INTEGRATED BRAND COMMUNICATION BRIEF

Company: Unilever Vietnam	**Category**: Food	**Brand**: [TASTIE] condensed fish sauce cube [*nominal name only*]
Brand proposition: *Live a tastier life!*	**Brand personalities:** Tasty, caring, cheerful, progressive, optimistic	**Brand value:** We believe that potentials of Vietnamese women can be fully unleashed, starting from even the smallest actions.

THE BUSINESS BACKGROUND

Unilever is a leading FMCG company in Vietnam, specializing in Homecare, Beauty and Food products. Our mission is sustainably growing business while enhancing the livelihood and well-being of Vietnamese consumers. We work on the philosophy of ***'small actions, BIG difference***' with CSR activities being one of our leading agendas.

We are going to launch a new product/new brand with all net profit from sales to be donated to a CSR activity

Fish sauce is chosen for this new innovation because of its huge potential in Vietnam market (100% penetration) and there is currently no leading brand in this category.

PROJECT OBJECTIVES

1. We aim to help Vietnamese women prepare their best meals more conveniently, while being able to help transform millions of Vietnamese rural women's life.
2. In just one year, we will directly create jobs for **1mil women** in rural areas and bring training opportunities and motivation to more than **3mil women** (20% rural women) to further unleash their potentials.

TARGET AUDIENCE

All Vietnamese women aged 18-55, living in Urban and Rural areas who want to prepare the best meals for their family (around 25mil women)

All of them are using fish sauce liquid for their daily cooking. They firmly believe that preparing dipping fish sauce is a 'ritual' that impacts the deliciousness of a meal. Therefore they dedicate their best efforts to choose and prepare the tastiest fish sauce.

The fulfilment of these women simply lies within the satisfaction of their husband and kids.

THE INSIGHT

A typical Vietnamese woman's life revolves around the household chores, in the heart of which is the husband as the major bread maker. Her life fulfilment is intrinsically tied up to the satisfaction of the husband and kids. Being employed or not, most of her time is spent on taking care of the family, and cooking is a big part of it. Despite this plain monotony, she is content with the role and persistent to carry it on as a way to secure her status in the eyes of others. She even passes this belief on to her daughter(s) as a life value.

However, deep down inside, she's always yearning to break out of this tastelessness. She wants to still take the best care of her beloved; but more than that, a chance to step out and do something that can brings her equal to the husband, and makes her feel better about herself. Though, she needs a motivation and helping hand to get her out and start adding some more tastiness to her life and even for other women like her.

WHAT WE WILL DO

Given 80% Vietnamese rural women are financially dependent, and 70% of those are without any skills, we will use the net profit from selling our new fish sauce cube to create the '**STEP OUT Fund**' to help rural women to further unleash their potentials.

The STEP OUT Fund will serve to:

- Equip rural women with necessary skills (cooking, sewing, handicraft, sales etc.)
- Provide and support them with necessary facilities and opportunities/funding to get out of their doorstep and start doing things on their own.

- *As part of that, we will specifically help women to become salespeople by providing them (1) selling carts and (2) training sales skills, as well as providing them with credit to buy and sell Unilever products to other consumers.*

Above all, this brings them a tastier, more fulfilled, less dependent life.

The 'STEP OUT Fund' is to be closely tied up with Vietnam Women Association (VWA), a prestigious organization in Vietnam that also shares the same mission of improving Vietnamese women's life.

And with the 'STEP OUT Fund' we would also want to call the attention of the whole community to proactively step out and play a role in changing women's life in Vietnam. Publicity, therefore, will be at the heart of this campaign.

WHAT WE WANT OUR TARGET AUDIENCE TO THINK AND DO IN RESPONSE TO OUR COMMUNICATION

Think: Now I can conveniently prepare the best dipping fish sauce for my family's meals in seconds. And just as simple, I will be able to help transform the life of millions of other Vietnamese women to be much more independent and fulfilled.

Do: I will use this amazing fish sauce cube for our daily meals and play a part to help other women step out doing things they like.

WHAT IS THE ONE SINGLE MESSAGE TO COMMUNICATE

Just ONE fish sauce cube for your meal can dissolve the tastiness into MILLIONS of Vietnamese women's life.

WHY SHOULD THEY BELIEVE IN THIS?

1. This unique fish sauce cube is truly condensed with many types (ginger, garlic, tamarind etc.) for specific dishes. It's so convenient that you just need to dissolve it into plain water and readily have the perfect dipping fish sauce for a delicious meal.
2. This new fish sauce cube has a 'trial size' with amazingly affordable price of 1,000VND (half an egg), so you can try it easily.
3. Absolutely 100% net profit from this product will be donated to the 'STEP OUT Fund' to help transforming rural women's life. The 'STEP OUT Fund' is endorsed by the VWA to reach to even deep rural areas.

PRACTICAL CONSIDERATIONS:

1. The communication proposal should include:
    - The brand name and logo (as well as colour code). This should be in line with our brand proposition, personalities and values. The brand name should be easy to pronounce by Vietnamese (2 syllables max)
    - Full integrated brand communication plan to launch the new brand and inspire our target audience about its good cause.
2. Communication channels suggested: Vietnam Women Association is a MUST, TVC, Print, Outdoor, Cyber (TBC)
3. Tone and mood: The communication should INSPIRE and EXCITE the target audience about the good cause of changing women's life. It should NOT create a pathetic feeling and dramatize the negative side of women's life. But instead, it should open up new horizons for them to step out and prove themselves.
4. The quick **dissolving** benefit of the cube (from *plain* water into a *tasty* mix) can be considered as a **creative cue**.
5. VWA is a governmental organization and is difficult to approach. Therefore we need a compelling story to get their supports and endorsement for our newly launched brand. Selling plan to VWA must be 6 months before launch.

TIMING AND BUDGET DETAILS:

- Launch time: Oct'12
- Brand name and logo must be finalized by Oct'11 for pack design and logistics.
- Communication plan must be finalized by Apr'12 for executions.
- Detailed network from agency is expected in the next 02 week.
- Budget estimate (w/o media airing): 1million Euros for the campaign launch in 6months

Project leader	**Decision maker**
VU NGUYEN	ANH NGUYEN