



MDA CALL FOR PROPOSAL

UNILEVER SINGAPORE
KNORR MASTERBRAND





CALL-FOR-PROPOSAL SUMMARY

This is a CFP, to create greater brand love for Unilever's global cooking-aids brand, Knorr.

"Flavor is to food, what rhythm is to rhyme.

Imagine food without flavor – and you'll imagine a rather bland world. Good food created with great flavor doesn't just fill stomachs... it delights".

This project is about how with delicious, authentic flavor, wonderful things can happen.

BACKGROUND

UNDERSTANDING THE BRAND

We are Knorr. We are Unilever's biggest brand.

Knorr is For The Love of Flavor. At Knorr, we believe that cooking delicious and nutritious food should be within everyone's reach. Knorr is authentic, generous, inspiring and joyful. Its products are made with natural, nutritious and sustainably sourced ingredients. All this is done to create products that are flavourful, sensory and authentic. And these products help you create dishes that are truly delicious.

We've been communicating about bringing flavor to peoples' lives, where we show how Knorr's flavor enhances food and family moments.

Example TVCs:

- **Knorr 'Tet 2013'**: <http://www.youtube.com/watch?v=3Erh5likbeg>
- **Knorr Sinigang 'Coming Home'**: <http://www.youtube.com/watch?v=BI4PmElrRq0>
- **Knorr Sinigang 'Asim Kilig'**: http://www.youtube.com/watch?v=4jK_s6EZMIM

ROLE OF EXECUTION

To create greater brand love i.e. emotional affinity for the Knorr brand.

TARGET AUDIENCE

"Hi! I'm a mum of a primary-schooler (5-12). I have limited time for cooking, and I'll admit I'm not exactly a kitchen goddess. But I love cooking for my child. Just like a kiss, cooking a flavourful meal is a lovely way for me to tell him that I love him. I enjoy his smile of anticipation when I set the dish on the table, the way his relishes it, and the warm hug I get when he's especially enjoyed





the taste. Really, those moments make me feel like I'm in heaven... they also make me feel proud that I'm giving my family the best!

But my child is now more independent. He eats in a lot of places other than our home, discovering new flavours, experiencing new tastes and.... and dare I say... often being tempted by food made by others (my friend's cooking or restaurant food). I know this is part of life, but to be honest, I feel quite challenged and even a little disappointed that suddenly, my child's favourite flavor is no longer the one I create...!

I can't win every battle, but on some dishes, I won't give up.

When it comes to a soupy favourite like Chicken Tinola, I can be sure that MY chicken tinola will be my child's favourite – and not anyone else's. I use Knorr cubes for their real juicy, meaty flavor. The cubes make my tinola taste so delicious, that my child slurps away and always asks for more. And this makes me really happy.

TIMELINES

Q 1 2014

DELIVERABLES

Creative Strategy delivered via live-presentation and mock-ups where required. Specifically:

- Creative approach
- Concept mock-ups/ style references
- Total cost of production – topline/brief overview for first round of submission
- Production timelines – topline/brief overview for first round of submission
- List of project deliverables
- Profile of company and credentials of key project team members/ partners

WHAT IS THE KEY ROLE OF THE CONTENT

To create greater brand love i.e. emotional affinity for the Knorr brand through the different media channels.

UNILEVER CONTACT POINT FOR BRIEF

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KEY MEDIA TO BE DISTRIBUTED ON

- Brand Website
- Brand Facebook Page
- Brand Youtube channel
- TV

