

CASE kinder



TARGET

MESSAGE CONTENT

MEDIA MIX

COMPETITORS

ADVERTISING APPROACH

SWOT ANALYSIS

IDENTITY

POSITIONING

KINDER PAST CAMPAIGN
ANALYSIS

TABLE OF CONTENT



TARGET

3 different target groups depending on the different kinder subbrand:

- children from 3 to 8 years old
- children under 15 years old
- children over 15 years old, as well as adults

-> aims to emotionally engage consumers, emphasising trust and the emotional bond between parents and children

-> joy, happiness, good mood...



MESSAGE CONTENT

Message **light-hearted** and **fun**

Simple and **engaging** language
resonates with **children and parents**

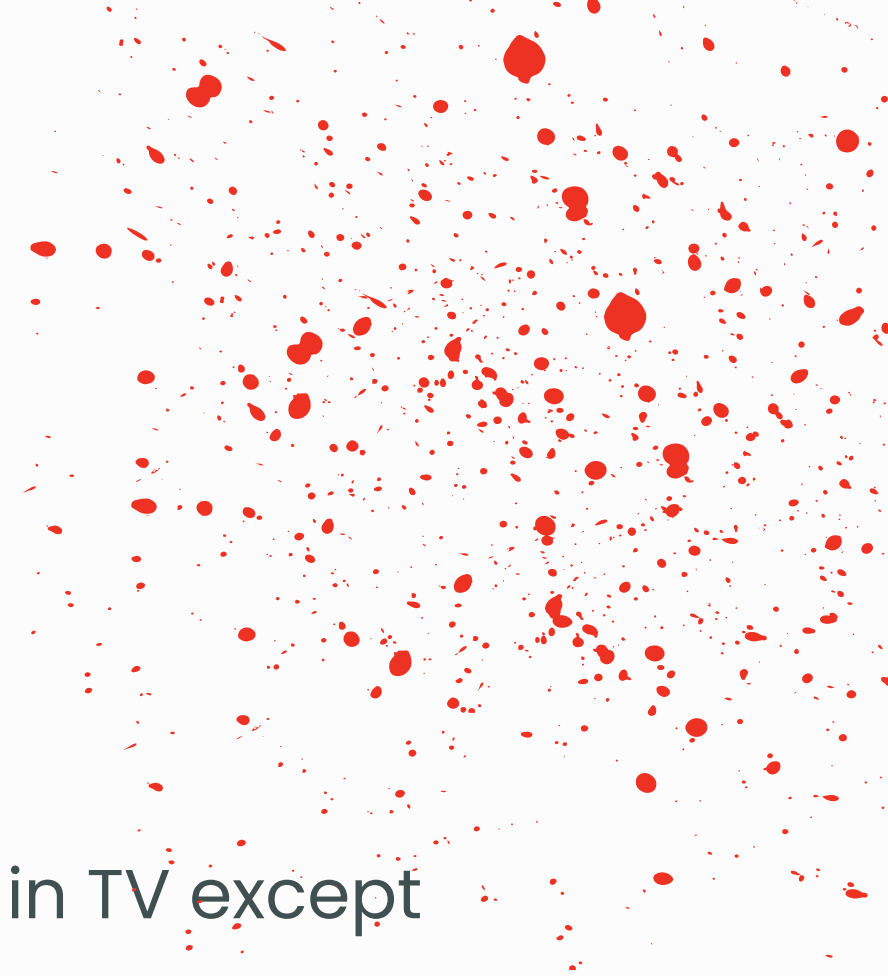
COMMON THEMES:

- Joy
- Surprise
- Sharing moments with friends and family



**EXCITEMENT OF
DISCOVERING TOYS
WITHIN ITS PRODUCTS**

MEDIA MIX



TELEVISION

- > 70% of media investments
- > Each subbrands supported in TV except Kinder Cards

DIGITAL MEDIA

- > 16% of investment
- > Kinder Cards = 100% digital launch campaign
- > Online video and social networks

OTHER MEDIA

- > Billboards
- > Cinema



COMPETITORS

SNACKING SWEET MARKET IN FRANCE

-> Market value: €11.6 billion in 2020.

MAIN SEGMENTS

-> biscuits, chocolate bars, pastries, industrial baked goods, etc.

GROWTH

-> The market experienced growth in 2020, with dynamic categories such as chocolate bars and cereal bars.

MAIN PLAYERS

-> Mondelez
-> Ferrero
-> Michel&Augustin



ADVERTISING APPROACH

PULL STRATEGY

- > Focus subbrands
- > Clear target

ADVERTISING FILMS

- > Each subbrand has its own advertising film
- > 23 new advertising copies 2017-2018

MASTERBRAND PLATFORMS

- > Emotional and festive TV films
- > Brand equity

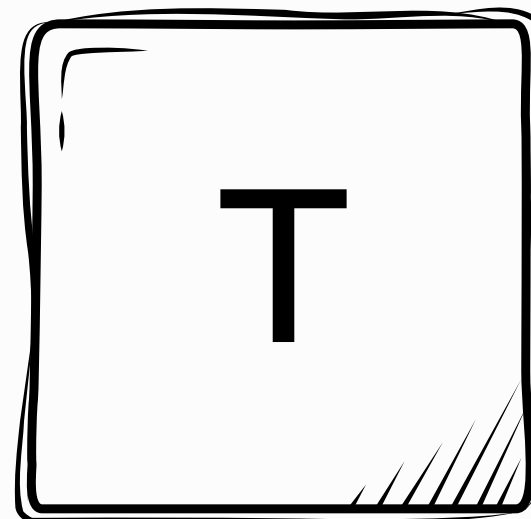
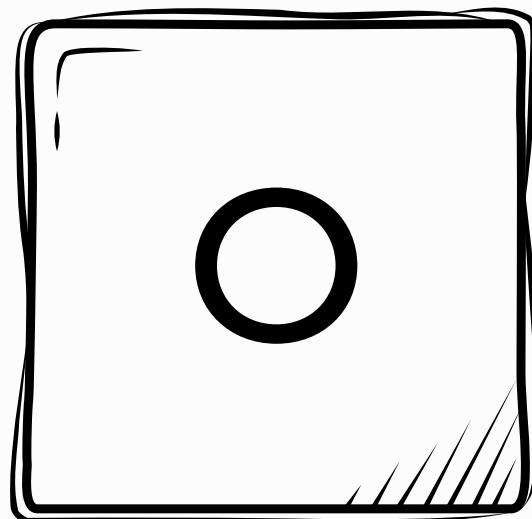
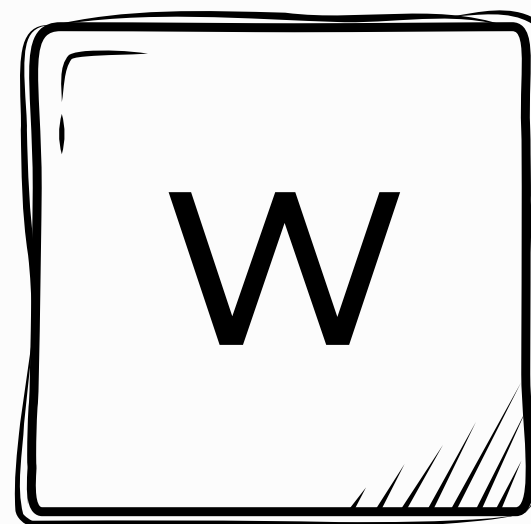
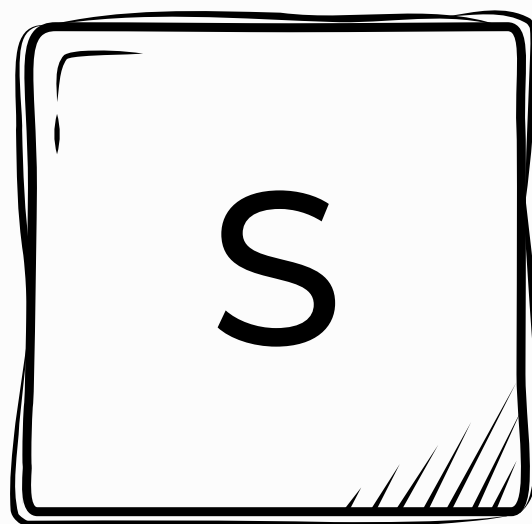
HALO EFFECT

- > Positively impacts sales
- > Cross-influence



DIAGNOSTIC OF THE BRAND

SWOT ANALYSIS



SWOT ANALYSIS - STRENGTH

STRONG BRAND RECOGNITION

- > 96% brand awareness
- > 73.4% customer loyalty rate
- > Associated with childhood happiness and quality

SUCCESSFUL NEW PRODUCTS

- > Entry into biscuit market with Kinder Cards and Kinder Céréalé
- > Quick market share gains

SUPPORT FROM FERRERO

- > Strong financial support and global distribution
- > Commitment to innovation and growth

VARIETY OF PRODUCTS

- > Variety of subbrands for different age groups
- > Targets specific consumer segments effectively

EFFECTIVE ADVERTISING

- > Significant investment in TV and digital ads
- > "Halo effect" benefits multiple subbrands



SWOT ANALYSIS - WEAKNESSES

FOCUS ON SUB-BRANDS

- > Limited cohesion across the Kinder portfolio
- > Low circulation rate within the brand

RELIANCE ON TV ADS

- > Heavy investment in TV advertising
- > Slower adoption of digital marketing strategies

HEALTH-CONSCIOUS OPTIONS

- > Primarily indulgent products
- > Weak sustainability messaging compared to competitors

SLOW DIGITAL TRANSFORMATION

- > Behind competitors in digital and social media engagement
- > First fully digital launch with Kinder Cards



SWOT ANALYSIS - OPPORTUNITIES

HEALTHIER SNACKS

- > Potential for low-sugar or high-protein products
- > Expansion into gluten-free or plant-based snacks

SUSTAINABILITY

- > Promote eco-friendly practices and ethical sourcing
- > Integrate CSR initiatives into mainstream marketing

DIGITAL MARKETING

- > Increased investment in social media and influencer partnerships
- > Direct-to-consumer sales and online exclusives

NEW MARKETS

- > Explore growing markets in Asia, Africa, and Latin America
- > Adapt products for local preferences



SWOT ANALYSIS - THREATS

COMPETITION

- > Major competitors like Mondelez and Nestlé
- > Growing presence of private label brands

ECONOMIC UNCERTAINTY

- > Inflation and rising production costs
- > Potential shift to cheaper alternatives during economic downturns

HEALTH REGULATIONS

- > Stricter regulations on sugar content and advertising
- > Potential impact on marketing strategies



DIAGNOSTIC OF THE BRAND IDENTITY



PILLARS

- Childhood and its values (Joy, Happiness, Good mood)
- A Unique Kinder taste
- A historical brand

VALUES OF KINDER

Giving
Generosity
Celebration



DIAGNOSTIC OF THE BRAND POSITIONING

TARGET AUDIENCE

Primary : Parents

Secondary: Children

Tertiary: Young adults

VALUE PROPOSITION

Fun, high-quality chocolate treats with portion control .

BRAND PERSONALITY

Warm, joyful, playful, and trustworthy.

COMPETITIVE DIFFERENTIATION:

Toys included with Kinder Chocolate.



IMPACT OF KINDER'S PAST CAMPAIGNS

GROWTH AND EFFECTIVENESS

- + 18% sales increase (2016-17 to 2019-20)
- + 48% revenue growth (excluding promotions)
- Increased market penetration (+2.1 pts)
- High customer loyalty (73.4%)



ADVERTISING PERFORMANCE

IMPROVEMENT IN AD EFFECTIVENESS

Ferrero Study

- + 4 pts Attention index
- + 20 pts Visibility index
- + 68 pts Persuasion index



WEAKNESSES

Kinder masterbrand Ad lacks impact

-> Improved brand perception but failed to increase cross-purchase between sub-brands

Kinder Schokobons Ad perceived as too childish in France

<https://urlr.me/qTmysJ>



CAMPAIGN ANALYSIS

STRENGTHS OF PAST CAMPAIGNS

Ads tailored to sub-brands (Kinder Bueno, Surprise, Cards...)

One sub-brand's campaign boosts sales of others

Effective in new product launches (Kinder Cards: 3.8% market share in 9 months)

CHALLENGES

Low cross-purchase rate between sub-brands (2.7 per household)

Focus on sub-brands -> weaker masterbrand presence



THANK YOU

