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GLOBAL IMMERSION Uni-President

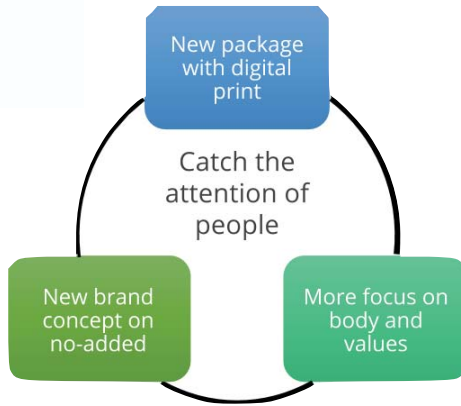


Target

- 15y~25y - Student
- Business People
- Sport people



- Transparent sides
- Greek letter type → Greek God Eros
- Green: taste of nature, basic, simplicity
- White: yoghurt product, pure
- 'O' → good for your health
- QR Code on the package



« Catch it »
Health is in your hands

Advertisement



QR Code on the Package

- Link to Facebook page of the company
 - Show all the nutrition information about the product online
 - Transfer nutrition information to an external application
 - MyFitnessPal
 - Dietwatchers Diary
 - Fat Secret
- "Every 10 000 visit of the website you win: a free drink"

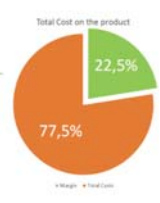


Promotional Video

- Show how easy it is to travel with Eros drinking yoghurt
- Focus on Taiwan's main touristic attractions / beautiful locations
 - Nature lovers in Taroko national park
 - Students enjoying the beach at Kenting
 - Businessmen at Taipei 101
 - Monks at the Fo Guan Shan monastery
 - People drinking it on the scooter
- Use the video on social media, youtube, taxis and at some sport events

Component of the price

Variable Costs	Price in value (NTD)	Price in %
raw materials	\$6	15,0%
packaging	\$2	5,0%
Total	\$8	20%
Fixed Costs	Price in value (NTD)	Price in %
Process induced costs	\$3	7,5%
Worker	\$2	5,0%
Marketing campaign	\$6	15,0%
Supply Chain	\$2	5,0%
Taxes	\$4	10,0%
Equipment Depreciation	\$4	10,0%
Total	\$23	57,5%



Social Media: Instagram

- Photo competition: **Selfie Contest**
- Let people make pictures when and where they prefer to drink their yoghurt
- To participate they need to like the Facebook and Instagram page
- Let them share the picture on Instagram with #catchit to show other people how good Eros is
- The best picture wins a year of subscription to the stadium plus a visit of the stadium and face to face the best player of the team.



Sport events

- Uni president 7-eleven Lions based in Tainan
- Use this baseball events to promote Eros to sports people
- Free samples for the audience to try
- Combined promotion with 7-eleven and the baseball team
 - Get points per Eros you buy
 - Scan the QR code on the bottle to get the points
 - With this points you can get discount on the tickets for the game and win fun gadgets
 - Distribution at the first game of the season of the product to some people to create the desire.



TV Advertisement

- Guilty** Show that Eros gives you pleasure for a while without feeling guilty
- Escape to nature** with the taste of nature
- Use Taiwanese locations for
 - City: Taipei, Keelung
 - Nature: Alishan, Taroko National Park
- Show on national TV, but also in taxi in the cities
- 30 SECONDS** Duration will be around 30 seconds
- Show as first or as last in the commercial break on TV → most efficient

Pricing strategy

