LAUNCH OF BRITANNIA HEALTHY START

Objective:

- Announce Britannia's entry into the RTC breakfast category with the launch of Britannia Healthy Start – a range of convenient
- Make consumers conscious about the importance of eating healthy breakfast – breakfast being the most important meal of the day

Strategy:

- Launched Britannia Healthy Start in an innovative way by organizing a *Power Breakfast* with Ms. Bali - an interactive demonstration of the newly launched RTC breakfast range by Britannia

Britannia forays into breakfast mixes market

THE TIMES OF INDIA

POWER MOVES
Britannia joins breakfast war

BS - STRATEGIST

Breakfast quickies from Britannia

HT

Launch:

Phase I:

-Shared the BHS Products & release with Business Media
- Arranged for 1:1 interviews with the Mr. Atul Sinha, VP, New Biz Dev.

Phase II:

-Select Briefing in Mumbai over a '*Power Breakfast'* hosted by Vinita Bali & Mr. Atul Sinha
- Invited select food, women's & lifestyle magazines and supplements for the briefing
- A live demonstration by Britannia 'chefs' followed by an interactive session with Ms. Bali & Mr. Sinha

HOMEMAKER

NEW WOMAN

HEALTH & NUTRITION

Count On K2

Results:

- Exposure in all key publications
- 1 crore + media coverage (only in Mumbai)