

parmalat[®]



STY'LE SA

DICHEESEBOY





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THE CAMPAIGN ROADMAP

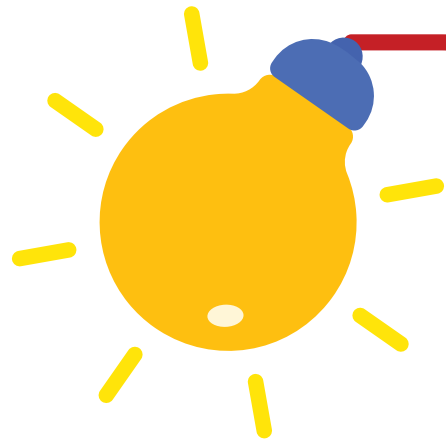
THE CAMPAIGN BRIEF

- From July 2022 the Styla sa Di Cheeseboy campaign kicked off.
- The Campaign started off with the intention of promoting & introducing cheese slices to street food.
- The campaign ran through social media and street activations that were scheduled every week.





WHAT IS A CHEESEBOY



“Cheeseboy” is a term used to describe someone with money. It’s an endearing term used jokingly to describe a friend who comes from money, works hard for their money or even someone who comes into money. However, ‘bo cheeseboy’ denotes some kind of value, a good feeling of some sort of pride!

OBJECTIVE OF THE CAMPAIGN.

- The Campaign objective was to pair cheese slices with street breakfast breads e.g Fatcakes, buns and flat breads
- The intention was to give both the end user and vendors the value and feeling of being a “cheeseboy”? That is by adding a slice to the streets.



CALL TO ACTION (CALL FOR STREET FOOD VENDORS SOCIAL MEDIA)



Our first call to action was on Facebook on the 13th of July 2022.

We asked members of the public to nominate their favorite street food vendor.

This call saw a 360 degree turn of the campaign.

With a response of 661 nominations we realized that intended target market was not the nominated target market

Our initial target market was street vendors from the ages of 35 to 50

OUTCOME OF THE CALL FOR CHEESEBOYS.

- We noticed that the style of street food in Botswana has changed from breakfast breads only to burgers, Pizza, Corndogs, hotdogs, Tacos and sandwiches.
- Most of the street food vendors are more youth between the ages of 20 to 30.
- The campaign was aimed at promoting cheese slices but we were overwhelmed with our consumers' interest in block cheeses as well.



NOMINATED CHEESEBOYS

We had a total of 25 nominated cheeseboys.

All the nominated cheeseboys range between the ages of 20 to 35

We entered these cheeseboys into a closed competition where there were classified into 3 categories, Gold, Silver and Bronze

The nominated cheeseboys are requested to purchase cheese and send through a receipt through a designated whatsapp number.

The winning criteria is based on percentage as all of them do not have the same business size.





CHEESY CHEWSDAYS.

- Cheesy chewsdays were scheduled every Tuesday.

The objective of cheesy chewsdays was to task our

- online viewers with an opportunity to be creative with Parmalat cheese slices and stand a chance to win.

- Cheesy Chewsdays were channeled through the foodies

Facebook page. <https://www.facebook.com/groups/foodiesbotswana>

CHEESY CHEWSDAYS IN PICS.





CHEESY CHEWSDAYS WITH INFLUENCER.

Influencer Cheesy Chews days

<https://www.facebook.com/jordzvoss/videos/437026538544175>

<https://www.facebook.com/photo?fbid=679538070205269&set=a.210911850401229>

<https://www.facebook.com/jordzvoss/videos/423864136541694>

These Cheesy chewsdays also ran every Tuesday and our influencer would prepare dishes using the Parmalat Cheese Slices. See link above



ACTIVATIONS.



Parmalat Cheese Activations happened every week in different parts of Gaborone.



Activation venues were determined by the number of vendors and feet to the area



These activations all had different characteristics depending on the location





ACTIVATION LOCATIONS.



Main Mall – The heart of the city, houses a lot of Civil servants.



Fairgrounds Office park – Located in an area that has a number of Tertiary schools, also houses a lot of offices. We were also stationed where there were a lot of construction workers.



Phase 4 (Pennywise) – This location has a lot of bars and lounges. It has vendors throughout the day selling burgers, wraps, braai meat etc



Oriental Plaza – Located in an area we would call the China Town of Gaborone. This area has a lot of ins and outs of people coming to the Chinese shops for bulk buying. In this area we realized there are a number of hot dog vendors.



ACTIVATION LOCATIONS 2.



CBD – This location houses most of the white collar corporate consumer. Our location also had a number of vendors who were stationed there from as early as 6am.



University Of Botswana – This location is opposite the biggest University in Botswana. The location had about 150 vendors who are there 24 hrs of the day.



BBS Mall – Our location for this activation was in a taxi rank. Our consumers dominantly were the taxi drivers.



OUR ACTIVATIONS IN PICTURES.





CHEESEBOY FEEDBACK.



In all the areas we activated the vendors really appreciated our presence as most of them sold out on the day.



Most of the vendors received the idea of selling an extra slice of cheese to consumers as a great idea that will increase their sales.



The price of the Parmalat cheese slices is higher than the competitors.



They were not familiar with sweetmilk flavor and were drawn more to Cheddar.



The blocks were so popular than the slices.



Some vendors mentioned the need for a delivery truck to make it easier to access the products.



VENDOR EDUCATION.



Vendors in the phase 4 area sell burgers without cheese and when you request for cheese you are required to pay an extra P3.



Our activations were also targeted at educating vendors on how they could improve sales by adding a slice of cheese to their daily sales.



With civil servants earning weekly this has improved vendor sales as consumers are solid for most of the month



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VENDOR EDUCATION IN PICTURES





ACTIVATION GIVEAWAYS.



In all the areas we activated we left the vendors with a PVC table cloth as most of them work with oil and as a result it is a lot easier to maintain.



We also gave away menu boards as most of the vendors used A4 typed paper for their menus.



The consumers criteria for getting a Parmalat gift was buying from many vendor – Play a game – win – and toss for a price.



Consumers were also encouraged to purchase food from the vendors in that area and get a slice of cheese



GIVE AWAYS



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OUR FUN GAMES AND TIMES





THE FOOD MARKET 28TH OCT + 2ND DEC.



During the course of the campaign we had 2 food markets.



The objective of the markets where to promote start up street vendors, add a slice of value to street food, brand appreciation and consumer cheese slice sampling.



The markets where both located in the Mainmall in the Diamond Square.



The first market had a total of 5 street food vendors and the second one had 7.



Mantlo Goodies and Rico's Tacos who where one time sellers at the market sold out as they sold very tasty unique street food.



The food market brought a huge buzz and excitement to the main mall as we where the centre of attraction.



The other vendors sold burgers, hotdogs, magwinya, and cheesy samp.



OUR CHEESY FOOD MOMENTS.





CHEESE BOY VISITS AND SOCIAL MEDIA VISITS.



During the course of the campaign, we had an opportunity to visit some of our cheeseboys located in and around Gaborone.



We had an opportunity to share with them our different brands of cheese.



These visits gave us an opportunity to understand the cheeseboy's humble beginnings, growth and challenges.



We also realized that most of our cheeseboy lack the education of food hygiene as people who handle food daily.





ACHIEVEMENTS.



The Campaign had so many happy moments especially during social media posts and activations.



The campaign was one that was able to hit 2 birds with 1 stone.



By default we learnt that our product was more popular amongst the youth, as a result Lactalis Botswana embarked on a mini youth empowerment exercise.



The campaign also showed us that there is more that can be done with cheese slices other than it being a sandwich companion.



During this campaign we answered a lot of questions e.g what is sweet milk flavor, I did not know there was white cheddar, what is mozzarella



The other vendors sold burgers, hotdogs, magwinya, and cheesy samp.



FUTURE RECOMMENDATIONS



The cheeseboy delivery trucks.



National Road shows



Social media videos with home cooks



Cooking competitions

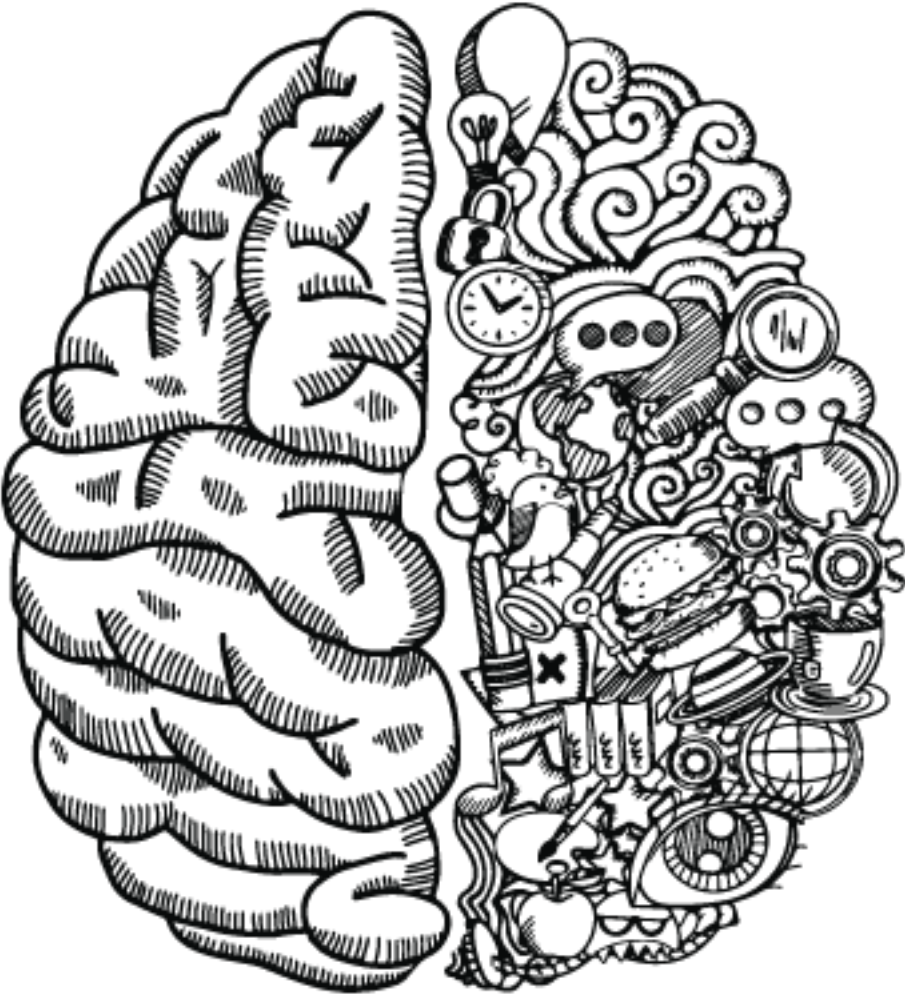


Billboards



Radio adverts





CREATIVE

CULTURE