

**REPUBLIQUE DU  
CAMEROUN  
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**Ministère De l'Enseignement  
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**École supérieur des Sciences et  
Techniques de l'information et  
de la Communication**

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**REPUBLIC OF CAMEROON  
Peace-work- fatherland**

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**Ministry of Higher Education**

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**Advanced School of Mass  
Communication**

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## **PROFESSIONAL REALISATION**

### **A LAUNCHING CAMPAIGN ON BROLI MILK**

**Presented in view of obtaining a Bachelor's Degree in Mass Communication**

**Field: Advertising**

**Presented by:**

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**Level: III**

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**Academic Year: 2018-2019**

## INTRODUCTION

Communication is as old as the world itself. In all its forms and branches, mankind has developed various methods of improving and developing new forms of communication according to needs and objectives. Advertising is a form of communication defined by Philip Kotler as; “any paid form of no personal presentation & promotion of ideas, goods, or services by an identified sponsor.” Coming back to the local level, the law of December 29 2006 states that advertising is; “an assortment of procedures and techniques aimed at attracting the attention or curiosity of an audience by informing it about a good or a service, to convince people to buy it, use it or adopt it.” From these definitions we see that advertising is to inform on goods and services using well developed techniques.

The Advanced School of Mass Communications aims at training apt communicators competent to produce valuable work in whatever domain. In order to be credible enough to be called a communicator, the mastery of certain techniques and skills cannot be overlooked. After acquiring these skills what next? Aristotle says “For the things we have to learn before we can do them, we learn by doing them.” The Advanced School of Mass Communication in this light, demands for students wishing to acquire a Bachelor’s degree in the advertising domain to elaborate a communication campaign on a product, service, enterprise or idea.

To this regard, we have decided to work on a product called **Broli milk**. It is a new product in the margarine sector distributed by Africa Food Distribution. We are going to move from a marketing analysis which will lead us in developing marketing and communication strategy, a creative and then a broadcast strategy. This work is a complete advertising campaign for the product Broli milk and with the help we received from our collaborators we hope to produce a memorable campaign which will stand the taste of time.



## MARKETING STRATEGY

### MARKET ANALYSIS

#### CONTEXT

Africa Trade Distribution (AFD) was created in the 2004 by Mr. HELLE Evariste who studied in Germany. The first product to be marketed by this company was SERVIOLA red wine followed by products under the brand name BROLIO that were imported from Germany. This company works with other brands apart from Broli which are ARMANTI AND BOB'S. It produces a wide range of products like spaghetti, mayonnaise, chocolate, sardines, coffee powder milk and new in the family is Milk. Our main focus for our campaign is Broli milk.

#### EXTERNAL ANALYSIS

##### 1) PESTEL ANALYSIS

###### ❖ Political Environment

The government of Cameroon has put laws to favour many enterprises that produce milk in Cameroon, and due to this many enterprises have indulged in all domains, like production, supplying and even distribution of dairy products both national and internationally. This status encourages and gives rise in the creation of Small and Medium Size Enterprises most especially in dairy production. The government favors activities that are agriculture related and hence gives rise to the existence of these numerous enterprises in the country.

###### ❖ Economic Environment

Cameroon has the potential of becoming the most successful producer of dairy products in the whole of Central Africa. The North-West Region and the North Region are the most prominent regions who produce dairy products. According to the Magazine '*Business in Cameroon*', the dairy market contributes about 3.2% in the country's GDP. If this sector is well harnessed, it can contribute more to Cameroons GDP.

Another aspect about the economic environment is that the stock that is produced in Cameroon cannot satisfy the nation. This has engaged in massive importation of dairy products in other to reach the need of the Cameroonians. This has made Cameroonians to rely more on imported products and it is making the GDP to drop. According to ACDIC, Cameroon imported dairy products that are worth 28 billion FCFA in other to satisfy the needs of Cameroonians.

### ❖ **Social Environment**

The social environment in Cameroon is that which greatly encourages the production of dairy products. Cameroon has about 24,841,894 inhabitants with majority of this population being youths. (Source: [www.worldmeters.info/world-population/cameroon-population](http://www.worldmeters.info/world-population/cameroon-population)). Youths are the highest consumers of dairy products and will have an impact during this campaign.

### ❖ **Technological Environment**

The production of dairy products in Cameroon remains a very complicated sector because of numerous constraints. With a local market which demands more from the sector, transforming this sector. This is because most of the enterprises use manual methods to produce yogurts and very few use the right machinery to produce.

### ❖ **Ecological and Legal Environment**

There are laws which govern this sector. There are laws that focus on the protection of the environment and urges enterprises to put in the practice of projects that will encourage durable development. It is good to consider projects that with are environmentally friendly since the government encourages such projects. These enterprises have the respect the ways in which they manage waste and the preservation of portable water used to produce these products. Legal sanctions have been put in place for defaulters of these laws.

#### *2) Market analyses.*

Cameroon's dairy market seems to be attracting a lot of investors and many enterprises are planning to invest huge sums of money into the market especially in the whole milk powder and yogurt domain. The production of milk products for years now have been characterized by the traditional system of using zebu cows but this methods have improved and keep improving everyday with the introduction of the importation of high yield new breeds of cows like Holstein, freiesian jersey cows and others. Because milk has become part of the daily life and we use it in almost every day in one way or the other, Cameroon plans to inseminate 270000+ cows by 2027 to boost the dairy industry through the Husbandry Development Project funded up 60million

frans cfa. For now Camlait is the leading company in milk production in Cameroon followed by Nestle.

### ❖ **DEMAND Analysis:**

➤ **Broli milk** is a whole milk liquid drink with four different flavors which makes it almost unique against its competitors in the market. These four flavors are chocolate, strawberry, vanilla and whole milk

### ➤ **Distribution:**

Distribution is equally undergoing currently going on in Douala and Yaounde in their specific selling points and possible supplies into stores, shops and super markets. The distribution circuit here could said to be direct and as well indirect from Producers to direct consumers and from Producers to Wholesalers (middlemen) to final consumers.

### ➤ **Product utilization:**

Basically and principally this product is used for consumption purposes. Its five flavours vary and can be consumed by any normal citizen and this product gives the body energy and strengthens your bones.

### ❖ **Supply analysis**

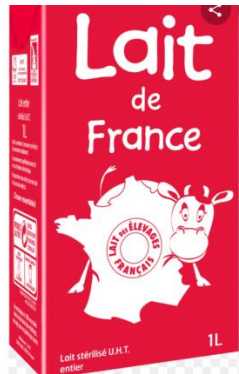
Every production sector and product precisely always want to offer something new to its clients, we are coming with the perspective of being new, and with the approach of difference and uniqueness.

#### • **Competitors**

Generally when we talk of competitors we consider both direct and indirect competitors. Those involved in the same sector of production and those indirectly linked to this sector in one way or the other. We equally take into consideration as well home made products and foreign imported products that have gained grounds over the preceding years. Below we shall highlight some direct and indirect competitors.

### Direct competitors

- i) Lait de France: This is milk that is produced in France and it comes in two forms; in a container and in a carton form all 1litres



- ii) Lait entier Even. This milk too is produced in France and also sold in prestigious supermarkets in Cameroon. You can also get them through online market shops



iii) Lait Entier President

This is a whole milk too that is produced in France and is distributed throughout the globe and we can also find it on online shops and supermarkets in Cameroon



iv) Dano milk: produced in Nigeria and distributed worldwide. Available in jumia platform and supermarkets in Cameroon



v) Lactel milk: produced in France and marketed in countries all over including Cameroon. Found in big supermarkets in Cameroon.





- vi) Mila milk: also a product from France but marketed and sold in supermarkets in Cameroon. It also has different aromas .



## 2) Indirect competitors

i) Powder milk: A product produced by almost all milk companies in Cameroon especially nestle with its leading brand Nido. There are other companies too that produce it too in containers even Broli inclusive

ii) Yogurt: produced by many companies in Cameroon are into the production of yougurt both drinking and thick



iii) soy milk drinks

a milk drinks produced with soya beans with many flavours produced by caimlait



iv) milk drinks.it can be juices or drinks made with milk and fruits very sweet and thick. Many companies produce it Cameroon



a product of the trade mark if cegedsis sarl yaounde cameroon



a product produced by SCTIM yaounde cameroon



p

product of U-Fresh Cameroon

### ❖ Market situation of broil milk against its competitors

The market of milk Cameroon is highly dominated by foreign milk. The leading companies in the country being Camlait which produced something similar but ‘Bergere’ but the product already disappeared from the market. The broil company on its part has brought out something that can stand against its competitors in various aspects

table 1 comparative price matrix

Product	Quantity	Price
Broil milk	480ml	700fcfa
Lait de France	1litre (carton) 1litre ( bottle )	1200fcfa 1300fcfa
Lait entier Even	1litre	1500fcfa
Lait entier President	1litre	1600fcfa
Dano milk	1litre	1200fcfa
Lactel	1 litre	1500fcfa
Mila milk	500ml 1litre(carton) 1litre (bottle)	700fcfa 1200fcfa 1400frs

### **Market share of whole milk**

The whole milk market in cameroon is dominated by foreign marks from foreign companies abroad especially from France. Africa Food Distribution has just entered the whole milk market and plans to dominate in it a few years to come.


### Consumers perception about the product

This product being new in the market consumers think it's a very nutritive milk for the with very fantastic flavours and wonderful taste though the price is high.

## INTERNAL ANALYSIS

### IDENTIFICATION SHEET OF THE ENTERPRISE

**TABLE 2. Identification sheet of the enterprise**

Name of the enterprise	Africafood Distribution
Domain of activities	importation
Legal status	Public limited company
p.o box	4157 douala
Main office	4157,Ru l'udeac Bonajo Douala Cameroon
General Manager	Mr. Kate Djiaha
Website	<a href="http://www.africafooddistribution.com">www.africafooddistribution.com</a>
Contact	+237690813814
Creation date	2004
Logo	
Capital	145.00.0 CFA

### HISTORY OF THE ENTERPRISE

Africa Food Distribution was founded by a young hardworking man Mr. HELLE Evariste. He began first started with the exportation of used vehicles to Cameroon then created his own company (Transport and Service unit) specialized in the transport of goods throughout the country but he due to the dishonesty of his partners he decided to withdraw himself hence abandoning the food industry to the food industry. The first imported product to be marketed was the SERVIOLA red wine followed by BROLIO brand products imported from Germany. Unable to comply with the requirements of its foreign partners he saw it unfavorable so and needed to be diversified, so he broke all ties with them to create his own brand under the name Broli and this this how the Africa Food Distribution company was born in 2004. The same year marked the entry in the portfolio of a range of products under it like ARMANTI. The following years marked gradual openings in several representations Yaounde(2005),Bafoussam,(2006), Southwest(2007), Edea(2008) north(2009), and BERTUOA(2010).

### MISSIONS

AFD seeks to provide significant benefits to its key partners and provide consumer solutions to food.

### VISIONS

AFD has as mission to bring into the Cameroon market average Cameroonian products so everyone can be able to purchase and also it aims to be the of the agri-food sector in Cameroon and even in the central African sub region

### VALUES

**Accountability:** the permanent concern is to leave each employee author and actor of his development and its professional performance

**Equity:** AFD refuses to take advantage of the cooperation of others without fair compensation. Thus each fair return on the condition of valuation its contribution

**Hard work:** slackers have no in the organization. At all hierarchical levels, the commitment is palpable: hours of non-accounting work such as field work.

**Integrity:** as a professional in the company you need to possess character traits such as honesty, positivism, permanent focus, support to others and the list continuous.

ELEMENTS OF MIX MARKETING FOR THE PRODUCT

- **Product :**

Our product is Broli milk, a milk with five different flavours including whole milk and different other ingredients like sugar, stabilizer, acidity regulator, flavouring (banana, strawberry, chocolate, strawberry and vanilla)

- **Price**

A bottle of 480ml is sold at 700fcfa

Table 3: price matrix for broil milk

Product	Broil milk
Weight	480ml
price	700fcfa

- **Positioning:** A product of impeccable quality with great taste and flavor
- **Consumer perception:** A new product with great taste and high quality
- **Distribution:** The product is distributed to different parts of the world but as for Cameroon the distribution is from company to retailers (supermarkets and sales points) then shopkeepers can buy from there to sell. The consumer can either get from the retailers

Fig 1 distribution channel of broil milk



- **Communication history.**

Africa Food Distribution has done many campaigns on their products especially those from the brand BROLI. This mark has gone a long way to convince all consumers to buy their products through their moderate prices and quality of products. As for Broli milk the product was first introduced to the market on the 15<sup>th</sup> of May 2019 and has not undergone any major campaign apart from promotion at sales points and posts on facebook by Broli

**.table 4 SWOT ANALYSIS**

Strengths	weaknesses
<ul style="list-style-type: none"><li>- The present of many flavors</li><li>- Affordable</li><li>- Mark well known for quality products</li><li>- Wide range of products with variable packaging</li></ul>	<ul style="list-style-type: none"><li>- Available in just two towns in the country</li><li>- Distributed only in specific selling points</li></ul>
Opportunities	threats
<ul style="list-style-type: none"><li>- High demand</li><li>- Presence of many</li><li>-</li></ul>	<ul style="list-style-type: none"><li>- Presence of too many foreign marks</li><li>- Unstable political conditions</li></ul>

## MARKET STUDIES

In order to effectively understand and know the market situation of dairy products in general, and Broli Milk in particular and also identify the communication problem, a market study has to be done.

We used various investigations methods which included documentary research, interviews, observations, and the questionnaire method which comprised of the following

Target: children and adults from 10-50years

Language : French and English

Number of persons investigated: 100

Investigation zone: Yaounde and Douala

Types of questions: open and close

## KEY RESULTS

Spontaneous awareness of the mark Broli: 98%

Awareness of Broli milk: 3%

### DIAGNOSIS

The awareness of Broli milk is very low. Many people do not know about it probably because of its newness however, the mark broil is strongly implanted in the minds of the consumers. Consumers are flexible to buy a new product (72%) which has more quality and flavor. Consumers have developed interest in milk (60%) now and no longer only children consume it but adults also, as opposed to the (10 %) who are still skeptical about the product and think the price is high and its not sweetened.

### DETERMINATION OF THE MARKET PROBLEM AND OBJECTIVES

- ✓ **MARKETING PROBLEM**  
How do we recruit new clients for Broli milk ?
- ✓ **MARKETING OBJECTIVES**

**Main Objective-** Improve the market share of Broli milk from 03% to 20% within 3 months.

**Secondary Objective-** Expand the distribution network so that the product may reach strategic towns in the targeted regions.

### STRATEGIC MARKETING APPROACH AND SEGMENTATION

This is a system of portioning the market into sub-assemblies or components using different criteria.

- ✓ **CONSUMERS OF BROLI MILK**  
Those who consume milk because they know its importance to the body, and those who sell it. These people include households, shops and supermarkets.
- ✓ **DISTRIBUTORS OF BROLI MILK**  
The distributors of broil milk are those distribute dairy products such as supermarkets, departmental stores. They are liable to give good advice and reference concerning the product
- ✓ **TARGET**  
We will do a detail study of the different segments and then a final choice of the target after which we will increase and concentrate all efforts towards the choice. Therefore our choice will be based on households because they are more liable to consuming the product at the higher frequency  
We will also target the distributors who at some point serve as prescribers to customers and would likely to increase the visibility at the various sales points such as supermarkets, departmental stores and shops
- ✓ **POSITIONING**  
Just like the mission states we like to create a difference amongst competitors and also be at the top of mind positioning. Placing our values before and making consumer choose



the product over the competitor with the principal aim of making the consumer see it as a product of impeccable quality which is affordable and available everywhere.

### OPERATIONAL PLAN

#### PRODUCT

At the level of product quality, we are going to maintain the quality of the product because consumers appreciate the quality and particularly the presence of many flavors. Notwithstanding, we are going to collect feedback through field agents on consumer proposals in order to improve on our product.

#### PRICE

At the level of price we will reduce the price to 500frs so it can more affordable for everyone to buy because the present price, though affordable for most people others still have a problem with it

#### DISTRIBUTION

The already existing distribution is efficient enough to get to the final consumer. We will ensure that every actor of this chain is satisfied and carries out diligently their mission so that the product reaches its destination

#### COMMUNICATION

We are going to employ the PUSH technic to accustom people to the new product. This will be done through massive promotions throughout the territory with the help of the sales force, stand display(merchandising) and the use of advertising carriers, mini TV programs health related campaigns and many others

We are also going to use the PULL technique that is pulling the public or the consumers through the media and giving them the opportunity to come in contact with the product. We will equally do a media campaign by using the already existing means and update the consumer about the new product creating online community to get feedback from the various consumers and equally give special tips about the product and also how to make the product better suited to them in the nearest future.

#### BUDGET

The budget of the campaign stands 26,995,000FCFA

#### CONTROL

Here we need to precise the indicators of control(KFS and KPI)which will permit us to know if our marketing strategy was a success or a failure. We equally have to compare the marketing results with marketing objectives; carry out a post test to measure the success of our campaign and be assured of the campaigns outcome and improve future studies

## **COMMUNICATION STRATEGY**

## CONTEXT RECALL

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## DIAGNOSIS

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## Communication problem

Attempted Problem statement: **How can I make my target aware of my product in the market**

## COMMUNICATION OBJECTIVE

Our campaign will evolve on two main objectives i.e. *principal and secondary objectives*.

- ❖ **Cognitive: (to inform)** increase the awareness rate of my product to its target from 3 to 35% within a period of 3 months
  
- ❖ **Conative: Push to action**  
Push the target public have a +35% love for my product within a period of 3 months

## COMMUNICATION TARGET

- **Heart of Target:**

Children from 5 – 15 years old

**Principal Target** mothers from 20-60 years old who know the value of milk in the body system

- **Secondary Target:**  
Distributors of milk (supermarkets, provision stores)

**Portrait of the Heart of Target:**

**Status:** children

**Location:** Yaoundé/Douala/

**Level of Studies:** Basic reading and writing skills.

**Aspiration:** Broli milk provides you with all the basic nutrients your body needs to function well

**Nature of Target:** Normal Cameroonian individuals.

**Daily lifestyle and consumption habit:**

Children who take milk for breakfast or as a snack, or families that consume milk because they know the value of it

**CAMPAIGN PERIOD: December 1<sup>st</sup> 2020 to February 29<sup>th</sup> 2020**

The reason for the choice of this period is that we take into consideration that the festive period is almost over and children and students will need to go back to school and Broli milk will give them that energy they need that was taken during the festive period

**MEANS**

For effective and efficient communication we shall pass communication on media and outdoor media. Making use of BTL, ATL, TTL.

**Media Means:**

Our media choice will rest on pertinent elements integrated in media planning. These elements will permit us to make an excellent choice in that which concerns exposition and visibility to the target audience, the campaign cost and the capacity to attain are target public.

To this effect we shall consider 2 principal criteria's:

- **Ability for Media to cover the target in terms number:**




The ability of the media to transmit the message in its totality: here, the media chosen should possess the necessary characteristics needed to give value to our product in its totality.

- **Ability for the Media to infiltrate effectively our target audience:**

Equally taking note that the media choice takes into consideration target public attitude, behavior, reaction towards programs like this and their general perception and most importantly value of our product (Consumer advantage, brand positioning etc...).

**Adopted Medias:** The adopted Medias for this campaign are going to be **Television, Poster, and internet** for the following reasons

Professional realisation: Launching Campaign on BROLI Milk

MEDIAS	ADVANTAGES	DISADVANTAGES
<p>Television <b>BASE MEDIA</b></p> 	<ul style="list-style-type: none"> <li>• Product value is expounded through demonstrations.</li> <li>• Mass coverage</li> <li>• Wide geographical coverage.</li> <li>• It's a media of awareness.</li> </ul>	<ul style="list-style-type: none"> <li>• Elevated cost</li> <li>• Cross-section of adverts broadcasted might cause misconception in comprehension by target audience.</li> </ul>
<p>Poster/billboards. <b>ACCOMPANYING MEDIA</b></p> 	<ul style="list-style-type: none"> <li>• Targeting employs effectively on geographic periphery.</li> <li>• A source of urban media.</li> <li>• Builds on awareness.</li> </ul>	<ul style="list-style-type: none"> <li>• Prospected and those reacted to its perception can't be measured (quantified)</li> </ul>
<p>Internet <b>ACCOMPANYING MEDIA</b></p> 	<ul style="list-style-type: none"> <li>• Media of the active youthful population.</li> <li>• Flexibility in usage</li> <li>• Permits informative advertising</li> <li>• Permits interaction of audience</li> <li>• Worldwide visibility and coverage.</li> <li>• Integrates all forms of content format sound, images, text, videos, GIFS.</li> </ul>	<ul style="list-style-type: none"> <li>• Seemingly average penetration</li> <li>• Many housewives are not really into digital.</li> <li>• Advertising strategies tend to be sometimes annoying when over saturated.</li> </ul>

### Outdoor Media

Here we will highlight the various techniques which aren't integrated in Media means but however can better employ the product in the market to better attain the outline aforementioned objectives. We shall therefore out number techniques like Advertising on sales point.

#### ❖ **Trade Marketing :**

Widen distribution scope; this is the increase or augmentation of the number of distributors and retailers on the distribution channel of a product. The main aim here is to solve the distribution problem and equally to expand the scope of things in this market. In order to valorize and sell the brand faster we shall give these wholesalers and retailers personalized shopping bags, table sets, tea cups, bloc notes, and branded shelves.

#### ❖ **Direct Marketing**

In this regard we shall use the sales force to walk around the streets and neighborhoods of Yaoundé, and Douala in order to communicate on the Broli milk and as well sell the product directly to consumers at their doorsteps thereby touching our heart target. This will be done with the help of personalized Broli milk caps, t-shirts, bags and umbrellas.

#### ❖ **Merchandising**

Here we will use personalized branded shelves, counter exposition, and light boxes to exhibit our product so that the product can attract consumers and sell for itself in the various sales points.

#### ❖ **AOSP or PLV (Advertising on sales Point)**

At this point we are going to lay much emphasis in the production of placards for visibility at the various sales points, produce packaging bags and also add sales forces in the various selling points. Our sales force will be made of beautiful girls dressed in BROLI m t-shirts and milk caps this will help to call attention and attract people they will also help convince people to buy the product at the sales points. Out-door banners and in-doors banners will be used in these sales points. Equally, games will be organised at these sales points and winners will get product samples. This will be done in strategic commercial centers in the towns of Douala, and Yaoundé.

### **CAMPAIGN PERIOD**

Our campaign will take place from the 1<sup>st</sup> of December 2019 to the 29<sup>st</sup> of February 2020 reasons being that it is that it is a festive period and buying is at its peak. This period will also be characterised by parents buying what the children will be taking to school after the festive break and this will be an added advantage to us

## BUDGET OF THE CAMPAIGN

*Table 5: Budget allocation for the Campaign.*

ACTIONS	TOTAL COST IN FCFA
AGENCY FEE (TAX: 19.8%)	931.60
	6
<b>MARKET STUDIES</b>	<b>30000</b>
<b>Questionnaire</b>	30000
<b>Focus group (Cameroonian housewives, mothers youths, households, supermarkets and shop owners)</b>	15000
<b>Document Research</b>	10000
<b>Study of competition</b>	10000
<b>STRATEGIES</b>	<b>200000</b>
<b>Communication Strategy</b>	100000
<b>Broadcast Strategy</b>	1200000
<b>CONCEPTION AND CREATION OF CARRIERS(SUPPORTS)</b>	<b>1800000</b>
<b>Conception of Media Carriers</b>	600000
<b>Conception of Outdoor Carriers</b>	1000000
<b>PRODUCTION OF CARRIERS</b>	<b>3,000,000</b>
<b>BROADCAST OF CARRIERS</b>	<b>5,000,000</b>
<b>Television</b>	<b>3,040,000</b>
<b>Posters and mini posters</b>	<b>8,400,000</b>
<b>Outdoor Media</b>	2,000,000
<b>Digital and social Media</b>	<b>4,10,000</b>
<b>MISCELLANEOUS</b>	<b>150,000</b>
<b>TOTAL</b>	<b>26,995,000FCFA</b>

**Table 6: General Planning of the campaign.**

YEAR 2019																YEAR 2020										
Months	AUGUST				SEPTEMBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH	
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2
Activities																										
MarketStudy																										
Strategies (market, communication, creation, broadcast)																										
Conception of supports																										
Production of supports/carriers																										
Broadcast																										
Posting of mini-posters																										
Sharing of gadgets and animation of sales points																										
Post test																										

**Communication Axis**

Here we will be talking about the variety of flavours which most of its competitors don't have coupled with its great texture.



## **CREATIVE STRATEGY**

## CONTEXT RECALL

- I) Africa Trade Distribution (AFD) was created in the 2004 by Mr. HELLE Evariste who studied in Germany. The first product to be marketed by this company was SERVIOLA red wine followed by products under the brand name BROLIO that were imported from Germany. This company works with other brands apart from Broli which are ARMANTI AND BOB'S. It produces a wide range of products like spaghetti, mayonnaise, chocolate, sardines, coffee powder milk and new in the family is Milk . Our main focus for our campaign is Broli milk. This chapter will bring us to the communication problem and how to target it so that our product is easily known by the general public.

## COMMUNICATION PROBLEM

**Attempted Problem statement: How can I make my target aware of my product in the market**

## ADVERTISING OBJECTIVES

- ❖ **Cognitive: (to inform)** increase the awareness rate of my product to its target from 3 to 35% within a period of 3 months
- ❖ **Conative:** Push to action  
Push the target public have a +35% love for my product within a period of 3 months

## AND MEANS

- Principal target: mothers from 20 – 50 years
- Heart target: children from 5 – 15 years
- Secondary target: retailers of milk

## MEANS OF COMMUNICATION

- 1) Mass media
  - Principal media: Television
  - Secondary media: billboards
- 2) Outdoor media
  - Sales point promotion and merchandising

## CREATIVE MODEL

We will use creative the “Creative Work Plan” CWP of Young and Rubicam (R&R) to conceive our campaign messages. The following justify why we adopted this creative model: simple, specific, durable, advertisable.

Creative Work Plan Creative

BRAND: BROLI

CATEGORY: Whole milk

DATE: November 2019

- 1) **Key fact** : Whole milk has been known for its nutritive values for years due to its presence of low fats and sugar rates but also rich in calcium and protein
- 2) **Consumer problem that advertisers must solve**: consumers are unaware of the presence of Broli milk
- 3) **Advertising objectives**

**Principal objective**; Cognitive (to make known) - create a degree of awareness to its public from 5-25% in 3 months.

**Secondary objective**; Conative (to make purchase) - to push people to buy the products from 3- 20% in 3 months

- 4) **The Creative Strategy**

- a) **The prospect/target** : a child who believes in the value of milk as a strong support for his growth
- b) **Principal competition**: NESTLE
- c) **The key consumer benefit**: provides your child with strength and formation of strong bones
- d) **The reason why** ‘ contains proteins and calcium

## ELEMENTS OF THE CAMPAIGN

### Poster composition

**Hadline** At the headline we have the presentation of the the logo of the enterprise BROLI .because we want that the product enterprise should be recognized

**Body copy:** The message that will be written on the poster will be as follows: *every sip is refreshing*

**Baseline :** the baseline will be the logo of Africa Food Distribution

### Elements of the poster

- **Linguistic elements (Messages)**
  - i. Body copy: every sip is refreshing
- **Plastic elements (Images, Colours)**
  - ii. Background scale: it's a mixture of pink, sky-blue and white
  - iii. Pack shot of product: all flavours of Broli milk and the whole milk in front since its principal product
  - iv. Other images: an drawn image of two kids, boy on the left and girl of the right , a splash of milk .
  - v. Colours: white which signifies purity, pink is a feminine colour which signify sweet, nice playful, sky-blue which represents loyalty and confidence it can also signify refreshment red signifies energy and boldness
- **Iconic elements**
  - vi. Logo: of BROLI and Africa Food Distribution

### VIDEO SPOT (20 sec)

#### Synopsis

It is an animated video spot that starts with showing a bottle of milk and giving its general value, the bottle then opens and we see the nutrients being put inside the milk and the bottle locks itself. There after we see the bottle rolling showing how broil milk works on your body and the compliment it is best used for. After this phase the bottle is still for a moment which will

## Professional realisation: Launching Campaign on BROLI Milk

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illustrate its irresistible taste and texture. Last phase will show us the other flavours of the milk popping up illustrating their uniqueness too.

Table 7 storyboard

Number of phases	Plan description	Scale of plans	Sound and voiceover	shooting
	An empty bottle of milk is seen	American plan (gros plan)	Milk has been long seen as a healthy drink <i>Jingle</i>	Focused on the bottle of milk
	Nutrients are now being poured inside to form broli milk	Overall plan (plan d'ensemble)	Brolu milk is naturally rich in calcium and protein  <i>Jingle</i>	Camera fixed on the various nutrients entering the bottle of milk
	The bottle cocks itself and starts spinning	American plan (gros plan)	Which makes your body strong and healthy <i>Jingle</i>	Camera on the rolling bottle
	The bottle is now seen not to be moving again	American plan (gros plan)	This delicious milk is the ideal complement for your breakfast <i>Jingle</i>	Camera on the bottle
	The bottle opens and closes back	American plan (gros plan)	Hmmmm... it has an irresistible taste n rich texture <i>Jingle</i>	Camera fixed on the bottle of milk
	The four other flavors of the milk pop up	Close plan (tres gros plan)	It comes in different flavors of strawberry, chocolate, banana and vanilla which each having an enticing taste that will you want more and more <i>Jingle</i>	Camera on the various flavours of the milk
	Advertising poster	General plan	With BROLI milk every sip is refreshing	Camera fixed on poster

**BROADCASTING STRATEGY**

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### CHOICE OF MEDIA

This section of our work will define the media which we are going to choose for our campaign. The media we selected are; Television, Billboards and Internet. The criteria we used for the choice of media are:

- The media's ability to reach the target from a digital point of view.
- The media habits of consumers
- The specific media vehicles
- The media should have a wide audience coverage including the supposed targets chosen.
- The ability of the media to reach the target effectively The capacity of media to broadcast the message in its entirety.

### CHOICE OF MEDIA SUPPORTS

The choice of our media supports will be categorized by the qualitative and the quantitative form of our media vehicle.

#### Qualitative Criteria

- **The legal state of the media:** the media vehicle has to be legal
- **Editorial Content:** this characteristic permits us to select our support by evaluating its broadcasting content which the target has some interest.
- **Advertising Context:** this aspect helps us to analyze the traffic of adverts that are found on the media vehicle chosen.
- **Technical Context:** the media chosen should broadcast the advertising message without any hindrance.

#### Quantitative criteria

Coverage rate: the media should be able to reach a large number of people

Economy scale: the media carrier chosen should be able to reach a thousand people at a minimal cost

Affinity : the selected media should have close proximity with the audience

Table 8 evaluation of carriers for tv

Criteria	Description	Support/carrier	Score rating
Redaction comtext	<ul style="list-style-type: none"> <li>• Its channel must be legal and existent</li> <li>• The editorial line should correspond to the center interest of the public who are in contact with the channel</li> <li>• It should be credible</li> </ul>	CRTV	+++ (good)
		Canal 2	++++ (very good)
		STV	+++ (good)
		Boomerang	+++ (good)
		Novelas	+++ (good)
Advertising context	<ul style="list-style-type: none"> <li>• The nature of message found on this carrier has to be the same as our message</li> <li>• The advertisers of this carrier should have a certain prestige</li> <li>• Freedom of a variety of spaced</li> </ul>	CRTV	++++ (very good)
		Canal 2	+++ (good)
		STV	++ (medium)
		Boomerang	+(poor)
		Telenovelas	+++ (good)
Technical context	<ul style="list-style-type: none"> <li>• Good sound quality</li> <li>• Good transmission quality</li> <li>• Good reception to target</li> </ul>	CRTV	++++ (very good)
		Canal 2	++++ (very good)
		STV	+++ (good)



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		Boomerang	++(medium)
		Novelas	++++(very good)

Retained carriers Canal 2, CRTV ,Novelas and Boomerang

Table 8 evaluation of carries for poster

Criteria	Description	Channel	Score/ rating
Advertising context	<ul style="list-style-type: none"> <li>The advertising sales broker should authorized to commercialize space in the toen or council area chosen</li> </ul>	Media plus	++++
		Global	++++
		Opti media	+++
Editorial focus	<ul style="list-style-type: none"> <li>Designated media carriers implanted by the broker choosen should meet the technical specifications defined by the council area</li> <li>Allow for broadcast renewals by advertisers</li> </ul>	Media plus	+++
		Opti media	+++
		Global	++
	Have standard dimensions of billboards solicited implanted in zones chosen Have regular maintenance plan for billboards implanted	Media plus	++++
		Global	++
		Opti media	+++

**Table 9 GENERAL MEDIA PLAN**

MEDIA	CARRIE R	NUMBER OF PLACEMENTS	PERIOD		
			DECEMBER	JANUARY	FEBRUARY
MONTHS					

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OF CAMPAIGN														
TELEVISION	CRTV	50												
	CANAL 2	75												
	NOVELAS	25												
POSTER	YAOUNDE	5												
	DOUALA	5												

Table 10 Tv placement

Carrier	Coverage	Programs	Hours	Type of program	insertions	Total spots
CRTV	National	Tam tam weekend	2pm 4pm(sunday)	Entertainment	10	50
		Cameroon calling	5:30am -9am (Tuesdays and thursdays)	Informative/entertainment	10	
		Series	8pm(Monday to sunday)	Entertainment	20	
		Before evening news	8:30pm(Monday to sunday)	Informative	10	
Canal 2	National	Djambo	2pm – 4pm(sunday)	Entertainment	11	75
		Series	8:30pm(Monday to sunday)	Entertainment	30	
		Canal martin	6:30am- 8:30am(Monday to sunday)	Entertainment	15	
		Before evening news	8pm(Monday to sunday)	Informative	19	
Novelas	Pan African	Telenovelas	8pm weekdays	Entertainment	25	25

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Boomerang	Pan African	Cartoons	7pm weekends day	Entertainment	10	10
<b>Total</b>						160

Table 11  
Media plan for poster

Carrier	Designation	Quantity	Unit Price	Cost Amount	Campaign Period
<b>Media plus</b>	Douala 6 x3m	5	270,000 FCFA	1,350,000FCFA	3 MONTHS  December-February.
	Douala 4x3m	10	190,000 FCFA	1,900,000FCFA	
<b>Opti media</b>	Yaoundé 6x 3m	5	270,000 FCFA	1,350,000FCFA	
	Yaounde 4x3m	10	Yaoundé 4 x3m	1,900,000FCFA	
TSP 3%					
			<b>TOTAL</b>	<b>4,657,000</b>	

Table12 media plan for internet

Media	Media vehicles	Mont hs	2019				2020							
			December				January				February			
		week s	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4
Interne t	Facebook(Broli official)													
	Instagram													
	Twitter													

Table 13 out door media

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ACTIONS	CAMPAIGN PERIOD												
	Month	DECEMBER 2019				JANUARY 2020				FEBRUARY 2020			
	Week	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Direct Marketing													
Merchandising													
Trade Marketing													
Animation of sales points													
(PLV) Advertising at sales point													

## CONCLUSION

All in all, we have reached the tail end of our project which consisted of uplifting a product or service, or social situation by identifying a problem and take adaptable measures which are solution orientated guided by a marketing strategy, communication strategy, creative strategy and final stage of a broadcast strategy. We had as product Broli milk after having done a market study we had as results that the product is still new and therefore we engaged on a launching campaign, solving the problem of awareness and product visibility. Our work proceeded from an advertiser's brief and problem identification with solution orientated measures. All these are done with the intention of obtaining a professional degree in communication and information science precisely in the Advertising field. This document was elaborated solely by the author however documentary researches, case studies, surveys, interviews and questionnaires were taken into consideration towards the completion of this document and project. We face major challenges and we believe that the document still has some loopholes, therefore from the criticisms, observation and remarks we shall get future adjustments shall made for subsequent adoption and implementation. It's on this note that we come to the end of our project and as we patiently await, we solicit favourable feedback pertaining to time and energy employed towards the realization of this document.

## **BIBLIOGRAPHY**

- ✓ Courses : Fondamental Marketing, Communication Strategy et Creative Strategy, Broadcasting strategy, semiotics of Advertising, Audio Sofwares, Video Softwares.
- ✓ Marketing management
- ✓ Annual statistic of the importation of powdered milk (ACDIC) of 2013
- ✓ Business in Cameroon Magazine

## **PAST INTERNSHIP REPORTS**

- MDZEKA Guillaume written and defended December 2018 on VICALAIT
- YANCHE Mary-Joyce written and defended on the product maggi arome tablet December 2018
- FON Noel written and defended December 2018 on CASVITA fufu

## **WEBOGRAPHY**

- [www.africafooddistribution.com](http://www.africafooddistribution.com) 20<sup>th</sup> -23<sup>rd</sup> October 2019
- [www.businessincameroon.com](http://www.businessincameroon.com) 30<sup>th</sup> October 2019 at 7:30pm
- [www.hoovers.com](http://www.hoovers.com) 4<sup>th</sup> November 2019
- [www.carrefour.fr](http://www.carrefour.fr) 5<sup>th</sup> November 2019
- [www.amazon.com](http://www.amazon.com) 9<sup>th</sup> November 2019 at 5am
- Label cameroun-wordpress.com 10<sup>th</sup> November 2019 at 5am
- [www.tridge.com](http://www.tridge.com) 11<sup>th</sup> November 2019 at 9pm

ANNEXS

ANNEX 1 Questionnaire

ANNEX 2 Brief annonceur

ANNEX 3 A 3\* 4 poster

ANNEX 4 A video spot

**Annex 1: Questionnaire**

**RESEARCH QUESTIONNAIRE.**

*Within the framework of our Defense in the Advanced School of Mass Communication, which is a school requirement towards obtaining a degree in mass communication, we are called upon to carry out an advertising campaign on a product of our choice. In order to carry out this assignment we need some information about the yogurt in Cameroon. We hereby request you to answer the following question to facilitate our research. It will take some minutes of your time. The information you provide will be treated anonymously and confidentially.*

*Place a tick (✓) in boxes provided*

**General information about respondent**

Gender:     Male             Female

Occupation: Worker             Unemployed

Age group:     up to 18             19-25             26-40             41-55             55+

Status:         Married                     Engaged

**Respondents Attitudes, Reach and Awareness**

Do you like advertisement?     No             Yes

How much time do you spend on?

TV movies     <1hr             1-2hrs             2-3hrs             3-4hrs

Internet (social media)     <1hr             1-2hrs             2-3hrs             3-4hrs

Magazines             <1hr             1-2hrs             2-3hr             3-4hrs

Do watch TV or listen to the Radio commercials during commercial breaks?    No             Yes

**Ad Recall**



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Which is last yogurt advert you watch/read? Which brand (product) was it? Respondents Preference and Purchase decision

What mode of advertising influences you to buy whole milk?

Magazine advertisement       Friends and relatives       TV commercials       online

Which brand of whole milk do you frequently buy (consume)?

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At what frequency do you purchase/buy whole milk?  Weekly       Monthly       When thirsty       Daily     

Which is your most preferred brand?

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Amongst the following brands of bottled milk which do you know

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### Respondent's awareness of Broli milk

How familiar you with the brand Broli ?

Never heard about it       I am aware but have never bought their product       buy its products somrtimes       buy its product regularly

Do you know the product Broli milk?      Yes       No ( no end here please)

How did you get to know about Broli milk?      Via sales persons      via a friend  
via media

What is your favourite flavour and why do you prefer this flavour? \_\_\_\_\_

What do you think about the price?       Accessible       Expensive

Can you recommend this product to another person?  Yes  No

**Thanks for your time!**

## ANNEX TWO ADVERTISERS BRIEF

### AFRICA FOOD DISTRIBUTION

#### 1) HISTORY

Africa Food Distribution was founded by a young hardworking man Mr. HELLE Evariste. He began first started with the exportation of used vehicles to Cameroon then created his own company (Transport and Service unit) specialized in the transport of goods throughout the country but he due to the dishonesty of his partners he decided to withdraw himself hence abandoning the food industry to the food industry. The first imported product to be marketed was the SERVIOLA red wine followed by BROLIO brand products imported from Germany. Unable to comply with the requirements of its foreign partners he saw it unfavorable so and needed to be diversified, so he broke all ties with them to create his own brand under the name Broli and this is how the Africa Food Distribution company was born in 2004. The same year marked the entry in the portfolio of a range of products under it like ARMANTI. The following years marked gradual openings in several representations Yaounde(2005),Bafoussam,(2006), Southwest(2007), Edea(2008) north(2009), and BERTUOA(2010).

#### 2) MISSIONS

AFD seeks to provide significant benefits to its key partners and provide consumer solutions to food.

#### 3) VISIONS

AFD has as mission to bring into the Cameroon market average Cameroonian products so everyone can be able to purchase and also it aims to be the of the agri-food sector in Cameroon and even in the central African sub region

#### 4) VALUES

**Accountability:** the permanent concern is to leave each employee author and actor of his development and its professional performance

**Equity:** AFD refuses to take advantage of the cooperation of others without fair compensation. Thus each fair return on the condition of valuation its contribution

**Hard work:** slackers have no in the organization. At all hierarchical levels, the commitment is palpable: hours of non-accounting work such as field work.

**Integrity:** as a professional in the company you need to possess character traits such as honesty, positivism, permanent focus, support to others and the list continuous.

### 5) OUR ACTIVITIES

Import through a vast network of suppliers and in the concern of the permanent quality. we import products marketed from several countries such as Holland, Brazil, Spain, china, France, Italy Malaysia, Turkey and Morocco. Distribution is done through out the national network. From east to west from north to south , and even in the sub-region of Central African republic with the recent penetration of the Gabonese market and very soon that of Central African Republic. Our sales of product is aimed at all levels of society. As a result we are present in the traditional markets as well as the prestigious market.

### 6) OUR BRANDS

The leading brand we have is BROLI



We also have the second brand with has notoriety which is ARMANTI, and the last brand we have is the BOB'S brand

### 7) PRODUCT :

Our product is Broli milk, a whole milk with five different flavours including whole milk and different other ingredients like sugar, stabilizer, acidity regulator, flavouring(banana, strawberry, chocolate, strawberry and vanille)

**8) PRICE**

A bottle of 480ml is sold at 700fcfa

**9) OBJECTIVES**

Principal objectives

To make a 35% increase of awareness of our product to its target in three months

Secondary objective

To make our target love our product at an increase rate of 30% in three months

**10) TARGET**

Principal Target: mothers from 20 – 50 years

Heart target : children from 5 – 15 years

Secondary target: distributors of milk(supermarkets, provision stores)

**11) MEANS OF COMMUNICATION**

- **Media means**

Television (principal)

Poster (assisted media)

Internet (assisted media)

- **Out-door media**

Sales promotion

Mechanizing

Direct marketing

**12) CAMPAIGN DURATION**

The campaign will run as from December 1<sup>st</sup> 2019 to February 29<sup>th</sup> 2020

**13) BUDGET**

The budget allocated to this campaign is **26,995,000FCFA**