

Increasing Milk Consumption 2020

OZOUF
MARKETING & ADVERTISING



BRAND



WEB



VIDEO

OZOUF ADVERTISING LIMITED
First Floor, Chamber of Commerce House,
25 Pier Road, St Helier, Jersey,
Channel Islands, JE2 4XW.

OZOUF.net

+44 (0) 1534 780080

hello@ozouf.net



2019 Key Strategy

One of our key strategy objectives is to **maximise liquid milk consumption** in Jersey and become more active and focused in our marketing to support this objective.

Whilst recognising the negative macro drivers, like veganism, **we must try to enhance sales amongst the "dairy-positive" community** and become more active and focused in our marketing to support this objective.

In order to tackle the declining consumption of milk in Jersey we must **increase the opportunities for people to buy our products** and maximise the occasions consumers can choose our milks by meeting the needs of consumers, in particular those looking for drinks with good health credentials that taste good.

We will look at all options, products and packaging, particularly for adults, **including value-added beverages, such as milks fortified with vitamins, minerals, or protein, etc.**

Milk Audiences Simplified

1. Existing milk consumers
2. Lapsed milk consumers (non-regular)
3. New milk consumers (children)

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Audience Age Categories

- 5 to 11 years
- 12 to 45 years
- 45+ years

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Key benefits incorporated

1. Health
2. Protein
3. Breakfast
4. Rehydration
5. Nutrition
6. Bones
7. Teeth
8. Hair / Skin
9. Farmers
10. Miles to shelf
11. Husbandry
12. Taste
13. Quality
14. Locally produced
15. Heritage

Why not?

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What they do know?

1. They know its **good for them**
2. If sporty, they probably know its **good rehydration**
3. They know its has **protein and vitamins**
4. They **know its local**
5. They like **Jersey Cows**

Milk drinking obstacles?

1. Too busy
2. Forgotten how nice a glass of milk is
3. Can't drink a glass at work because there is not enough in the fridge
4. Packaging is not resealable
5. **Never occurs to them as they are brainwashed with water consumption**

How?

Go back to basics, and keep it simple.

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Make it all about Milk!

We do not confuse them with any other products when we do this.

This is not about pack design.

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Key Objective 2020

Get people to drink milk.

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But above all Milk needs to be tried to be reminded just how good it is to drink!

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We provide the opportunity, simply to try a cold glass of milk and its incredible mouth/throat feel and taste.

When we do this we also provide **all the other benefits**,
verbally and with marketing materials and channels.

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Other products not forgotten 2020

The other product ranges are important and require awareness, promotion, NPD and development. But at the end of the day, increasing basic milk consumption is paramount.

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Milk needs to be

1. Understood
2. Acceptable
3. Trendy
4. Lovable

Delivered with 3 CAMPAIGNS

1. Youngsters

2. Teens up

3. Liberation

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Youngsters

1. An idea that captures their imagination
2. Age generic - no pics of 5 to 6 years olds as we need to appeal to 5 to 12 year olds
3. Allows for social media activity
4. Give them something to drink it out of

Teens up

1. Reposition milk in an engaging manor
2. Deliver key benefits with a fresh approach
3. Provide information on all benefits
4. Provide something to put milk in to take with them

Liberation

1. Generic campaign as historic part of island life
2. Those who lived through may not be here in 2025

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Youngsters

My Milk

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Youngsters

1. My Milk gives ownership
2. Introduce 'Characters' for promotion
3. Headline is simple and not nutrition driven
4. Exhibition stand goes out to schools and events
5. Schools receive request for milk contain flyer

Youngsters

Introducing the **My Milk Monsters**

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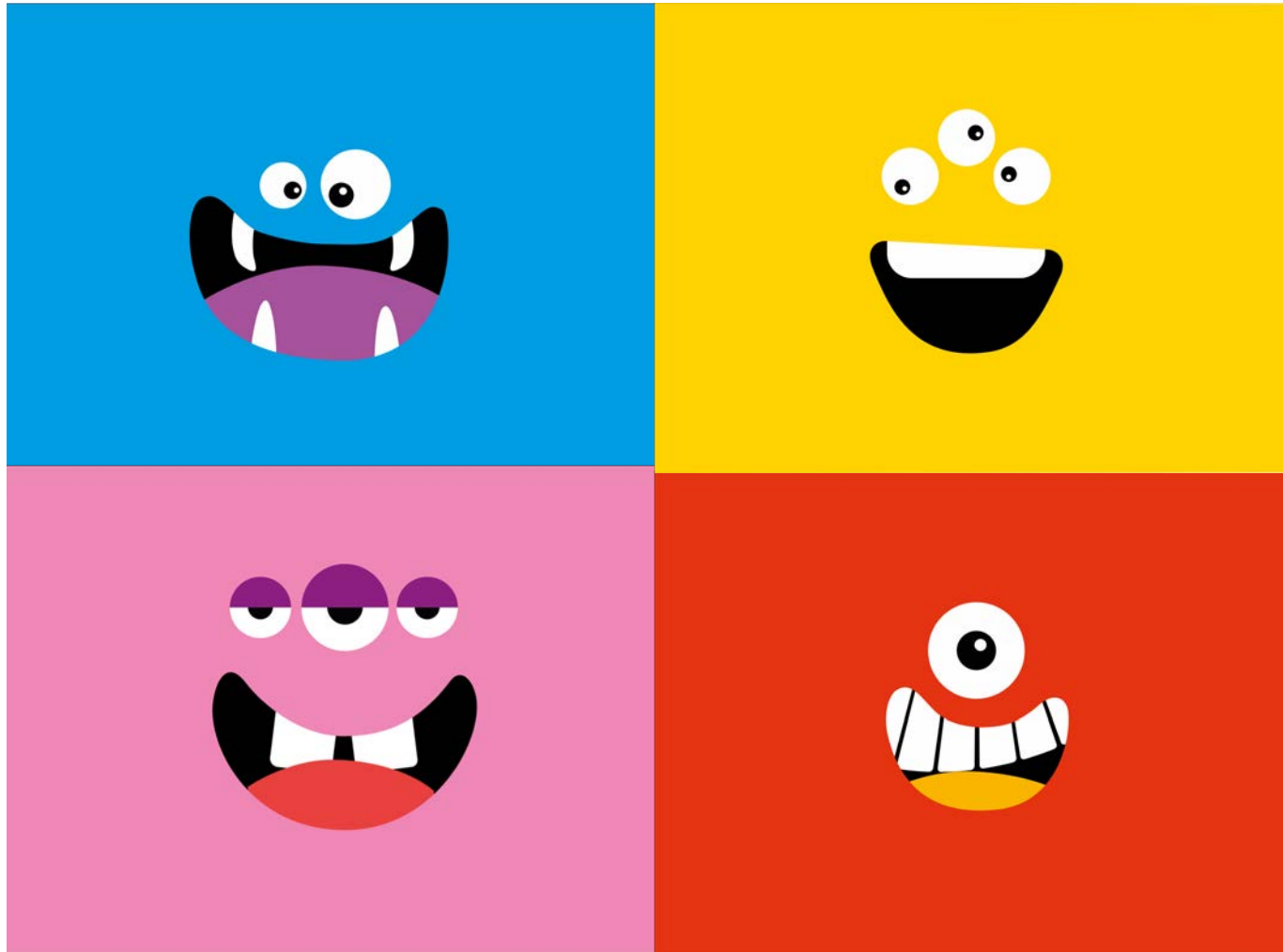
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That's My Milk





*It's yummy,
it's good for me
and it's mine!*



*It's good for
my tooth and
brain.*



*I love
My Milk
Bottle!*

jerseydairy.com   



enjoymenttoys.en.alibaba.com

Dhgate.com smartcostum



Plastic



Glass with sleeve



Metal



The bottom section of the flyer has a green background. On the left is a pink monster character with a wide smile. To its right is a white speech bubble that says "For your own My Milk Bottle, please fill in the form and hand it back to your form teacher :)". Below the pink monster are three overlapping circles containing the text "GOOD FOR TEETH", "a HEALTHY MIND", and "Strong BONES". To the right of the pink monster is a form with several fields and checkboxes. The fields are: "School", "Teachers name", "Students name", "Date", and "Parent/carer name". Below these fields is a line for "Consent by parent signature". At the bottom of the form are two checkboxes: "Please tick box medical" and "Please tick box other".

Flyer to children in schools

Teens up

MM
POWER

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Teens up

MPOWER

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M

POWER

HARNESS THE **POWER**
OF JERSEY MILK

YOUR DAY.



ENERGISE REPLENISH

Packed with protein
and nutrients for
muscles and hydration.

SNACK ATTACK

Take away the
mid-morning cravings,
with a simple glass of
Jersey goodness -

0% Additives
0% Preservatives
100% Natural



jerseydairy.com

BODY GLOW

The perfect balance
of nutrients to develop
healthy skin, teeth
and hair.

Milk is chock-a-block with
riboflavin or b12 which is very
helpful in giving your skin a
beautiful glow from the inside
out. Regular consumption of
milk gives your skin a radiance
and improves your skin clarity
since vitamin A present in milk
promotes new cell formations
and fights several skin ailments
to make your skin flawless and
beautiful.









JERSEY DAIRY
AMERICAN DAIRY FARMERS ASSOCIATION

MPOWER

JERSEY DAIRY
AMERICAN DAIRY FARMERS ASSOCIATION

OWER

JERSEY DAIRY
AMERICAN DAIRY FARMERS ASSOCIATION

MPOWER

Generic campaign

LIBERATION

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Campaign Objectives

1. Increase milk consumption
2. Celebrate 75th anniversary of the liberation
3. Keep milk in the minds of our customers
4. Community

Campaign Methods

1. In store
2. Events
3. High street
4. Radio
5. Pack Advert

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RAISE
A GLASS OF
JERSEY MILK TO
CELEBRATE
75 YEARS
OF LIBERATION



RAISE A GLASS OF MILK TO ALL WHO SERVED

*Celebrate 75 years of liberation
with a glass of Jersey Milk*



jerseydairy.com   



**JERSEY
DAIRY**
PURE SINCE 1763

FRESH JERSEY
MILK

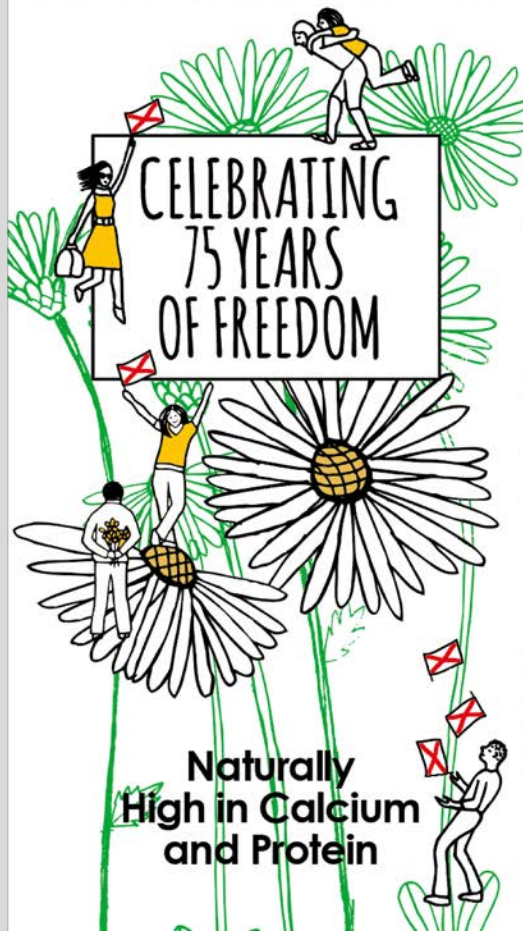
NATURALLY
HIGH IN CALCIUM
AND PROTEIN



75 YEARS
OF FREEDOM



FRESH JERSEY MILK



Naturally
High in Calcium
and Protein

SPONSORSHIP

Jersey Bike Race / Jersey Sport

1. This event will be for all ages and categories
2. It will include professionals
3. It will include families
4. Dates and times to be confirmed