

## **Brand Description:**

### **Brand Name:**

The Bakestories

### **Slogan:**

“Every sweet has a story”

### **Brand Core Message:**

The philosophy behind the brand name, that every sweet has an association with a person's sentiments, every sweet has a story and its own moments like cake for birthdays, anniversaries, bridal showers etc. and sweets are often associated with weddings.

### **Product:**

Bestea

### **Tagline:**

“Chai ka Bestie”

### **Idea behind the tagline:**

Why just have only tea, when you can have bestea complimenting your tea, tabhi toh hai bestea “chai ka bestie”.

### **Pakistani Biscuit Market:**

The revenues of English Biscuits Manufacturers, which claims over 40% of the branded biscuits market, have clocked in at a compound annual growth rate (CAGR) of 26% from fiscal year (FY) 2009 to FY2012. Continental Biscuits Limited, another important player, has a CAGR of 23.7% during the four-year period. Market analysts attribute the growth of the branded biscuits category to multiple factors including higher consumption of the fast moving consumer goods, increasing market penetration, higher volumes and double-digit inflation rate. The growth figures, however, indicate a transformation in the biscuit-eating habits of the Pakistani consumers.

## **Competitors:**

Peak Freans Sooper Biscuits

LU Gala

Cookania Tea time

Bisconi Chai wala biskut

## **Creative Brief**

### **The Problem:**

The Bakestories is looking to venture into the biscuit manufacturing industry and has decided to introduce their first product: Bestea egg and milk biscuits in the saturated biscuits market. Currently the brand is new to the industry.

### **Our Goal Objective:**

The Bakestories's main goal is to spread awareness of their brand initially among the target audience and then position themselves as a go to biscuit brand for their target audience.

### **Target Audience:**

Gender: male and Female

Age: 12 to 35

Location: Karachi, Lahore, Islamabad

Designation: students, office going, house wife

SEC: A,B,C

### **Consumer Persona:**

Azam a university going student in his early 20s, likes to do breakfast at the university café with his classmate and friends, enjoying chit chat and having tea with biscuits almost every morning. He is talkative and he loves tea as he is a student to stay up whole night for studies he consume tea with biscuits, for a little quick munch.

## **Our Key Insight:**

The biscuit demand is very high in Pakistani market, due to it's a FMCG product, people like to eat something light and prefer quick munching so biscuits with tea best compliment each other at gathering of family, friends, people also enjoy tea and biscuits alone while listening to music.

## **Big Idea:**

Kuch pal hute hen bht khas kyun k un main huti hai dosti ki methas. Phr woh dostun k sath canteen ki chai ho ya ami k hath ki chai bestea banate hen har paal mazedar, khas aur metha.

**Headline:** “Kuch methey pal beatea k sath”

## **Hashtag:**

#bestehaichaikabestie

#Kuchmethheypal

## **Tone of Message:**

Friendly.

