



**CLIENT** Riedel | DubbelFriss  
**CLIENT CONTACT** Cindy Voest  
**DATE BRIEFING** 20.11.20  
**DEADLINE** 16th of December @14:00  
**PLANNING**

- Wednesday 2nd of December @19:00 – Briefing night
- Wednesday 16th of December @20:00 – Judging
- Wednesday 16th of December – Result night / Winners announced

### **BACKGROUND & BRAND STRATEGY**

**Brief description about what your brand stands for. Brand values and ambitions.**

DubbelFriss gives you a refreshing and positive outlook on life. We don't take ourselves too seriously, and we think you shouldn't either. We want to combine different worlds resulting in new refreshing combinations. The essence of the brand is: Chill-Out/Chillax, which is directed towards being positive, having fun (with friends), daring to stand-out. This is in our DNA: Curiosity, energizing, with humor, while we are responsible (less calories/sugars than our competitors).

*To illustrate;* The big idea for our latest DubbelFriss campaigns revolves around the concept: "Bizar Verfrissend" (Bizarrely refreshing), and is focused on the greatest combinations of things, making Bizarrely Refreshing new creations. This is a translation of our brand and product: "Dubbel + Friss", in which we combine flavors to make the most refreshing drinks, but is also referring to combining different activities, foods, objects.

### **INSIGHT**

**Is there an insight to your product, service or challenge?**

"The coolest refreshing fruit drink that you want to be seen with (and your parents are OK with)."

DubbelFriss tries to bridge the gap between what teenagers want (cool, tasty products) and what their parents allow/want for them (products that are tasty but not too unhealthy/high sugar). Thus, something delicious, cool, fun, but with a limited amount of sugar that teens love and parents feel good buying.

### **THE PROBLEM/CHALLENGE**

**Is there a problem you would like to address and tackle?**

The sales of the 'regular' product range are declining. We want to tackle this problem by introducing a re-launch of the product, which will be lower in calories (from 23 -> 19kcal). Next to this we want to engage our users more: Gen Z. The current packaging is colorful and practical, but misses a unique 'touch' and 'DubbelFriss' attitude. We want to make it harder for our competitors (like Private Label) to copy our products (and design)

### **OBJECTIVE/ASSIGNMENT**

**What do we want to achieve?**

We want to grow the sales of the Regular DubbelFriss range by creating a fun experience within our newly designed packaging. This could be augmented reality, a game or anything interactive while still remaining recognizable for our current consumers.

Branding/engagement: We want to establish more likeability with the users (teenagers 12-16yrs) by creating a unique look&feel/experience around the packaging. This needs to be a long-lasting solution, something that will be able to stay on the shelves for at least a year.

### **KEY MESSAGE**

**What should be the consumer's take-out?**



DubbelFriss is the refreshing drinks brand for Gen Z

### **TARGET AUDIENCE**

#### **Who do we want to reach/talk to?**

- 1<sup>st</sup>: Generation Z (teenagers between 10-18yrs, core target group: 12-16yrs) (users)
- 2<sup>nd</sup>: Parents of Gen Z (shopper)

### **EXPECTED DELIVERABLES**

#### **What do we want or expect to be delivered in execution?**

Creative ideas that build upon our new packaging design and that take the design even further through technology, immersive experiences or out of the box (literally) thinking.

### **BUDGET**

#### **Is there a budget we need to keep in mind for the execution of this project?**

Not for the packaging design costs; these are set costs.

For creative ideas beyond design; the budget is flexible, depending on how well we can integrate this in the marketing plan. Some direction: +/- 20K.

### **ADDITIONAL INFORMATION**

#### **Is there additional information on the brand/project? What is our tone of voice? What are watch-outs?**

Informal, young, vibrant, humor: Gen-Z focused (but keep parents of these generations in mind)

### **TO KEEP IN MIND (for the YoungDogs)**

- The winners are expected to be present (virtually) at the result night in order to claim their tickets to Cannes.
- Participants should be younger than 30 in order to join us at Cannes (that's in human years, not dog years).
- Names will be left out on the final presentation decks. We don't want you to think we're biased ;)
- Images made by the ANP are not allowed to be used in the final presentation decks.
- Final work should be uploaded via the personal profile on [Jongehonden.nl](http://Jongehonden.nl)