

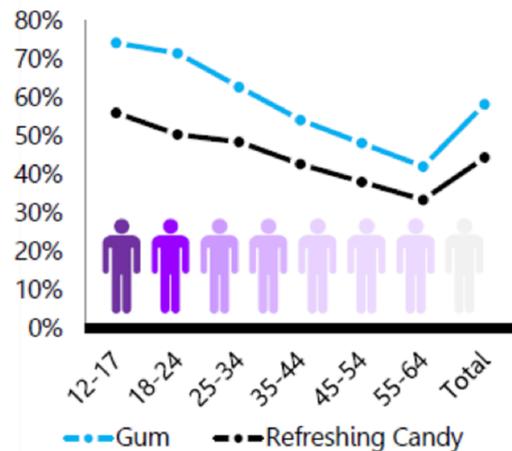


RUSSIA

MAKING GUM
COOL AGAIN

NEW GENERATIONS TO BECOME SIGNIFICANT (29%) LAYER OF CONSUMERS WITH PAYING CAPACITY AND TOTALLY NEW VALUES & ATTITUDE TOWARDS EXTERNAL WORLD

AGE GROUPS: PERCENT USING PAST 30 DAYS



Gum and refreshing candy have similar consumption across ages - their usage sharply decreases after 34 years

◆ Baby boomers (1943—1963) 57 – 76 Y

◆ X (1963—1984) 35 – 56 Y

◆ **Y (1984—2000). 19 – 35 Y**

◆ **Z (c 2000) 0 – 19 Y**

NEW GEN VALUES & PRINCIPLES

MY LIFE - MY RULES

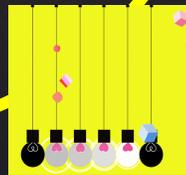
Personalization

THE REAL HEDONISTS

Entertainment, HYPE

“TYPICAL UNICUMS”

Influencers, tribes



CORE AUDIENCE:
GENERATION Z,
AGE 18-24

BORN WITH “THE FINGER
ON A BUTTON”

New media, SMM, Influencers

“CLIP” THINKING

ERA of video, games, comics,
photos, MEMs, EMOJIs

LOYAL TO NOT BEING LOYAL

Product quality, care, value

MORE THAN OTHERS WANT TO HAVE FUN

Gaming, Socializing, traveling for purpose

ДАННЫЙ МАТЕРИАЛ ДЕМОНИСТРИРУЕТ ИСТОЧНИКИ НАШЕГО ВДОХНОВЕНИЯ



We've combined all ingredients & created campaign!

Jack is starting the game!



OBJECTIVE



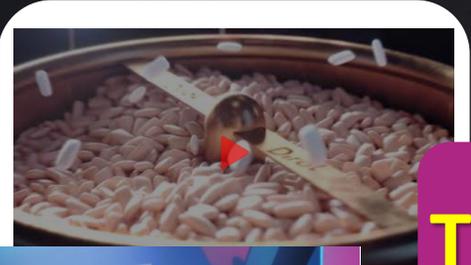
to drive penetration
among younger consumers
by offering interesting
proposition of “hunting
game” & prizes!



КИСЛЫЙ ВКУС НАЙДЕШЬ
JACK КОД СОРВЕШЬ



JACK'S JOURNEY – 360:

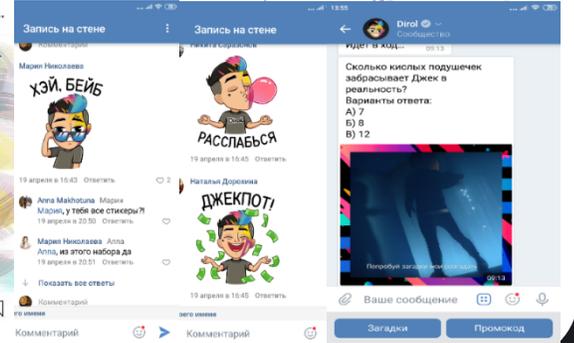


TV-OLV

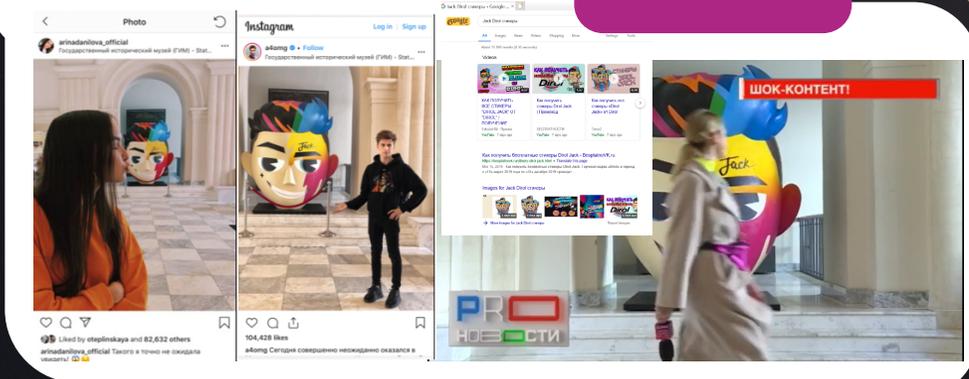
SMM



PR



BTL



In-store



RESULTS

Dirol Market share grew +0,4pp YTD

*Ipsos Gum and Candy U&A study, Russia, 2013



WE CELEBRATE



CODES

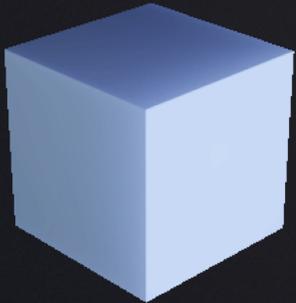
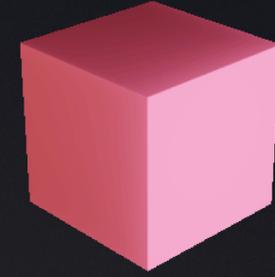
4,4%
participation
rate
280 500
unique
consumers

Campaign was broadly announced in Media & gained outstanding results:

- 82 Million impressions in PR (100% earned)
- 180 Million impression in digital
- 1,2 Million followers in Dirol Social Media page (+30%)

Creative assets google test showed “best-in-class” results in refreshment category (for all the time):

- 6,5% Brand awareness lift
- 5,0% Purchase intent lift



СПАСИБО

