



Authors - TEAM 1

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A new product design

Eros – a new drinkable yogurt

- Logo in reference of the Greek God Eros
- Package : glass bottle, simple design, elegant color, pure, relax, luxury
- 2 Flavors : original & no-added sugar
- 1 capacity : 200ml

Slogan : Love at first sip



Partners



Market Targeting

A well-designed niche of consumers

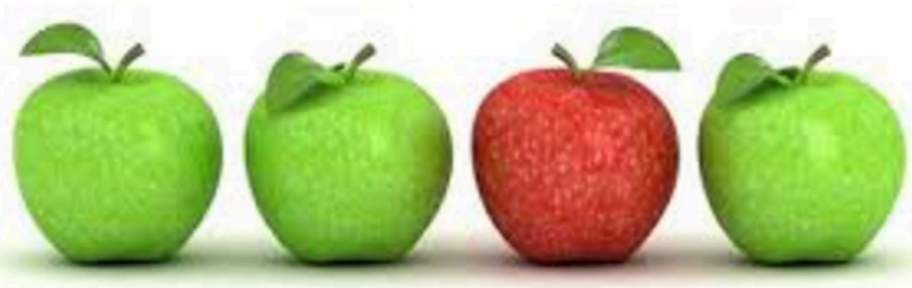
- More females than males
- Occupation : young workers, executives, managers, businessman
- Earnings : Middle – High earners
- Active and Dynamic people with an healthy lifestyle
- Brand Loyal consumers
- Most common occasion : Mid Morning/ Afternoon



Product Positioning

A strong competitive advantage

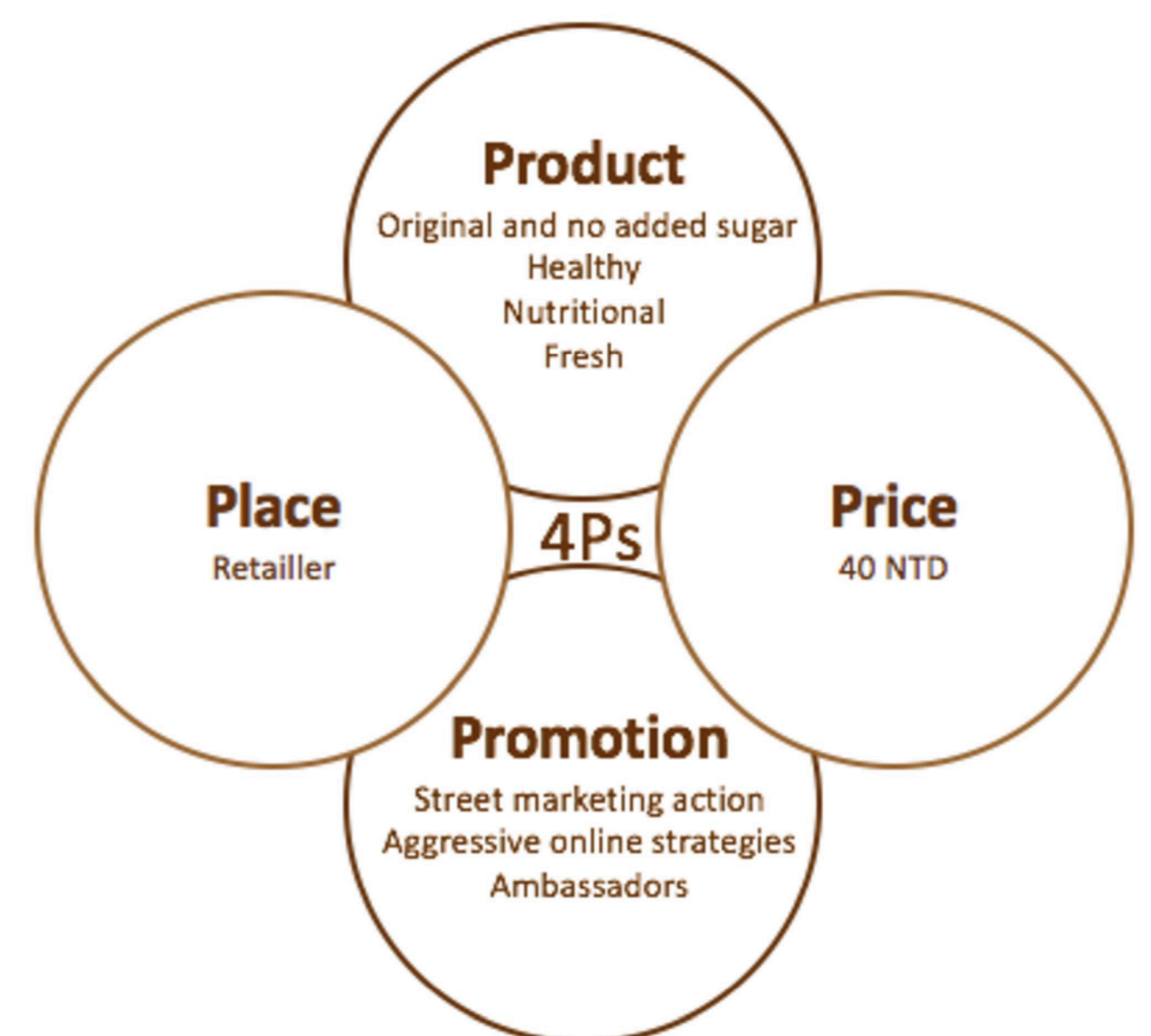
- Differentiation : singular product with purified simplicity, mellow and mastic
- Pricing Strategy : 40 NTD, medium prices (act as a “loss leader price” to capture market shares) & high quality
- Points of difference (P.o.D) : physical and technical characteristics, benefits for the customers; occasions to consume, creation of a new kind of product, good drink with high amount of raw milk



Distribution networks

Retailers: focus on convenient stores

- Convenient stores: 7-eleven (own by Uni-President), Family Mart
 - marketing experience in 7-eleven
 - use 7-eleven distribution network
- Hypermarket & supermarket: develop large consumption
 - use of Carrefour



Promotion

Targeted communication

- Social networks campaigns: Facebook, Instagram
- Street marketing: free shots in business districts
- Brand ambassador and sport events