



PEPTTEIN



Brand history

PEPTEiN is the **1st brand** in functional drink market that offer brain benefit since 2007

2007-2016



Bombarded with communication

“อยากเป็นหมอ”



2017 to now



Relaunch brand with new positioning & packaging design

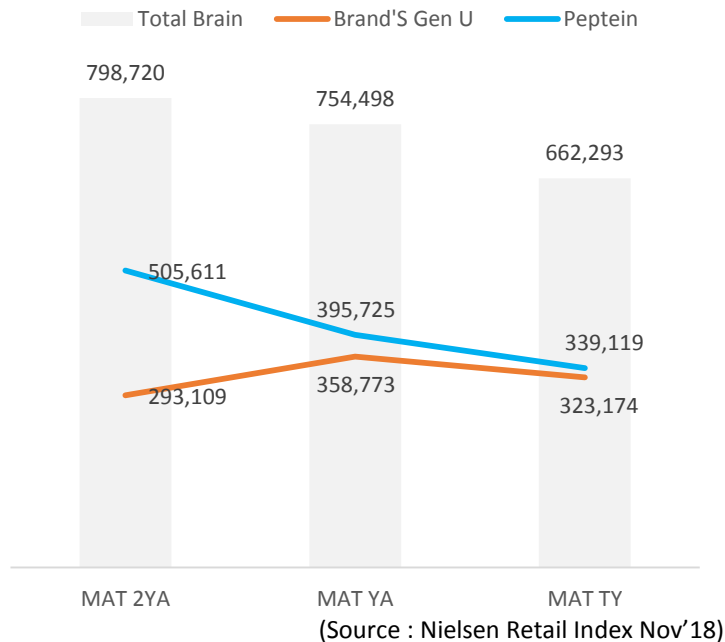


PEPTEiN current situation

PEPTEiN is No.1 in brain Platform

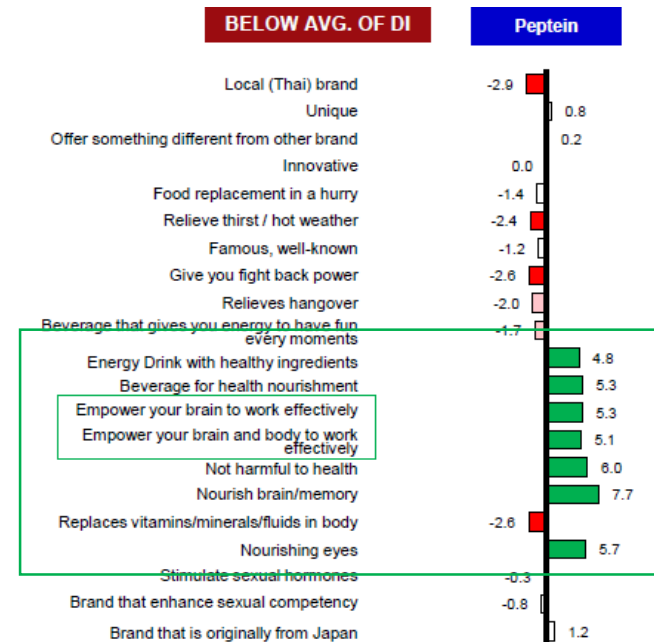
Brain platform is declining because there is no excitement (no NPD) in this market

Brain category movement (Nov'18)



PEPTEiN brand still has a strong attribute in nourishing brain & body (and nourishing eyes)

Peptein brand is well-established as brain nourishment product since 2007 (with heavy communication with student) until now

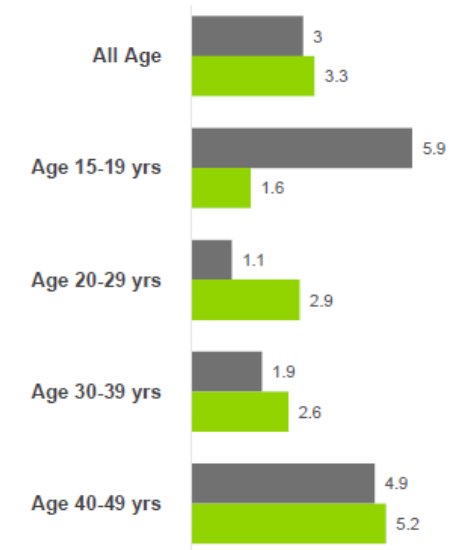


(Source : Nielsen Brand Tracking Q3 Report)

PEPTEiN can recruit more users in age 30+ YO

The real users of peptein is not student but it's 30+ YO users!

Q3 2017 VS Q3 2018



(Source : KWP Q3 Report 2018)

A large group of graduates in caps and gowns, viewed from the back, filling the upper half of the image. The image is semi-transparent, allowing the text to be visible over it.

MINOR TARGET: UNIVERSITY STUDENT

A group of office workers in silhouette, sitting at a long table in a modern office with large windows overlooking a city skyline. The image is semi-transparent, allowing the text to be visible over it.

EXPAND TO NEW TARGET: OFFICE WORKER

OFFERING NEW BENEFITS AND EXPAND TARGET GROUP TO OFFICE WORKER



Who look for a drink that help nourish their brain and eyes and to function at optimal level

Added
Vitamins



Better
Taste



Easy
to drink



ใหม่

เปปทีนพลัส

「ดื่ม เปปทีนพลัส ทุกวัน」

大豆ペプチド
ชอย เปปไทด์



วิตามินเอ สูง
สูงช่วยในการมองเห็น



วิตามินบี12 สูง
มีส่วนช่วยในการทำงานของ
ระบบประสาทและสมอง

0%
น้ำตาล



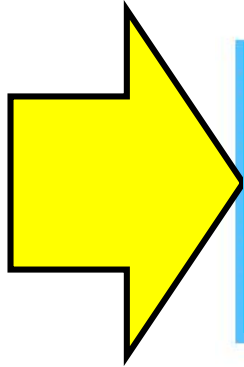
ควรกินอาหารหลากหลายครบ 5 หมู่ ในสัดส่วนที่เหมาะสมเป็นประจำ



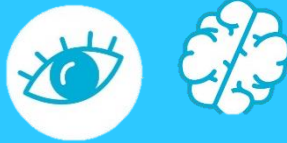
INTRODUCING NEW CAMPAIGN

From target insight.....

They work very hard due to long time of concentration and focus in front of multiple-screens where they spend more than 8 hours a day. Their eyes are continuously strained by blue light and their brain gets tired from lots of time spent concentrating. After some time their eyes and brain get tired easily so they can't perform the way they want.



BLUR situation



To Campaign tagline.....



DIGITAL

ส่องเบลอ หรือตาเธอไม่ชัดเจน

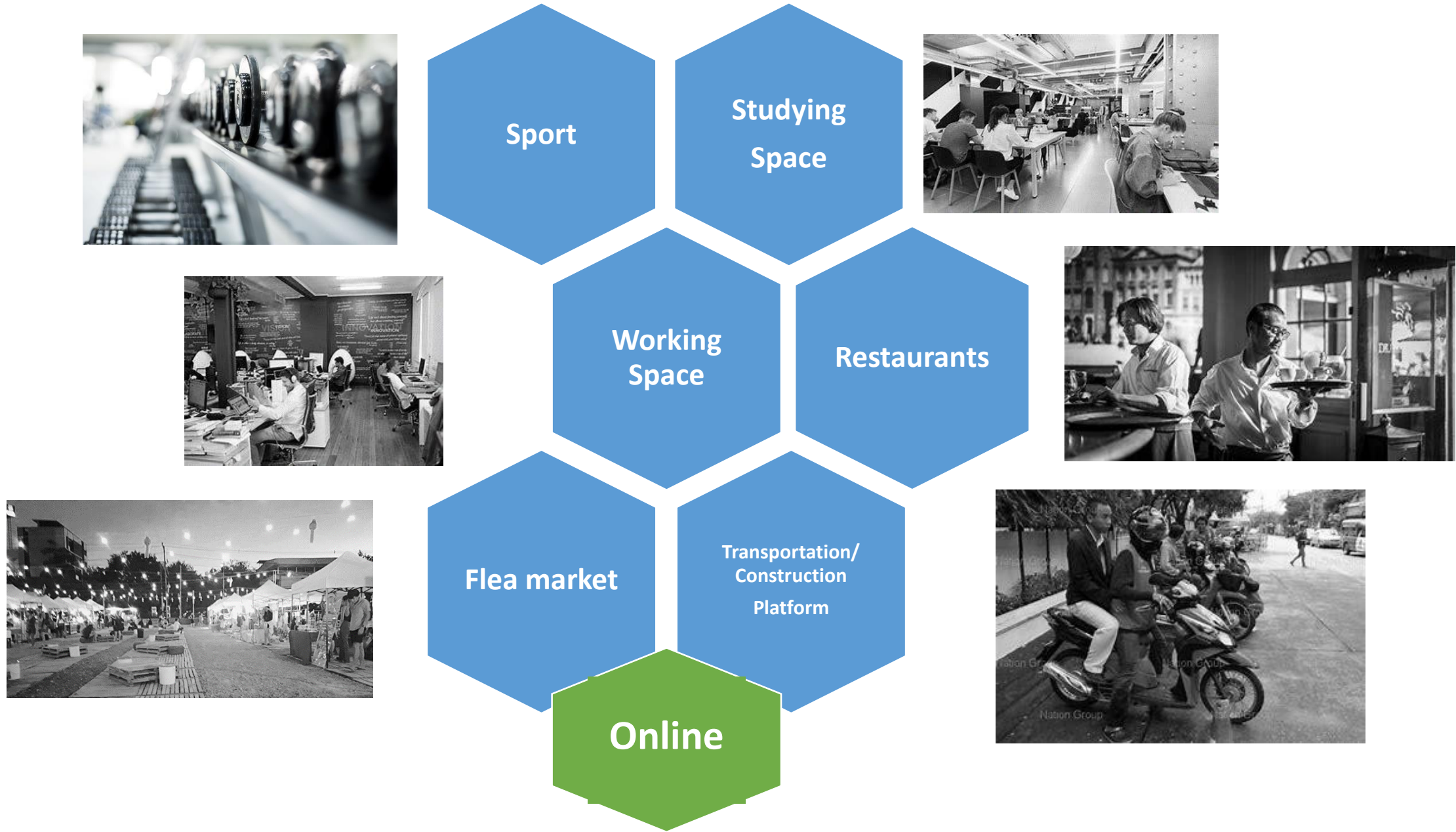
ดื่ม เปปทีนพลัส ทุกวัน

START : 16 MAR 2019

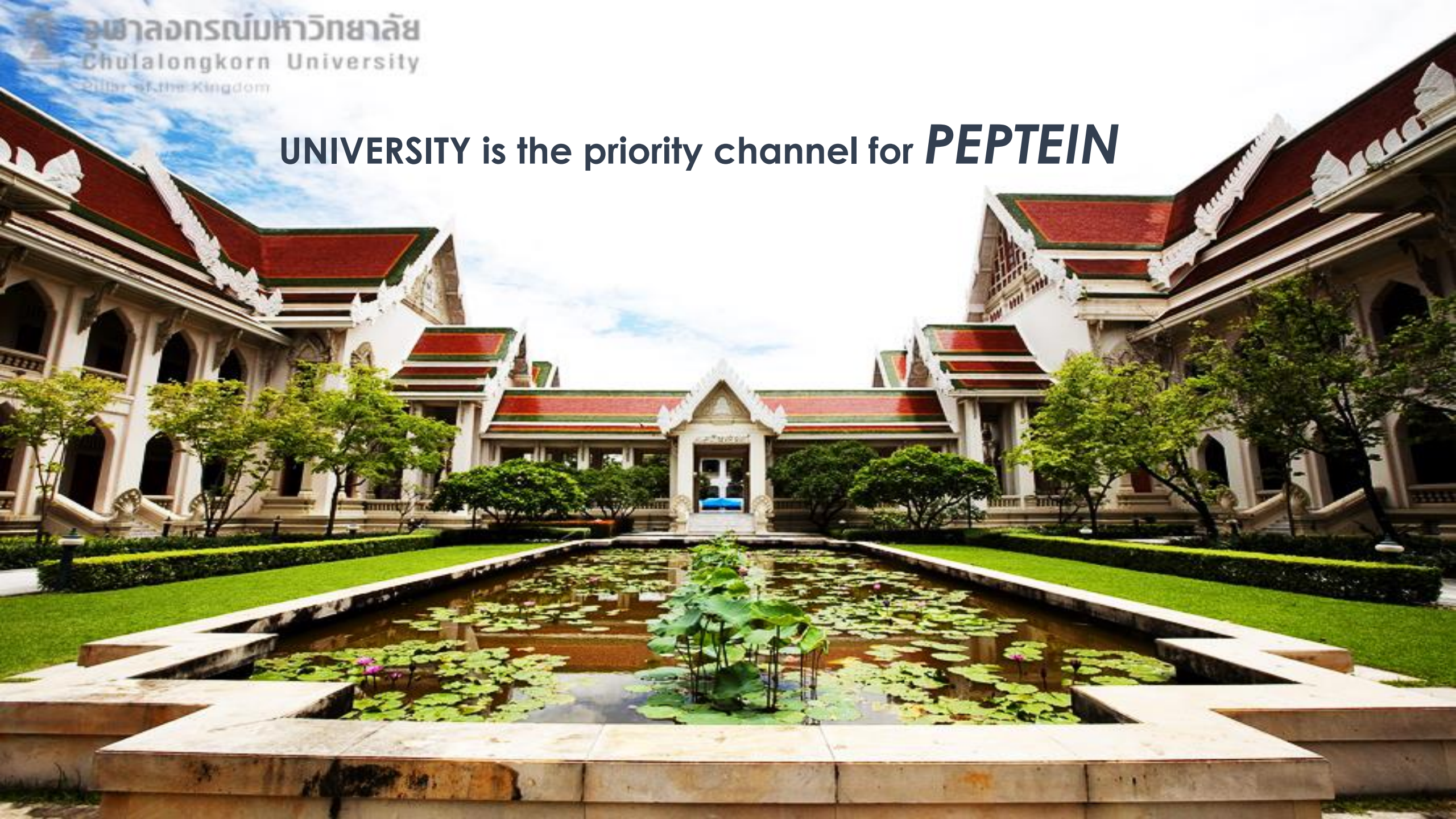


SAMPLING ACTIVITY

New Channel Opportunities



UNIVERSITY is the priority channel for **PEPTEIN**



HOW CAN WE



BUILD EXCITEMENT

CONNECT

BE TOP OF MIND



UNIVERSITY STUDENTS

WE NEED



INSIGHT

CAMPAIGN IDEA

IMPLEMENTATION PLAN

FROM



UNIVERSITY STUDENTS



