

kinder

COMMUNICATION PLAN

English for Advertising and Marketing

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HISTORY

Kinder, launched in **1968** by **Ferrero** in Italy, is aimed at children. Their slogan reflects this goal: "**+ milk - chocolate**". Kinder Chocolate, a milk chocolate and hazelnut cream bar, was their first success. They expanded with Kinder Bueno to Germany in 1978.

Kinder products are known for quality and fun packaging, like Kinder Surprise with toys.

In **2004**, for the **30th anniversary** of the Ferrero company, it organized a traveling exhibition in various cities around the world.

Today Kinder is one of the most historic and ever evolving chocolate brands, number one in the confectionery sector.



VALUES

Loyalty and trust

Respect and Responsibility

Passion for Quality, Research, and Innovation

Integrity and simplicity

Entrepreneurship

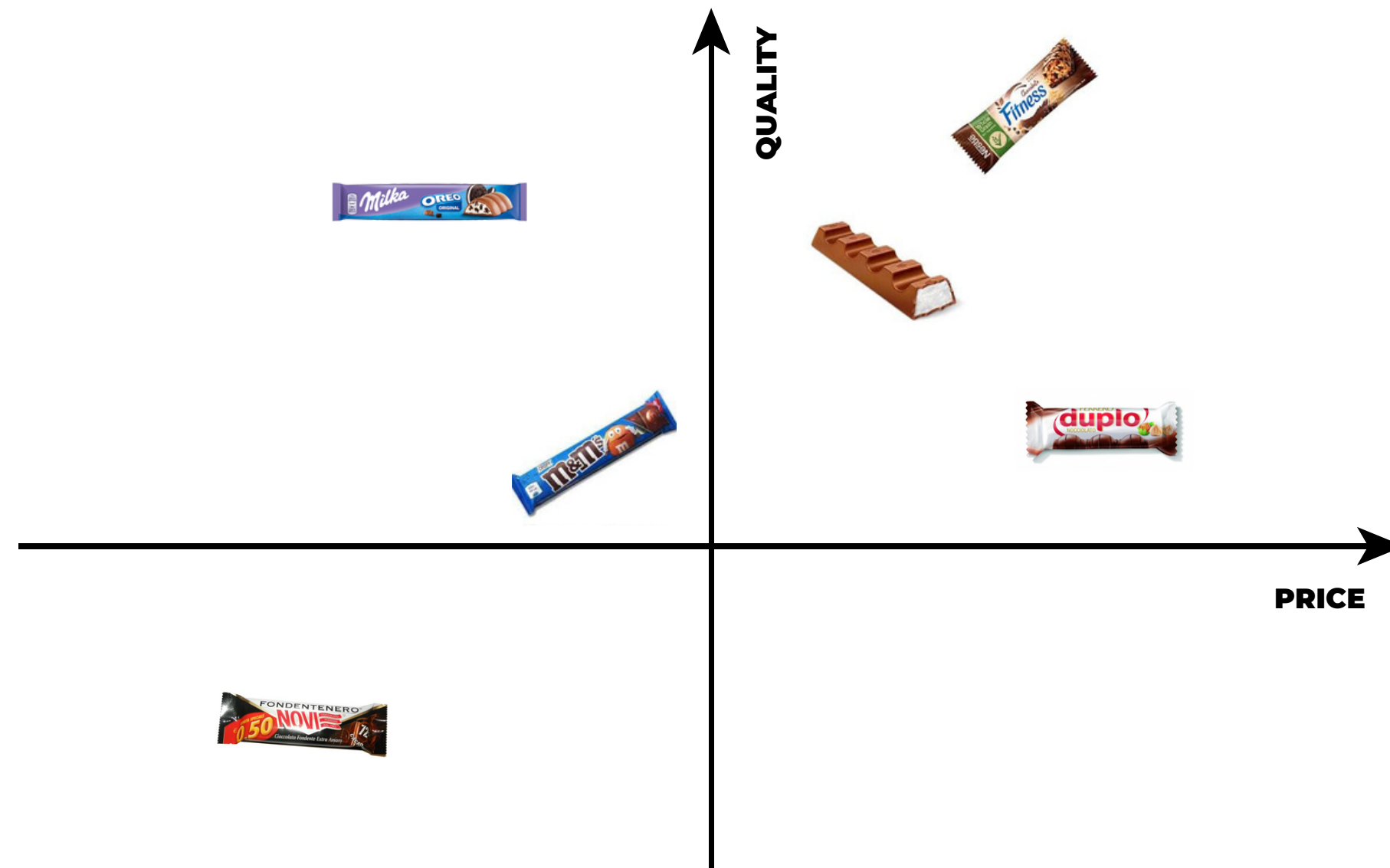
MISSION

Create moments of joy and connection by offering delicious, high-quality treats that bring smiles to families around the world.

VISION

Being the leading brand in the children's food sector, offering high-quality products that promote moments of joy and sharing among children and families worldwide.

MARKET PLACE



COMMUNICATION ANALYSIS

Kinder communicates through a **variety of channels** to reach its audience. Some of the main ways through which Kinder communicates include:

- Television advertising
- Online advertising, like:
Facebook, Instagram, YouTube, Twitter.

Packaging: Bright colors, engaging characters, captivating designs on the packages to help capture the attention of consumers, especially children.

Contests: These contests often invite people to share photos, stories or experiences related to Kinder products, offering prizes and recognition.

Educational messages: Kinder frequently incorporates educational messages into its communication materials, such as promoting sharing, learning through play, and a healthy, active lifestyle.

COLORS

RED
WHITE

TONE OF VOICE

AFFECTION
JOY AND FUN
SAFETY
EMPATHY
SIMPLICITY

IMAGES

PRODUCTS
HAPPY CHILDREN
FAMILY
CONSUMPTION

SWOT

S

- Strong brand awareness
- Innovative and high quality products
- Effective marketing
- Strong values
- Customer loyalty
- Wide range of products

O

- Growth in emerging markets
- Development of healthy products
- Brand expansion into new segments (snacks or baked goods)

W

- High sugar content
- Medium-high prices
- Lack of healthy alternatives among Kinder products

T

- Competition
- Changes in eating habits

COMMUNICATION STRATEGY

GOALS MISSION

We want Kinder to address not just to children that love chocolate and surprises, but also to grown kids that are still craving for that sparkling of joy in their life.

PROJECT MISSION

Let even the older ones consume the product.

Consolidate Kinder's brand.

Communicate the uniqueness of each individual.

OFFLINE ADV

kinder



**FOR EVERYONE
WHO WANTS IT.**

www.kinder.it

ONLINE ADV



OFFICIAL KINDER VIDEO ADV



Kinder is
caring

CONTEST

CONTEST

“Send us your kinder video!”

We want everyone to send their video to Kinder with the best word that represents chocolate and the brand for them. Every week, a new video featuring the top participants will be released!

Thank you!