



**Team Joker, PGP-BL,
IIM Kozhikode**

SEASON

XIV

Summary of the Tasks:

1. Choose the Brand, Product Segment and Target Audience. Share a detailed summary for the TA from the consumer research.
2. Define the key Brand Benefit that you would like to communicate to the Target Audience.
3. Craft the Insight which will be used by you in your communication to convince your consumer.
4. State all the Games & Platforms you have selected for your Gaming Integration.
5. Define and showcase your suggested Gaming Integration, and tell us why it would work.

List Your Selection

Brand: Boost

Product Segment: Health Food Drink

Target Audiences:



Age: 6-18



Geography: Global



Medical precondition: Not suffering from sugar-related ailments,



Looking for: Nutrient-based enrichment for healthy growth and building stamina

State Your Audience Understanding



	Primary audience / consumers - Children		Secondary audience / customers - Parents	
	Buy	Don't Buy	Buy	Don't Buy
Behaviours (which do they buy / not buy)	Bournvita (Flavor), Complan (height and nutrients)	Complan, Horlicks (taste)		
How frequently do they buy	Once or twice a month			
Key Challenge:	Perception of the product being dependent too much on appearance and brand presence than the actual product quality		Perception of parents that health drinks are sugary alternatives to milk.	
What do they think about the brand?			Primarily as an energy-based drink but not as a health drink. Brand awareness is present but obsession is absent	
Why are they buying or not buying the brand?	Taste & flavours, brand ambassadors and frequency and convincing power of advertisement, word of mouth from other children		Word of mouth from multiple sources (other parents, doctors),child reaction to taste, ingredients (nutrients), price	



Define the Brand's key benefit.

Key Product Attributes:

Healthiness, nutrient content, taste.

Key Brand Benefit:

Increases stamina by 3 times with the help of 17 essential vitamins and minerals

Reason for selecting this Product Attribute & Brand Benefit:

Parents want their children to be healthy and successful. An increase in stamina and the addition of nutrients to the body signifies success and good health - hence the attribute and benefit.

Define the Consumer Insight

Human Truth: Drinking sweet-tasting and attractive-looking energy drinks that are used by popular stars can result in good health

Tension: Likability of health drink, convincing parents, choosing between multiple brands of product

Consumer Insight: Sweet tasting, nutrition, and vitamin-rich health drink that improves energy and metabolism while ensuring kids can't keep their hands away.

List Of Gaming Platforms

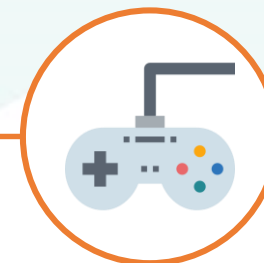


Selected Gaming Platform/Mediums:

Mobile Games, PC

Key Reasons for the Platforms:

- **Accessibility (Mobile):** Target audience (12-20 years) has never had easier access to mobile devices.
- **Availability (PC):** Next to mobile devices, the target audience spends the most time on computers/laptops. Hence, PC games would be the secondary target.



Selected Games:

Subway Surfer, PUBG, NFS

Key Reasons for the Platforms:

- **Size of the game**
- **Popularity amongst the target audience**
- **Low internet consumption**

Define Your Gaming Integration



Boost bottles will lie scattered all over the map.

When a player picks up a boost bottle and consumes it, health will become 100% and energy will be boosted by 50% for 1 minute.

A **bulked-up form of the player** along with a yellow aura will be used to **indicate the increase in strength and energy**, projecting the benefits of drinking boost.

Similar to jetpacks and shoes, boost bottles will appear as a time-limited powerup.

Once picked up, the player will bulk up and run through obstacles (including trains) while automatically picking the coins for a fixed time.

The **ability to run through obstacles** while getting all coins will project a brand perception **drinking Boost will make you the strongest and healthiest**.



Boost bottles will be among the multiple powerups on the map.

When players pick it up, they will be able to soar through for a limited time, sending any car that they hit flying in the air.

The **action of other cars flying** in the air when hit after the user has picked up a boost bottle will convey the product's impact of making users stronger and more energetic when they drink boost.

Reason for Designing this Gaming Integration work

How does this gaming integration help communicate the Brand's Key Benefit?



The goal of gamification is to drive the message that **boost prepares children for success**.



All three games have **Boost** appearing in them as a **powerup**.



The **actions** that happen **when the powerup is picked up** by the player are used to convey the brand's key benefit.



The **visual effects** on the player (bulking up, yellow aura, booster effects) are used to further **amplify** the message of the product's benefits.



The powerup **remains only for a limited time** after which another bottle of boost has to be found and picked up to regain the special powers – indirectly driving the message of **consuming the product repeatedly**.

Visual Representation of the Gaming Integration:

Add videos / screenshots/ images that visually define the flow of the gaming integration and also help us visualise the brand integration in the game.

