



#NotSoBasicBiscuit

T-TIME

McVitie's History

1809- Robert McVitie born.

1839- Robert & his father opened a 'provision' shop in Edinburgh, his baking was so popular he expanded business.

1844- Robert sent his two sons to Europe to study bakery.

1880- Robert passed away, leaving business over to son (Robert Junior).

1888- Charles Price joins firm becoming 'McVitie and Price' & factory opened.

1892- First 'Digestive' produced.

1893- McVitie & Price asked to bake royal wedding cake.

Target consumer

- Focused on millennials as they can be influenced more than an older generation who may be more persistent in biscuit choice.
- However we are a biscuit loving nation and the campaign has the potential to reach more of an audience also.



Current Market Place

- Sales of 'everyday' biscuits including custard creams, digestive and rich teas have decreased by almost one million packets a week.
- This is why it's important to recognise the benefits of eating biscuits of this category and is the basis of our PR campaign.
- Sales in the "everyday" biscuit category fell 7.1% and are now worth about £300m.
- People want to be healthier and as part of this mindset, would rather eat biscuits less often however when they do want to indulge.



Benefits of the 'everyday' biscuit

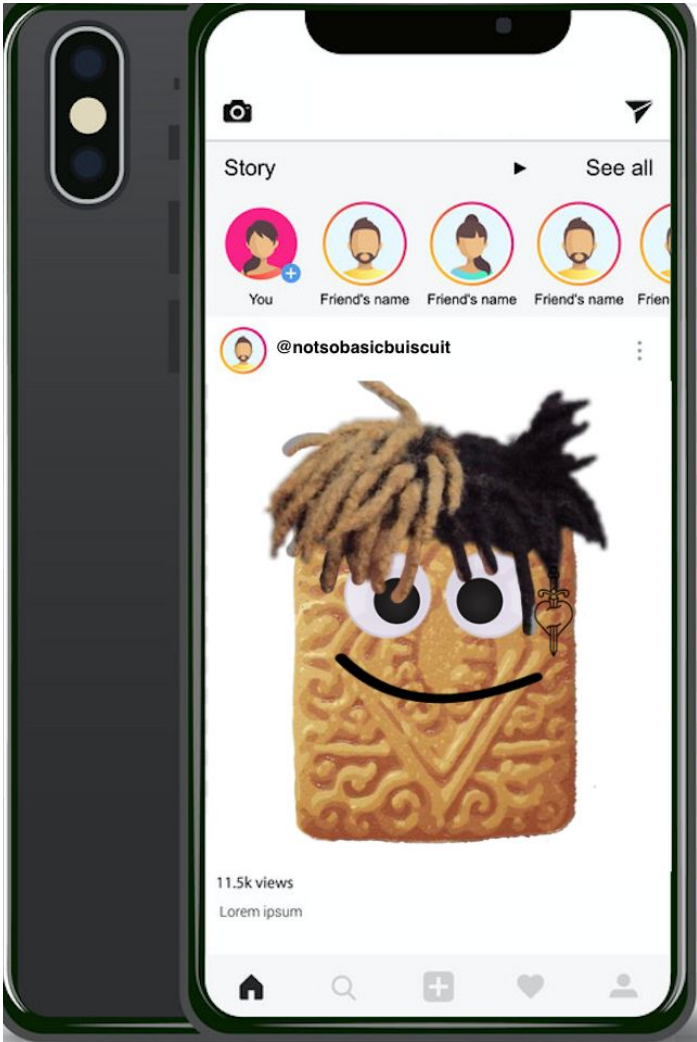


- *Chocolate hobnobs have more than 7 times the amount of saturated fats and almost double the sugar compared to plain hobnobs.*
- *Chocolate digestives have twice as much sugar and higher levels of saturated fats than a plain digestive.*
- *Malted milks have high malt and milk content as well as having one of the lowest calorie amounts per biscuit, low sugar and low sat fat.*
- *The original digestive has high wholewheat content, making them a good source of fibre which helps provide healthy digestion.*
- *Rich Tea's are low in saturated fats, made with vegetable oil, low calories in comparison to other biscuits.*

Plans for boosting the product

- Create a social media accounts for the basic biscuit and keep updated for it to influence other generation
 - Sponsored adverts on social media platforms: Instagram and Snapchat stories
 - Hire innovative figures
 - Launch #notsobasicbiscuit merch with a fashion brand for a limited time
 - Consumers to tag #notsobasicbiscuit with interesting posts of where they are eating 'basic biscuits'
- and include a competition aspect





Story

See all



You



Friend's name



Friend's name



Friend's name



Friend's name



@notsobasicbiscuit



11.5k views

Lorem ipsum



Event re-launch for the #notsobasicbiscuit

- Brick Lane
- Evening event
- Heston Blumenthal designs set menu whereby the experimental dishes are all based off 'everyday biscuits' to demonstrate their potential
- Merchandise



“Not your basic bisc”

Any influencers related to launch

- Heston Blumenthal
- Mary Berry
- Gordon Ramsay



Gifts

- *Personalized product given to people at the event*
- *Exclusive merchandise with the brand*
- *Biscuit tin*
- *Raffles with codes to win prizes and trips.*



#NotSoBasicBiscuit

