakte.ru (30 000 active) and **100 000** in FB (40 000 active).
- **Effectiveness of competitions** – measured as per cent of active members that will take part in competition.
- **Brand awareness** – measured pre/post tests in the Social Media (surveys).
- **ROI digital** – digital advertising investment/Gross margin. About **9-10%** expected.
- **Conversion** – % of contacted users who became buyer. May be measured by temporary discounts for site visitors or group members. Expected **5-9 %**.

Thank you for your attention!