

BRIEF

INTEGRATED CATEGORY

NESTLÉ MILO

A/ The background

Society

On average, Vietnamese mothers think sports are not relevant to their kids' future development and success in life. The most important factors in their minds are academic performance and nutritional status of their kids. Sport is seen as a healthy way to relax or play and it might help with physical strength. The role of sport in child's holistic development is totally missed out.

However, in recent years Moms attitudes are changing. They are getting more aware of factors beyond academics that may have a role in holistic development and upbringing of kids. Some research and analysis reveals there are three distinct groups of mom in Vietnam: About 50% are The Opposers (to sports), 30% are The Undecided (sports are nice to have), and 20% The Advocates (sports help for holistic development).

MILO brand

MILO brand has a slogan, "sustained energy to go further". It is a cocoa malt beverage that is made of milk, cocoa, barley, and essential vitamins and minerals which provide a uniquely nutritious drink for kids to get energy and nutrition.

Besides nutrition and energy, MILO has been a long-time advocate of "Role of sports" in teaching kids life lessons such as teamwork, determination, persistence, courage, focus, planning, etc. MILO signed an understanding with the Government of Vietnam called "Activ Vietnam Vision". The mission of this understanding is to help the government reach their long-term agenda of raising physical status of kids in the country.

MILO is a brand with purpose. We believe Sport teaches kids life skills and values that helps them succeed in life. So we nourish kid's journey to success with nutritious energy and the inspiration to grow with sports. Consequently, kids will become not only healthier but also get better in classroom and practical life.

B/ The challenge

Make sports matter to moms of kids age 6-12. Find an impactful and effective way to convince, persuade, influence, educate and inspire them to bring sport higher up in their agenda of kids' development. This should not be a public service but some activity that can drive social agenda while can be owned and uniquely branded by MILO.

C/ Target audience

Moms of kids aged 6-12 in urban and rural Vietnam. In specific, pull more "Opposers" to "Undecided" segment and pull more "Undecided" to "Advocates" segment. The core audience will be "The undecided" moms.

D/ What we need you to do

Integrated communication campaign including possible on-ground activation ideas to bring about this social change in Vietnam and also help the agenda of the Government & MILO i.e. Activ Vietnam generation through sports (not just play and casual sport).

E/ Deliverables

A 10-slide presentation of a fully integrated campaign (including 1 slide of an executive summary), which covers on-ground activation ideas, execution ideas on all relevant channels and touch-points.

Note: Feel free to propose either a national campaign or a tailor-made effort for urban and rural areas separately.

-----SEE THE JUDGING CRITERIA IN THE NEXT PAGE-----

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JUDGING CRITERIA

INTEGRATED CATEGORY

1. Overall presentation – 10 %

Contestants are expected to package the presentation well covering the campaign objectives, target audience and problem understanding to recommendations flowing from the insight and the strategy. They need to demonstrate strong presentation and convincing skills when selling their strategy and ideas. They need to show enthusiasm and believability in the idea.

2. Strategy and insight – 30 %

Contestants need to develop an effective targeting strategy and tactics based on real insight(s).

3. Idea – 30 %

There must be an idea informing all-channel thinking. The idea should be original, unexpected and address these three dimensions.

- **Meaningful - 10%** Reframing playing sports as a means-to-an-end rather than the-end-in-itself.
- **Different - 10%** From saying/ showing sports to doing sports that goes beyond an advertising campaign but more of a social movement.
- **Impactful - 10%** Make kids' schedule less unbalanced, inject more confidence in Moms letting kids playing sports in free time and not be afraid of kids' minor injury on playground.

4. Execution – 30 %

- **Feasibility - 15%** Ability to implement within 3-5 months with NO infrastructure built up from scratch.
- **Scalability - 15%** Not only for show-case but the idea is sustainable and can be replicated with impact.

-----GOOD LUCK & THANK YOU-----

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CONTACT US

146 bis Nguyen Van Thu, Da Kao, D.1, HCMC
facebook.com/AIMACADEMY.VN
www.aimacademy.vn

+84 997 272 066
vietnamyoungspikes@aimacademy.vn
www.vietnamyoungspikes.vn

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