

Πλούσια γεύση.
Λιγότερα λιπαρά.*

Μμμ... Μίλα μου για Milner!

*Σε σχέση με τυριά Gouda πλήρη σε λιπαρά

MILNER[®]
Πλούσια γεύση... Λιγότερα λιπαρά

MILNER
Activation Brief
15.11.23

Milner is one of the strongest & most salient brands of Yellow H/SH Cheese market...

2nd brand in penetration following NOYNOY

The undisputable leader of the Yellow Low-fat



Clearly owner of the 'Wellness' territory

Unique 'rich taste with less fat'

... introduced in the 1997, creating the Low Fat category...



Ξένοιαστο καλοκαίρι με τυρί MILNER

...positioned as the **only** cheese proposition combining **Low Fat with Rich Taste**, for those on diet seeking for a balanced nutrition!

...having nowadays a concrete portfolio with Hero SKUs



Slices 300gr



Wheel 12kg



Loaf 3kg

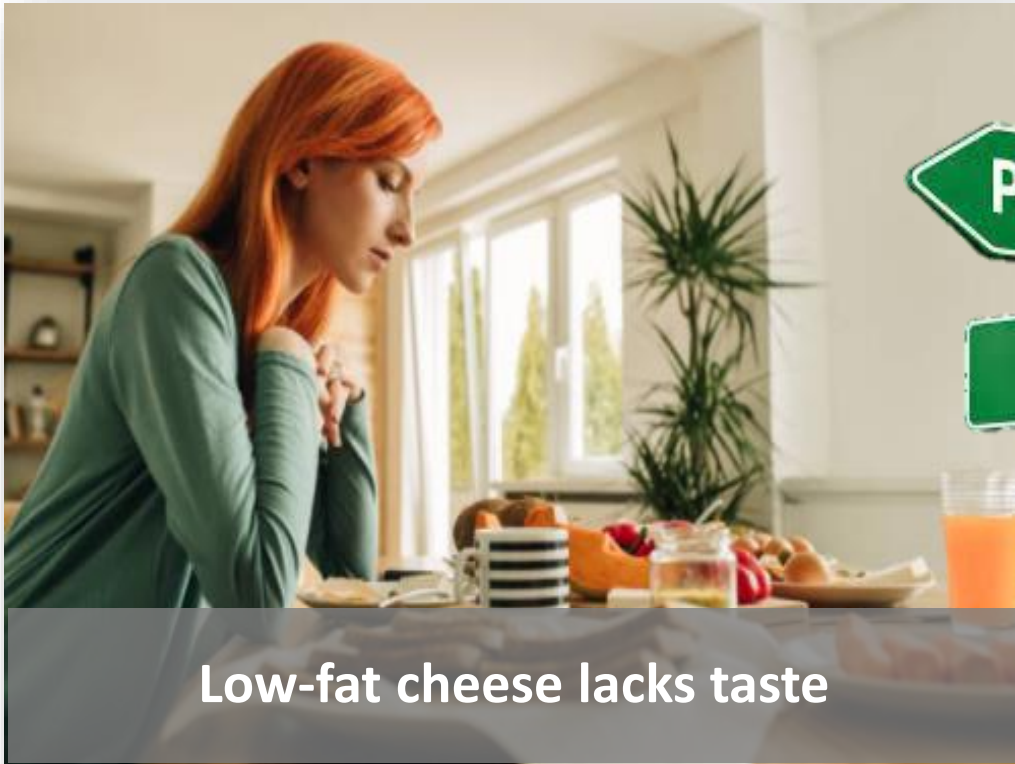
...since Milner is not just a Low-Fat Cheese...



...it is a category of its own!

The aim is to “break” the myth behind low fat cheese perception...

...following a blind consumers research...



...therefore, we conducted a blind taste test to
500 consumers...



...that verified Milner's rich taste with tangible facts...

Bold!

Memorable!

Unique!



The central graphic features a large orange '71' with the Greek word 'ΣΤΟΥΣ' (Stous) written in white on a dark blue horizontal bar across the bottom of the numbers. To the right of the '1' is a circular image of a Milner cheese wheel with a slice cut out, showing the cheese's texture. Below the '71' and the cheese image is a yellow speech bubble containing the Greek text: 'που δοκίμασαν Milner σε τυφλή δοκιμή είπαν ότι έχει πλούσια γεύση όσο ένα τυρί Gouda πλήρες σε λιπαρά!' (who tasted Milner in a blind test said it has a rich taste as much as a full-fat Gouda cheese!).

Credible!

Tangible!

Distinctive!



...skyrocketing Milner's rich taste...



...in a **different, modern and unique way**...

...'Taste Testimonials'



... through the **blind taste experience** of consumers...



...appealing to both Full-Fat & Low-Fat users





Milner Activation

The Brief

Engage consumers with a physical activation, communicating in a tangible and memorable way:

- Milner's rich taste
- "7/10" RTB

Propose:

- Activation idea (should be linked with the communication idea (one platform))
- Engaging mechanism (tastings is a must)
- Applicable for both Outdoor and In store
- Communication touchpoints (can be more than physical)

Target audience: Progressive people (mainly women), who make positive changes and conscious choices in their lives, for themselves & their beloved ones

