



Chococrisp

Indulge

Harmony in every bite



WHAT IS CHOCO CRISP?

Mision and Vision

To provide consumers with a distinctive snacking experience through gourmet indulgence. We achieve this by offering a unique flavor experience that combines farm-fresh Colombian potatoes with the finest Swiss chocolate.



Introducing

A novel fusion snack that caters to your diverse taste preferences, eliminating the need to choose between sweet and salty. With our product, you can enjoy the best of both worlds.

Prepare to be captivated by our distinctive and eye-catching packaging, enticing you to try our irresistible product.

Brand Identity

Name

Chococrisp

Tagline

Harmony in every bite

Logo



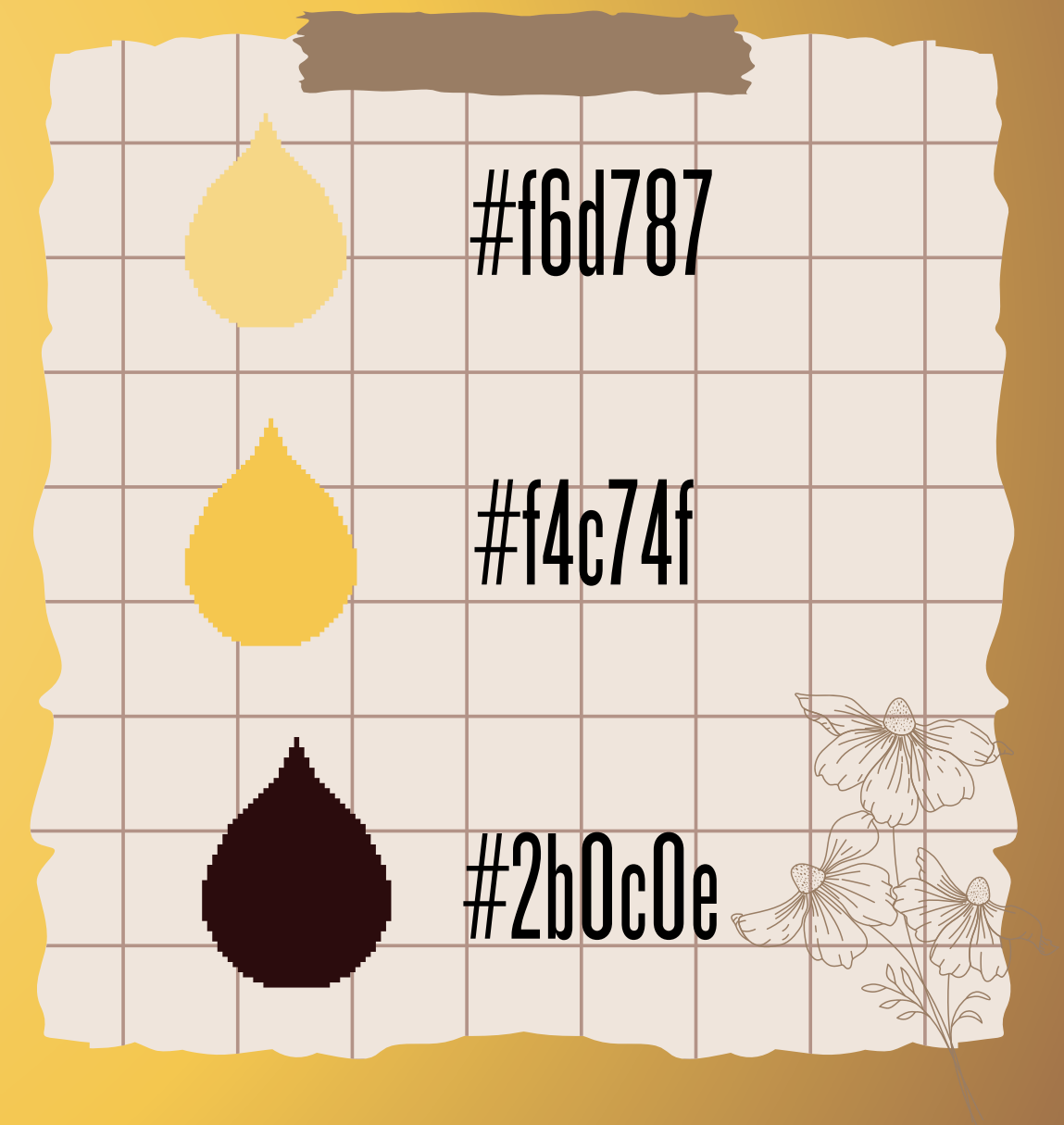
Typeface & Colour Palette

Aa

Knockout Flyweight
(Regular)

Aa

Vintage Goods
(Regular)



Sonic Identity



Our curated musical selection embodies exclusivity, resonating with the refined experiences we create for our consumers.



A dynamic background featuring a large, artistic splash of dark chocolate. The splash originates from the top left, with several thick drips falling down. In the center, a more complex splash erupts, with a chocolate-covered wafer or cookie partially submerged and surrounded by smaller droplets and splatters. The overall color palette is warm, with various shades of brown and tan.

Unique Selling Point

Aligned with Contemporary Trends

Appealing to Young Consumers

Innovative Flavor Fusion

Affordable Indulgence

Beyond Conventional Snacking

Quality Ingredients

Snack on the Go

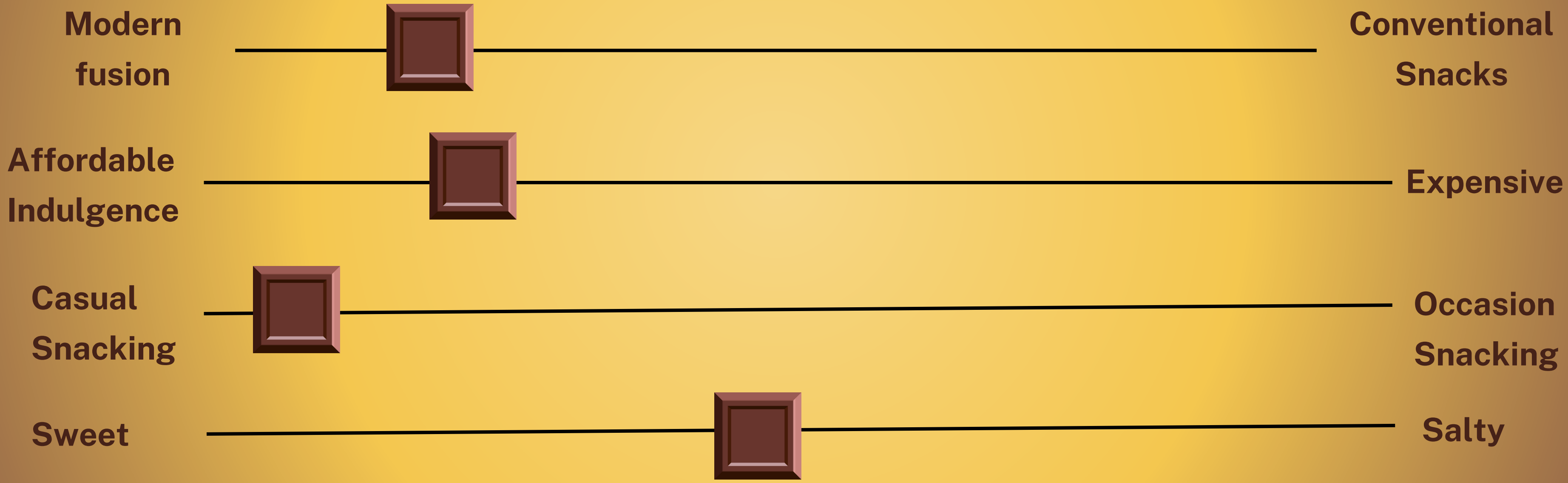
Positioning Statement

Chococrisp Indulge

*"A blend of sophistication and affordability, crafted for
those who seek a delicious break from the ordinary"*



BRAND POSITIONING



CONSUMER INSIGHTS

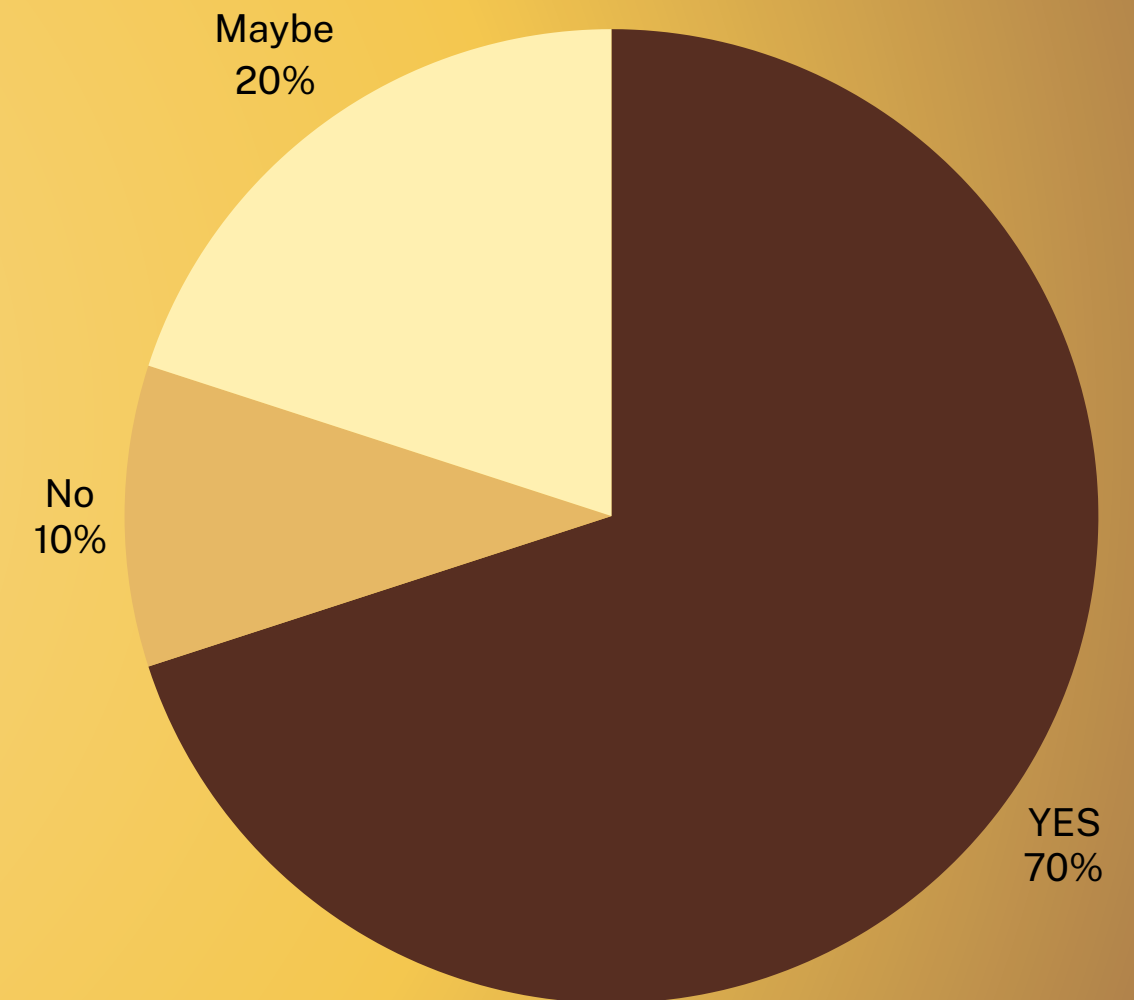
Keep up with Fusion trends

Gourmet and Premium Appeal

Craving for Novelty

New Gifting option for occasions

Experimentation



TARGET AUDIENCE

Psychographics

Fun-loving
Experimental
Social
Curious



Young
Student or Working
Moderate disposable
income
Urban and Semi-urban

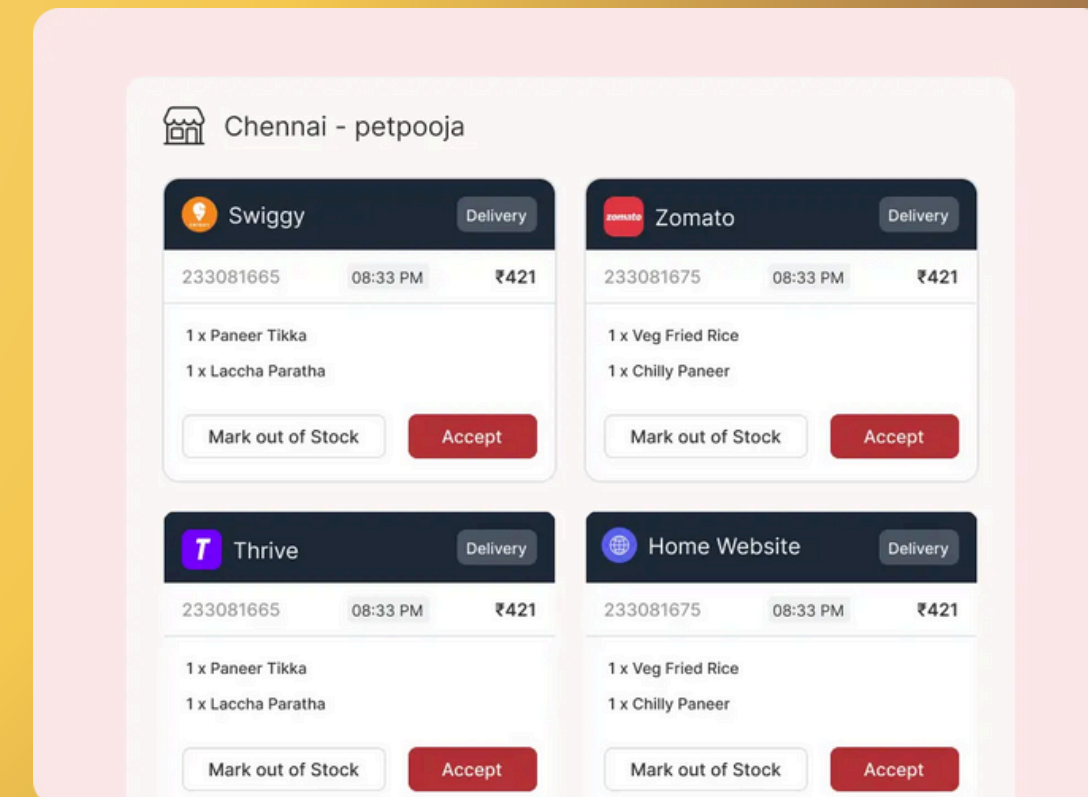
Behavioural Patterns

Likes to munch on chips
while

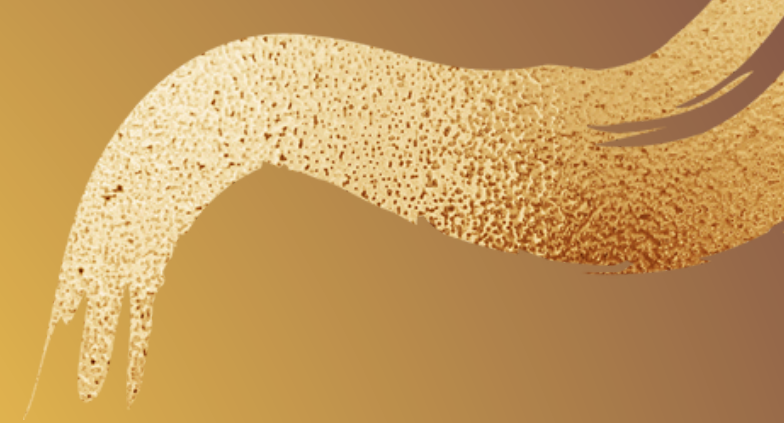
- watching shows
- studying
- hanging out with friends

Buys chips at least once
a week, as a convenient
snacking option

HOW WILL WE GET TRIALS?



CELEBRITY ENDORSEMENT



Why Them?

Brand Alignment:

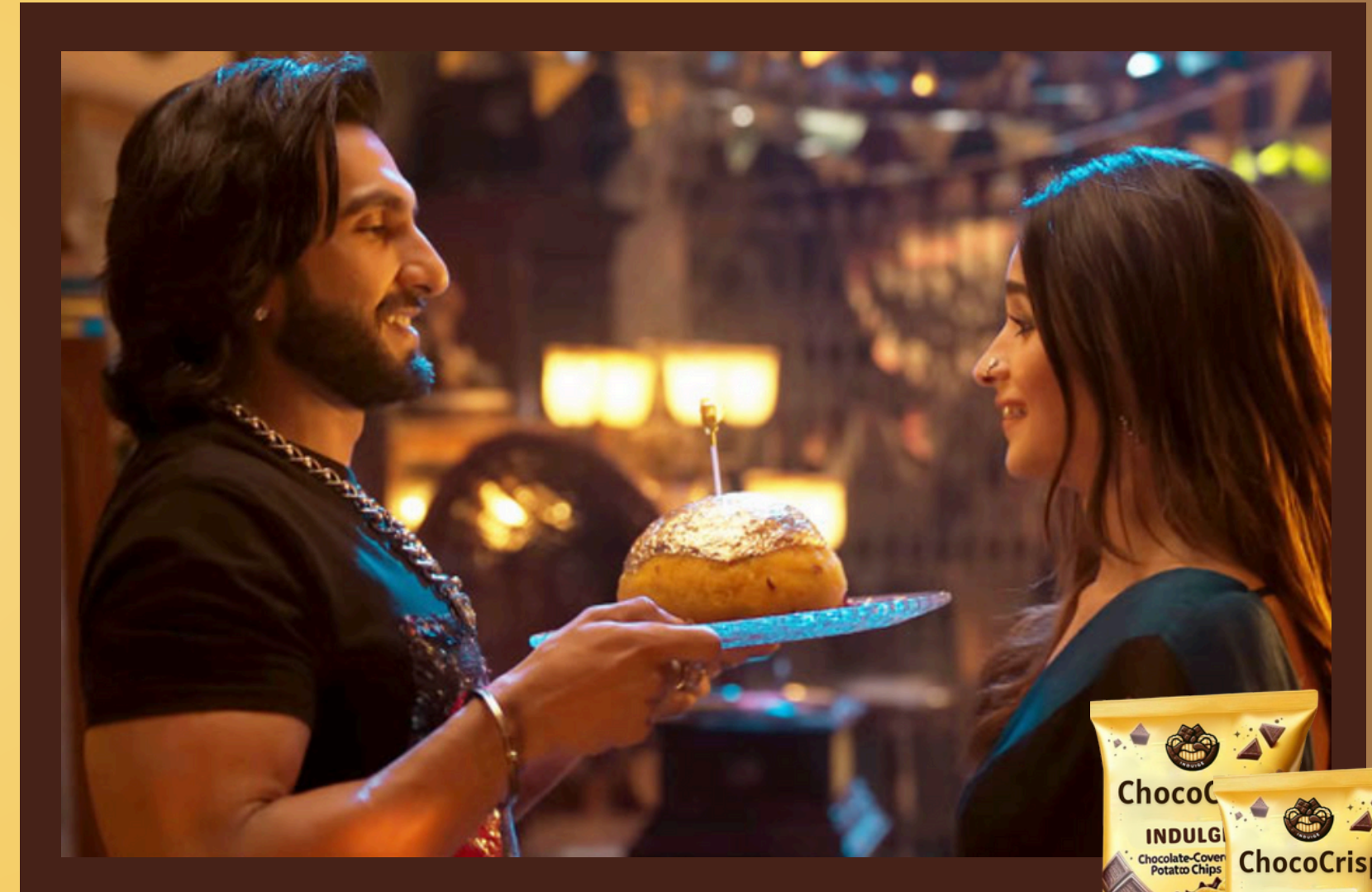
Youth Appeal

Popularity and Relatability

Positive Image

Influence on Purchase Decisions

And because, they are the perfect blend of Sweet and Salty, just like our chips



Alia Bhatt & Ranveer Singh



CELEBRITY ENDORSEMENT

“Celebrity endorsement helps increase sales in the short term and brand awareness in the long term”

-Steven Olenski
(Forbes Contributor)

Why Celebrity Endorsement?

- New and Unfamiliar Product
- Relatability
- Greater Reach
- Gain Popularity and Loyalty

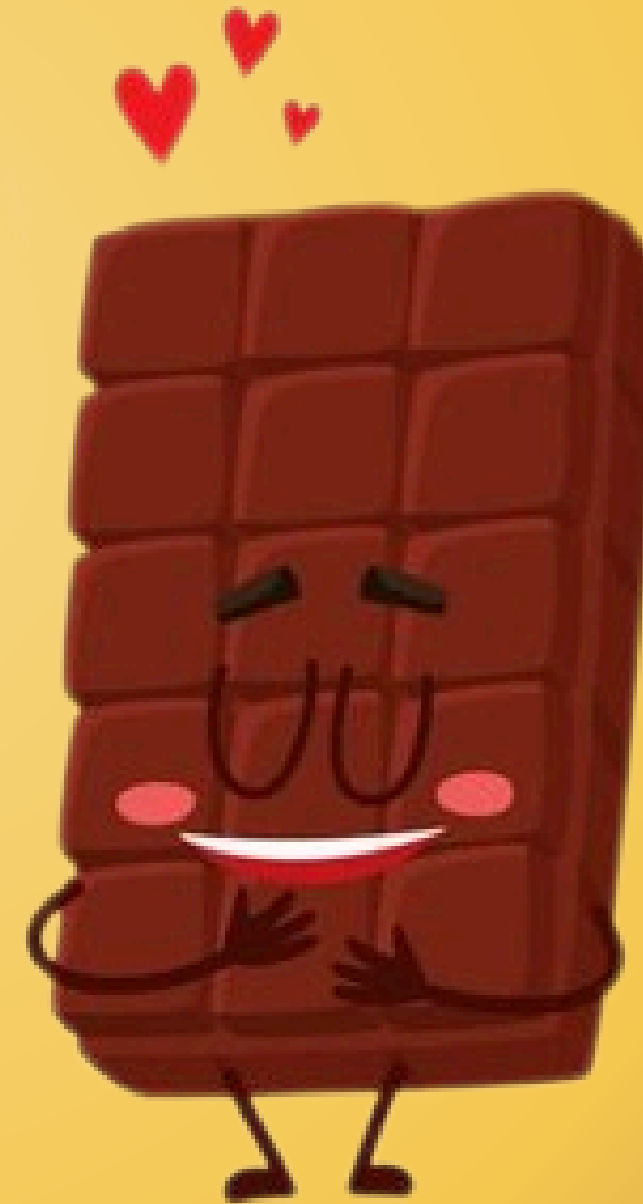


ADVERTISEMENTS

*Highlighting the harmony of contrasting flavours
to induce brand recall*



I Potato you!



I lava you!

ADVERTISEMENTS



ADVERTISEMENTS



CREATING NEW RITUALS

What do we want to change?



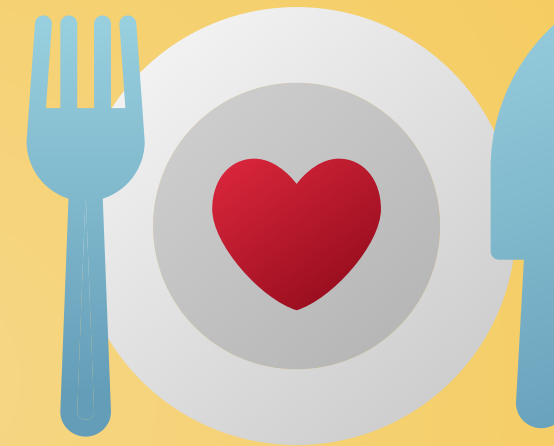
Snacking Rituals

"Snack time is ChocoCrisp time: because every moment deserves indulgence!"



Movie Hall Munchies

"Movie magic in every bite: ChocoCrisp Indulge, your cinema snack upgrade!"



Eating Occasions

"Sweet or salty? Why choose? ChocoCrisp Indulge - your ultimate snack fusion!"

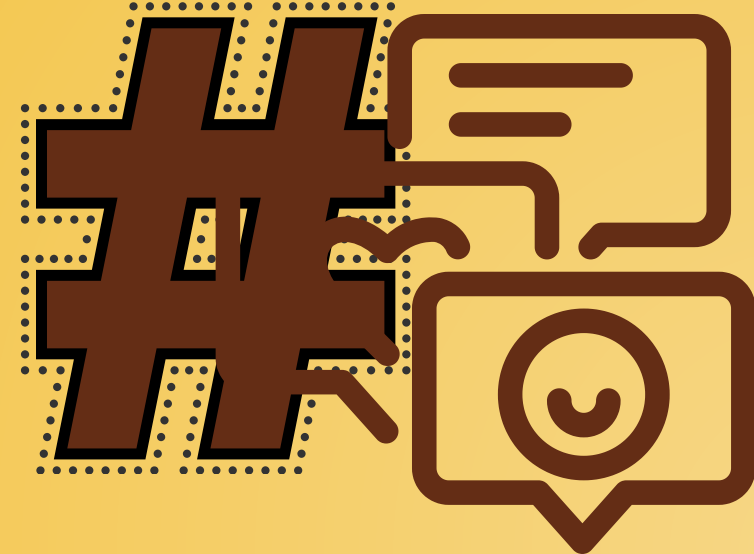


Simplifying Snacking Decisions

"ChocoCrisp Indulge: Making snacking decisions sweet and salty simple!"

CREATING NEW RITUALS

How will we do it?



Product Demos & Sampling

Pop Up Stalls, Sampling in movie halls, departmental and grocery stores

Hashtag Campaigns and Trends

- Savory Sweet, ChocoCrisp Repeat!
- Crave the Blend?, ChocoCrisp Trend!
- Savor the Fun, ChocoCrisp's the One!
- ChocoCrisp Hype, Snack Day and Night!
- Tasty Fusion, ChocoCrisp Solution!

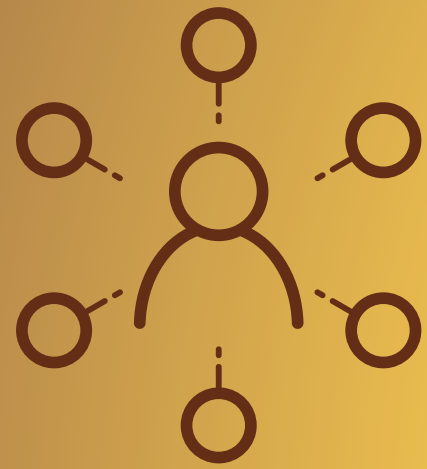
Interactive Ads

TV & movie halls encouraging customers to immediately purchase our product

Accessibility and Visibility

Ensuring widespread availability of product

MARKETING STRATEGIES



Omnichannel presence

Availability in various retail settings, including supermarkets, kirana stores, vending machines in offices, college campuses, and e-commerce platforms like Zepto and Blinkit.



Online Presence

Establish a strong online presence with a brand website showcasing our narrative and maintaining an active Instagram presence.



High Drama

Create pre launch buzz by putting up sampling pop up stalls in malls, movie halls etc.



Thank You

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Sharon Patole and Trinayana Saikia

