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Zega Brand Communication Strategy Project: Final Report

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MANIFESTO

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Appendix Research Stimulus

The Zega Challenge

The key challenge is finding the most compelling overall brand idea and sequencing the supporting messages and story in the right way around this - emotional connection is key.

- 1 It's a familiar category but an entirely new product concept
- 2 There are many benefits and potential messages to prioritise
- 3 There are both rational and emotional points to communicate
- 4 The message needs to resonate and be broadly consistent globally
- 5 People can be resistant to changing established habits – like cooking.

Project Approach

The brand strategy approach normally involves 5-6 weeks but we can fast track this considerably as significant research has been done.



1 Brand Challenge

Brand Emotional Design

Brand Emotional Design is the process of identifying the most relevant human emotions and product benefits – and then using these to generate a primary tension and brand idea.

Business Challenge In Human Terms

<p>Growth Ambition:</p> <p>Drive strong growth in initially Western European markets</p> <p>The aim of the immediate to medium term is to drive sales and market penetration in key western markets including the United States, UK and Australia which are critical but also European markets. Growth will come from distributors but online will now likely feature as a key channel in the short to medium term due to Covid-19</p>	<p>Audience & Behaviour</p> <p>Win over mid-life and older families to Zega and one-dish cooking</p> <p>Mums and dads with children living at home particularly with slightly older kids) are key. They are time-poor and looking for good, healthy meal solutions. Although we should appeal to those already doing one-pot cooking we want to appeal to those who are willing to trade up into this way of preparing food especially with the onset of Corona virus.</p>	<p>Triggers & Barriers:</p> <p>With cooking people are creatures of habit, familiarity & routine</p> <p>Almost more than any other area of life, when it comes to cooking people tend to go with what they know – the tried, familiar and routine. This can be the way they cook one-pot dishes today for more practised cooks, or in their reliance on more convenience oriented meal solutions that are of lesser quality and more unwholesome, especially during the week or when they are time pressured.</p>	<p>Challenge In Human Terms</p> <p>Change how people cook; use Zega not existing cookware & convenience cooking</p> <p>We have to show that Zega is different and better, because ultimately what we are trying to achieve is nothing less than changing the way that people cook – getting them to use Zega rather than their existing cookware for slow cooking and to use Zega instead of convenience cooking.</p>
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The expression of the business problem in terms of required behaviour change.

Human Primary Motivations

The analysis suggests there are at least six potential human motivations we can appeal to:

- Hunger:** Making delicious food that's good to eat (and achieving this easily)
- Family:** Providing home cooked meals and all that goes with them for family
- Order:** Certainty of evening meals sorted, easy and hassle free
- Tranquility:** Taking away the stress, effort and boredom of cooking
- Social Standing:** Having the newest and the best intelligent cookware
- Physically:** Saking the vitality and feel good factor of healthy nutritious meals

Saving	Explore	Family	Order
Romance	Competition	Power	Independence
Honor	Social Contact	Hunger	Idealism
Acceptance	Tranquility	Physically	Social Standing

What people care about and value in a category – key relevant human motivations

Key Brand Benefits

Home Cooking Made Easier

<p>Delicious Results Every Time</p> <p>Using chef designed recipes, Zega cooks with retained heat all around the ingredients - the result is 'right' is irresistible to turn you food. So with Zega you get a consistently great result every time, whether you are an experienced cook or not. It's cooking perfection every time</p> <ul style="list-style-type: none"> - Chef Created Recipes - At-Atmosphere Cooking Doesn't Burn 	<p>Nutritious Healthy Meals</p> <p>Zega helps make it easier to prepare healthier and more nutritious meals. Turn-cook one pot dishes. The gentle cooking process using retained heat and lid-design which means moisture both ensure that the natural goodness in your ingredients is always retained.</p> <ul style="list-style-type: none"> - Self-Basting Lid - Cooks Gently To Preserve Nutrients 	<p>Spend Less Time In The Kitchen</p> <p>Zega does the cooking for you without the requirement for constant checking to ensure the food is not burnt so you can make the most of your time. And because it cooks during the cooking process which saves money and is better for the environment than conventional cookware. Over time Zega will pay for itself in lower energy bills.</p> <ul style="list-style-type: none"> - Cooks Off Heat - Doesn't Burn - No Safety Worry 	<p>Saves Energy: Good You And The Planet</p> <p>Because Zega cooks using the retained heat of the double-walled construction you don't need to use power or gas during the cooking process which saves money and is better for the environment than conventional cookware. Over time Zega will pay for itself in lower energy bills.</p> <ul style="list-style-type: none"> - Cooks Off Heat - Saves Money - Saves Emissions 	<p>Smart Phone App Keeps You Informed</p> <p>Zega has the option of smart phone connectivity via an easy to use app. The app will know when the pot is at the right temperature to start cooking and turn off the stove or gas. It also lets you know when the food is ready. Simple.</p> <ul style="list-style-type: none"> - Chef-Created Recipes - Know When To Start - Know When It's Ready 	<p>Stylish & High Quality Design</p> <p>Zega is intelligent and stylish deep backed use with high quality materials and construction. The cookware is backed with a lifetime guarantee which speaks to the quality of the product and its durability in the modern kitchen.</p> <ul style="list-style-type: none"> - Lifetime Guarantee
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What does the brand do, its benefits and how it helps the consumer – its DNA

Cultural Truth

Time Demands Of Modern Living Are The Enemy Of Eating Well

We live in a world where the demands on our time are relentless. As our world becomes more digital, online and connected we can do so much more than ever. And we do – we cram our days with more and more commitments and activities than ever before. There is no down time. Work and social life overlap. The expectations for what we have to get done seem to rise exponentially but there is only so much time in the day.

In this context who has the time to prepare and cook the all important family meal. Deep down we all know that home-cooked food is best for us and for our families. If you have made something yourself you know what has gone into it and you know it will be healthy and nutritious, not to mention good to eat. Preparing meals is a way that parents care for their children and this act of care makes them feel good about themselves. But in the rush of the week (and sometimes the weekend) it can be hard to find the time and energy to cook a proper meal. It's all too easy to end up cutting corners and resorting to convenience meals whether its processed foods, take away




The key problem the product or brand solves for people in consumer's lives – the cultural tension.

Brand Idea

Zega Is Home Cooking Made Easier

Everything You Love About Home Made Meals Without All The Effort

Everyone knows that home cooking is what we'd really like to do, but with the demands of modern living it's just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it brings – the family favourite dishes that are not just healthier and nutritious, but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our world first intelligent cookware you can enjoy home cooking without all the effort. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy. No home cooking when you don't have time to cook.






The brand idea that captures the key promise and taps into an emotional need.

Brand Idea Framework

The Brand Idea Framework simply summarised all key elements of the strategy in a logical sequence.

Behaviour Change	Change The Way People Cook: Use Zega Instead Of Regular Cookware And Shift People Away From Convenience Cooking.
Cultural Tension	Time Demands Of Modern Living Are The Enemy Of Cooking
Tangible Attributes	Quality Build, Stylish Design, Intelligent Technology, Double Walled Construction, Chef-Created Recipes, Product Design Expertise.
Brand Benefits	Delicious Meals Every Time, Spend Less Time In The Kitchen, Smart Phone Connectivity, Healthy Nutritious Meals, Stylish High Quality Build
Brand Truth "The How"	Zega Intelligent Cookware Does The Cooking For You
Brand Idea "The What"	Zega Makes Home Cooking Easier – Its Everything You Love About Home Made Meals Without The Effort
Personality	Creative, Intelligent, Nurturing, Contemporary, Relaxed




The summary of the brand idea and all the strategic components that underpin the idea.

Business Challenge In Human Terms

Growth Ambition:



Drive strong growth in initially Western European markets

The aim of the immediate to medium term is to drive sales and market penetration in key western markets including the United States, UK and Australia which are critical but also European markets. Growth will come from distributors but online will now likely feature as a key channel in the short to medium term due to Covid-19

Audience & Behaviour



Win over mid-life and older families to Zega and one-dish cooking

Mums and dads with children living at home (particularly with slightly older kids) are key. They are time-poor and looking for good, healthy meal solutions. Although we should appeal to those already doing one-pot cooking we want to appeal to those who may be willing to trade up into this way of preparing food – especially with the onset of Corona virus.

Triggers & Barriers:



With cooking people are creatures of habit, familiarity & routine

Almost more than any other area of life, when it comes to cooking people tend to go with what they know – the tried, familiar and routine. This can be the way they cook one-pot dishes today (for more practiced cooks) or in their reliance on more convenience oriented meal solutions that are of lesser quality and more unhealthy. Either way they are creatures of habit.

Challenge In Human Terms



Change how people cook: use Zega not existing cookware & convenience cooking

We have to show that Zega is different and better, because ultimately what we are trying to achieve is nothing less than changing the way that people cook – getting them to use Zega rather than their existing cookware for slow cooking and to use Zega instead of convenience cooking, especially during the week or when they are time pressured.

Human Primary Motivations

The analysis suggests there are at least six potential human motivations we can appeal to:

- **Hunger:** Making delicious food that's good to eat (and achieving this easily)
- **Family:** providing home cooked meals and all that goes with them for family
- **Order:** Certainty of evening meals sorted quickly and easily with perfect results
- **Tranquility:** Taking away the stress, effort and boredom of cooking
- **Social Standing:** Having the newest and the best intelligent cookware.
- **Physicality:** Selling the vitality and feel good factor of healthy



Zega Brand Idea Prototypes

We've Started A Revolution In Home Cooking

Aside from the occasional flash in the pan and the odd gadget, the way we cook at home hasn't really changed much since the days of our grand parents. And the innovation we have seen has often been more style than substance. Well all that is about to change. At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for planet. It's a revolution in the way we cook.



Motivation: Social Standing/The Latest

Freedom From The Kitchen

We all have better things to do than be slaves to the kitchen – the cooking, watching, stirring, checking, simmering, adjusting, tasting and re-checking is the boring part of cooking. Zega Cookware gives you freedom the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.



Motivation: Tranquility/Escape

Home Cooking Made Easier

Everyone knows that home cooking is what we'd really like to do, but with the demands of modern living its just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it means – the family favourite dishes that are not just healthier and nutritious but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our new and innovative app enabled cookware you can enjoy home cooking without all the effort. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy. Its home cooking when you don't have time to cook.



Motivation: Family/Nourish

Cooking Perfection Every Time

Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process leaving us with food that isn't quite what we expected or what we like. At Zega our cookware is making cooking perfection much simpler to achieve. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting started.



Motivation: Order/Certainty

Helping You Eat Better Healthier Food

Cooking from scratch is better because you know what's gone into it, but who can find time especially on busy weeknights. It's all too easy to rely on take away or convenient processed foods. At Zega our cookware is helping the world eat better and healthier food. Cooking healthy, nutritious and delicious one-pot meals has never been easier. We have made home-cooking from scratch so easy you don't need to rely as much on processed or take away food. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove while Zega cooks for you. Soon your delicious and healthier meal is ready to enjoy. You could say we are helping to bring the goodness back to family meal time.



Motivation: Physicality/Vitality

Make Delicious Simple

Making great delicious food is always the ideal – who doesn't want mouth watering, tasty food for the evening meal. But for most of us this takes a bit of effort and we don't always have the time and energy to put into creating something great.

At Zega our aim is to make delicious simple – to create tasty, mouth-watering dishes at home Your favourite beef and Guinness stew, chicken casserole or lamb curry all much much less effort because we've taken many of the labour intensive boring bits out of one-dish cooking. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove while Zega cooks for you. It will let you know when your meal is ready to enjoy. It's delicious made simple.



Motivation: Hunger/Taste Appeal

Research Objectives

The aims of the research were primarily to confirm our assumptions about the issues facing consumers and to seek reactions to the Zega product, key product benefit messages and Brand Idea Prototypes in order to inform decision-making regarding brand and communication strategy.

- 1 Confirm the key issues and attitudes of consumers with regarding cooking at home – and differences between experienced and aspiring cooks.
- 2 Identify the consumer reaction to the Zega product in order to prioritise features and benefits in communication about the brand
- 3 Identify any potential questions and issues consumers may have with the product in order to inform the communication strategy.
- 4 Identify which of the different Brand Idea Prototypes has the greatest potential based on feedback from consumers and refine this as needed.
- 5 Identify which of the Adcepts are most appealing to consumers in order to validate which Brand Idea Prototypes are most likely to be successful.

Research Methodology

Manifesto conducted 6 focus groups with consumers located across both metropolitan Melbourne and Sydney – focus groups were conducted online.

Participants Mix Of Melbourne And Sydney Locations

Older
Confident
Cooks



Younger
Aspiring
Cooks



-
- Focus groups consisted of 4-5 consumers in 90 minute moderated discussions

2 Impressions Of Cooking & Zega

People Like Cooking When They Have Time

What we see for most people is a fairly simple relationship with cooking. All of us lead stressful and busy lives with lots of competing demands, even more so if we have kids and family.

For many, by the time they get home at the end of the day they are tired, low on energy and fatigued both physically and mentally. Even posting the question of what to cook can be stressful. Even people who love to cook feel this way. The situation is entirely different when people have the time to invest in cooking. Then it can be fun and relaxing. There is no time pressure. This is especially the case for experienced cooks – aspiring cooks with less skill can still find their way into trouble in the kitchen if they are trying something new. Availability of time is what defines the cooking relationship.



Feeling Rushed

Cooking Is Painful



Stressed Out, Anxious
Fatigued & Rushed
Don't Want To Cook
Make Meal Compromise



Have Time

Cooking Is Enjoyable



Relaxed & At Ease
In Control & Confident
Take The Time Cook
An Enjoyable Experience

Ranking Zega

Benefits

We see differences in priorities across the benefits, but the key observation is that Zega represents a complete package of benefits. We also need to keep in mind the distinctiveness of these benefits.

<p>Delicious Results Every Time</p> <p>In addition to chef designed recipes, Zega cooks with retained heat all around the ingredients - the result is that it is impossible to burn your food. In fact with Zega you get a consistently great result every time whether you are an experienced cook or not. You don't need to keep watching your food to get a delicious meal.</p>	<p>Nutritious Healthy Meals</p> <p>Zega helps make it easier to prepare healthier and more nutritious one pot dishes. The gentler cooking process using retained heat and lid-design which retains moisture both ensure that the natural goodness in your ingredients is always retained.</p>	<p>Spend Less Time In The Kitchen</p> <p>Zega does the cooking for you without the requirement for constant checking and monitoring to ensure the food will not burn so you can leave the kitchen. And because it cooks using retained heat there are no safety issues – go have a glass of wine and relax for a while instead.</p>	<p>Energy Saving: Good For Planet & Your Budget</p> <p>Again because Zega cooks using the retained heat of double walled construction you don't need to use power or gas during the cooking process which saves money and is better for the environment than conventional cookware. Over time Zega will pay for itself in lower energy bills.</p>	<p>Smart Phone App Keeps You Informed</p> <p>Zega has the option of smart phone connectivity via an easy to use app that helps you find recipes, lets you know when the pot is at the right temperature to start cooking (and turn off the stove or gas). It also lets you know when the food is ready. Simple.</p>	<p>Stylish & High Quality Design</p> <p>Zega is intelligent and stylish design backed up with high quality materials and construction. The cookware is backed with a lifetime guarantee which speaks to the quality of the product and its durability in the modern kitchen.</p>
<p>8.18</p>	<p>8.33</p>	<p>8.44</p>	<p>8.26</p>	<p>8.22</p>	<p>7.59</p>

Score here is the average consumer rating out of 10.

The Distinctive Zega

Benefits

These were the most distinctive and functional benefits – they contribute to the purpose that the product serves.

Delicious Food Every Time

This benefit was highly important to aspiring cooks especially because they do tend to lack a bit of confidence. It might often be the Dad in the family who is only required to cook occasionally. The idea of a consistently great results matters – especially if you are time pressed. It also gives you the ability to try new and different things which many people would like to do but fear of failure holds them back. This is a distinctive benefit – in other words there are not many ways I can achieve this.

Smart Phone Connectivity

Smart phone connectivity was one of the real surprises in terms of its impact with consumers. Some people are a bit technology reluctant, but anyone who likes their smart phone likes this connectivity with the product. The range of recipe options was a big plus. So was the idea that you would be informed when your food was ready to eat. It might also be an idea to think about whether there is some kind of indication on when it is still good to eat.

Spend Less Time In The Kitchen

This was probably the strongest of the individual benefits we tested – even people who love cooking don't like it all the time. It is especially the middle of the week after a busy day that people feel like they lack the time, energy and inclination to cook. It's these times that make cooking a bit of a chore so meal time healthiness and goodness is often sacrificed in favour of convenience and processed foods – the ubiquitous chicken nugget comes to mind. So the idea that Zega can liberate people from the kitchen struck a real chord with all consumers

The Supporting Zega

Benefits

These were the most the benefits that are great to have – they support rather than drive the product choice.

Energy Saving For You And The Planet

This benefit was appealing to people once again because it seems like an added bonus. People like the idea of doing good for the planet when it doesn't cost them anything extra. They like it even more if it saves them money. So the idea of energy saving that does both was bound to appeal. It is again not the core functional reason to buy the product – it is a positive by-product of the main reasons which are a combination of outcome and convenience.

Nutritious Health Means

This benefit was the second highest rated from consumers. Clearly they are looking for ways to eat healthier and Zega seems to offer this because it supports home made and home made is generally considered better from a health perspective. One of the challenges around this benefit area is that there are lots of ways that people can eat better and many would actually have a bigger impact on health than Zega. A home made curry is likely to be healthier than one from the local curry house, but so is a salad. There are other options than Zega here.

Stylish & Good Quality Design

It is hard not to like this benefit of Zega. People agreed it did indeed look stylish and well made from the imagery we showed them. This is something people care about but it doesn't trump the more functional benefits which are the real reason people will buy into the product. Style is something we don't need to tell people in messaging per se as they will form their own judgements just by looking at it. This is important but not distinctive

Emotional Benefits By Audience

What we see as a key benefit is that the ability to create home made food more easily means that they can more often feel pride and satisfaction from creating the family meal themselves.

What is interesting about aspiring cooks is that the Zega product delivers some additional emotional benefits over and above what it does for confident cooks. The Zega product has the potential to give cooks greater confidence in themselves because it is harder to make mistakes and easier to get a good result. Second, another characteristic of less able cooks is that their lack of skill limits their willingness and often their ability to try new things. This ability to explore, try and discover with lower risk makes Zega especially attractive to this audience.



Confident Cooks

- Family & Nurturing
- Pride And Satisfaction
- Saving Time And Effort

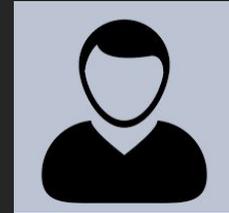


Aspiring Cooks

- Family & Nurturing
- Pride And Satisfaction
- Saving Time And Effort
- Confidence In Themselves
- Discovery And Variety

Quotes – Reaction To Zega Product

“I am very impressed as it seems to do so much but seems simple to use. I cant stand things that are complex. It feels like the next step up from a slow cooker. It is a bit more versatile and has additional things you can do. I am impressed with the technology. Wow, it feels like a game changer.”

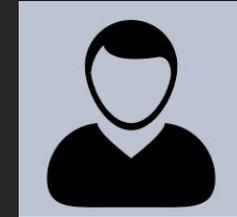


“I think I would love it – it looks amazing. This would be so great because you can do other things while you are cooking. And I love the recipes and the app as well. I was blown away actually.”



Quotes – Reaction To Zega Product

“We bought a thermo-mix and I was sucked in a bit. But it is actually pretty awesome. I like the ease for those nights when you are rushed and you can still get a good meal out without having to sit over the top of it. You can get other things done. You don’t need to worry about checking to see if it is burnt.”



“You get it to a certain heat and it has the thermostatic heat and it keeps cooking. That is amazing. I am so curious about it. The next step would be what does it cost?”



Quotes – Reaction To Zega Product

“It looks like a multi-level cooking with a grater and steamer – its all in one. My reaction was very positive. It is different from a slow cooker because unlike being on for many hours it can be turned off the heat and away it goes. It will save energy.”



“I was intrigued and a little sceptical of the idea in terms of how it heated up in minutes and the cooked for hours. Slow cookers break down cuts of meat and I am not sure if the product is the same deal. I liked the wireless function and the built in recipes.

I like not being able to burn the food.”

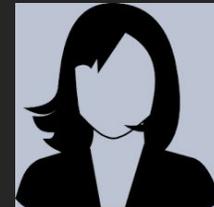


Quotes – Reaction To Zega Product

“The steamer and grater seem more like a novelty....but if it works the way they say it is a modernising of the old fashioned slow cooker. And I like the idea of using less electricity and gas.”



“With all this technology we have smart fridges, smart everything but not in the kitchen. I really love the concept. The things I like are no need for energy consumption. It is more than technology. I like the utilities it comes with like the grater. It is really handy. It's all in one place.”



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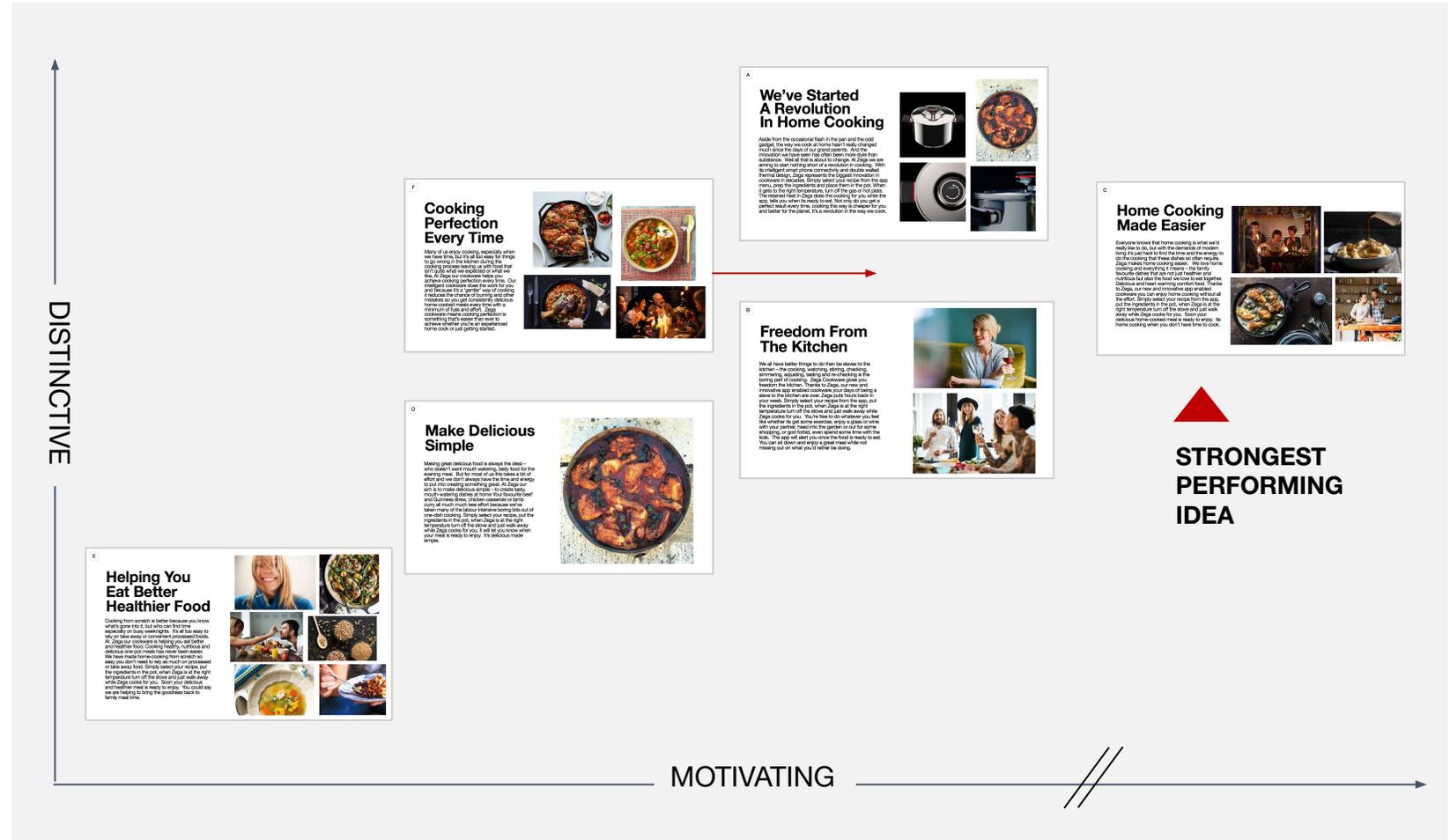
Reaction To Idea Prototypes

Ranking Of Brand Idea

Prototypes

Home Cooking Made Easier was conclusively the strongest idea coming out of research with consumers.

It also is distinctive and credible for Zega. The idea, therefore, meets the three key requirements of a strong brand strategy – its ability to motivate consumers at an emotional level, its ability to stand out from other competitor brands and its credibility based on product features and benefits. It may not be obvious from the diagram shown here but the Home Cooking Made Easier was almost twice as popular as the next most compelling ideas to consumers – Freedom From The Kitchen and We’ve Started a Revolution In Home Cooking. Other ideas performed well, but the idea of home made is strongly emotive and compelling for confident and aspiring cooks of different ages



The Strongest Brand Idea

Home Cooking Made Easier shows exceptionally strong potential for Zega as a core brand idea and should be at the heart of the communication.

Home cooking is appealing because of what it suggests to people at an emotional level: sharing, togetherness, pride, memories at an emotional level but also more rationally, good healthy food that is delicious to eat. Mums and Dads talk with pride and satisfaction about home cooking. How it makes them feel like a good parent when they prepare proper family meals. No other idea matched this idea for consumer motivation, distinctiveness and credibility. It was clearly the overall winner and a great platform for Zega. This direction will rely heavily on creating the right imagery in order to bring the idea of Home Made to life – we can certainly take inspiration from the imagery used in research which was well received.

C

Home Cooking Made Easier

Everyone knows that home cooking is what we'd really like to do, but with the demands of modern living it's just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it means – the family favourite dishes that are not just healthier and nutritious but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our new and innovative app enabled cookware you can enjoy home cooking without all the effort. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy. Its home cooking when you don't have time to cook.



Why 'Home Made' Is So Powerful

There is absolutely something special about the idea of Home Made. And the emotional associations can be broken down into a number of different dimensions.

- Home made food is seen as healthier because you know the ingredients that you have used (good quality and no nasty artificial or unhealthy things).
- Home made meals are often family favourite meals that are well loved and appreciated by all. They represent comfort food that is guaranteed to please.
- There is an implied warmth, togetherness and shared family experience about home made meals – they conjure up images (rightly or wrongly) of childhood, nostalgia and memory.
- Lastly there is a sense of pride in having cooked something yourself and also a sense of having expressed love and care to your children and partner. All this usually takes a lot of effort!



Quotes – Reaction To Home Made

The imagery resonated with me. It was wholesome. I liked the words, it was very comforting. We love home cooking and everything that it means, the family favourite dishes. I think they nailed that. It was ten out of ten. It takes me back to my own childhood. We always had home cooked meals...it was wholesome...mum was stay at home and it's a nice thing to look back on. It is what I want for my family even though we are nowhere close to the ideal. It's comforting."

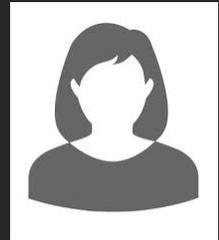


"It makes me feel the imagery really explains what home and family and the warmth means. Home cooking is what you always want to give to your family. Family is an important thing for me. It goes straight to me heart."

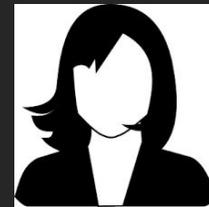


Quotes – Reaction To Home Made

“Whether it is the gravy or the mash or a hardy meal – whatever makes things easier without compromising on the taste of the food is very appealing. It makes me feel warm and fuzzy. You have the heart-warming meals there. For right now the meals are appealing. The couple and the family – it can be used by one and all.”



“I loved the pictures for home made. It made you feel warm and wholesome. The words were appealing – you can have healthy home cooked meals without the effort. I wonder if it would work without the app as I am not very technological.”



Quotes – Reaction To Home Made

“I like this because working full time and being a mum you still have to feed your kids good healthy meals. Home cooked is a promise to be healthy. It is not going to be KFC or take away Chinese. Home cooked is made from scratch and it is now easy to cook and I don't have to stress and I don't have to second guess...just follow the ingredients.



“I like home cooking made easy. It says you can make good healthy and wholesome family meals without all the effort. I like sitting at the table together. You can have good meals together as a family.”

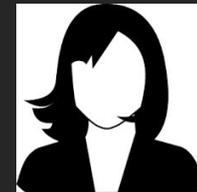


Quotes – Reaction To Home Made

Makes me feel like I am feeding my family home cooked meals. My boys will say mum can cook great now. I really like that. It makes me feel like I can still cook at home even if I don't have time and don't feel like it.



“I like home cooking made easy. It says you can make good healthy and wholesome family means without all the effort. I like sitting at the table together. You can have good meals together as a family.”



High Performing Idea

This idea is clearly very appealing to people – as they don't want to be slaving in the kitchen at all and the promise of liberation is a powerful one.

The fact that people are clearly so time pressured makes cooking something they feel like a chore especially during the week. It isn't just that people are too tired to cook, when they get home they have to do many other things that go along with running a family home. It may not be that people have a chance to simply put their feet up. The idea is reasonably distinctive for cooking but there are many other time saving devices in the family home that promise a similar sort of liberation. The idea does seem credible for Zega based on the ability to leave the product on its own without risk of burning or safety issues. Its disconnection from the cooking outcome is really its key weakness. **Zega isn't about what you don't have to do, its about having what you really want more easily.**

B

Freedom From The Kitchen

We all have better things to do than be slaves to the kitchen – the cooking, watching, stirring, checking, simmering, adjusting, tasting and re-checking is the boring part of cooking. Zega Cookware gives you freedom the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.



High Performing Idea

This idea also performed well in the research with consumer. Its biggest virtue is that it suggests that something new and different and interesting has arrived the world of cooking.

However, it doesn't actually contain a benefit. It is more a promise that is less clearly a benefit than some of the other ideas. Perhaps surprisingly there was not much push back from consumers regarding the credibility of this idea.

Zega does seem to deliver against this promise which is strongly encouraging. Consumers see the product and brand as genuinely ground breaking. This is a viable idea for the brand but not as emotive as Home Made.

Another challenge is what you do in two years time. It is risky to say you are starting a revolution every year so the longevity of this idea is a challenge even

A

We've Started A Revolution In Home Cooking

Aside from the occasional flash in the pan and the odd gadget, the way we cook at home hasn't really changed much since the days of our grand parents. And the innovation we have seen has often been more style than substance. Well all that is about to change. At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the app menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.



High Performing Idea

Cooking Perfection was the fourth most popular ideas overall but where it comes into its own is amongst less confident cooks.

Less confident cooks are worried about making mistakes – for example, having people over for a dinner party and stressing about the outcome which can undermine the whole dining experience. They also tend to limit trying new things because they are worried they will not turn out well and the result will be disappointing.

For these people the idea of Cooking Perfection Every Time was very strongly appealing and also very distinctive. The idea was a bit less motivating for experienced who know what they are doing and are not worried about making mistakes.

So overall this idea is high on credibility (people believe this promise), it scores well on distinctiveness and is middle of the pack on motivation overall, but strong with aspiring cooks. If we can target aspirational cooks we

F

Cooking Perfection Every Time

Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process leaving us with food that isn't quite what we expected or what we like. At Zega our cookware helps you achieve cooking perfection every time. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting started.



Quotes – Reaction To Cooking Perfection

“I like the idea of a fool proof way to cook. I like the idea of getting it right every single time because we have all had a few disasters along the way. “



“I like the time because many times I have undercooked or burned something and it is frustrating if things don't come out the way you want and no-one wants to eat it. This idea gives me confidence”



I gave this a nine out of ten. It suits everyone from beginning to advanced cooks. I like the idea of a gentle method of cooking and it was relatable because it plays on our experience of how easily things can go wrong. You can't stuff up with this.



4 Reaction To Adcepts

Best Performing

Communication

The combination of the ideas about Home Made were the strongest with consumers because of their emotion.



11

This was very clearly the strongest overall piece of communication throughout the research with consumers.

People do clearly love home-made for all the reasons we have outlined earlier. They love the thought that what home made brings – which is more than just food – it’s a whole experience, can be achieved more easily.

The visuals here work extremely well to convey the intimacy, togetherness, sharing and comfort food that people associate with home made.

What we are selling here is so much more than a conveniently achieved food outcome - it is the promise of an experience that means a lot to people. This idea was also popular with consumers in the research.

It contains many of the same elements but is probably not quite as strong in terms of the use of visuals.

The wooden spoons and the apron look appropriately rustic but the lack some of the emotional appeal of the other idea and the visual warmth.

The strength and simplicity of the headline here seems to work extremely well with consumers.

These two ads work extremely well together and point the way to future creative executions in advertising for Zega.



05

High Performing Communication

The idea of freedom from the kitchen also resonates strongly with consumers across the board.

For People Who Love Cooking, But Not All The Time

Zega Cookware gives you freedom in the kitchen. Thanks to Zega, our new and innovative app-enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away with Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.

ZEGA INTELLIGENT COOKWARE

06

This idea also worked very well with consumers. This is consistent with the finding that Home Cooking Made Easier was the strongest of the brand idea prototypes.

People agree that they don't love cooking all the time even if cooking is something they enjoy and do very well. The headline conveys this insight well enough.

The visual cues of relaxation and enjoyment work extremely well – its fun, social and easy going and the idea of getting a good cooking outcome without working so hard for it is great.

We're Ending Slavery To The Kitchen

Zega Cookware gives you freedom in the kitchen. Thanks to Zega, our new and innovative app-enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.

ZEGA INTELLIGENT COOKWARE

04

The modern stylish setting with the couple is also quite aspirational and works to convey a certain style association with the world of Zega.

This idea seems to work well for many of the same reasons. Cooking a dinner party for friends can be stressful if you are a less than experienced cook.

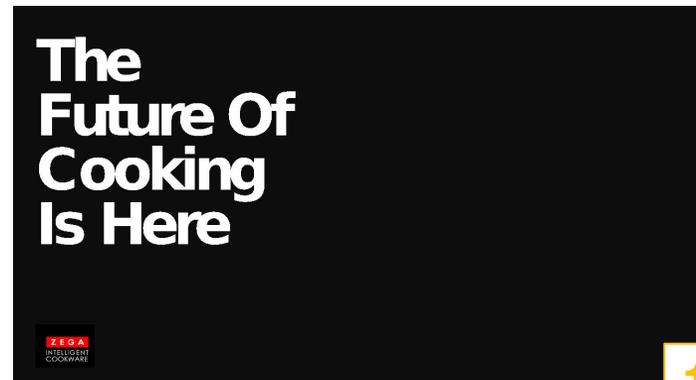
This setting makes the whole experience seem much more pleasurable. Again, its fun, social and relaxed. Who wouldn't want to be a part of this scene?

The line itself is polarising. Clearly it is effective but we did get a lot of pushback from people who said that using the word slavery is simply wrong in the context of cooking.

We would be well placed to steer clear of this type of working when it comes to executing the campaign creatively. Even the word liberating was a bit of a stretch, but we could probably get away with this

High Performing Communication

Advertising concepts that spoke to the intelligent and innovative nature of Zega also perform well.



11

This was the second most compelling of the advertising concepts that we tested.

It works because it makes quite a dramatic statement – which people believe having seen the details of the product by this point. Zega clearly stacks up in this regard with its combination of design, technology and style.

This works by promising something that is new and different and better – the question is that it doesn't actually say much about what people are going to get other than something advanced. Yes it works well, but is it something that can be sustained?



04

This idea seemed to work quite well also although it was not one of the higher performing on more engaging ideas.

Clearly it appeals to people who care about the environment which it promises to help without much sacrifice from consumers. This is always a major positive.

The strong visuals and advanced look of the product seems to do a good job here as well in terms of making Zega seem appealing. It looks advanced, stylish and well designed.

High Performing Communication

Advertising concepts that spoke to the intelligent and innovative nature of Zega also perform well.

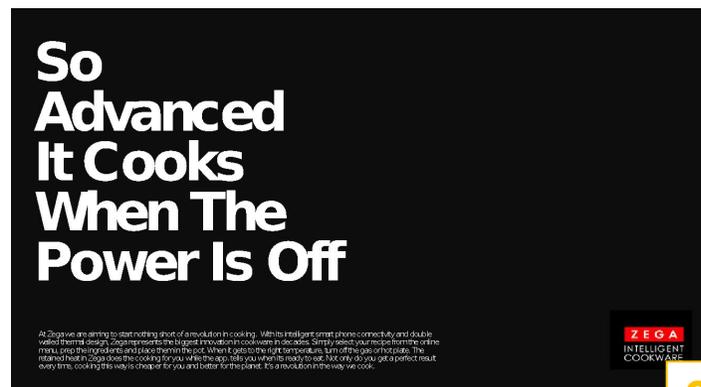


People likes this idea a lot during the research. It is quite rational but what it is saying about the product feels innovative, new and relevant.

It talks to the smart phone connectivity which people value.

It does does a good job of showcasing the product and especially the temperature or status indicator dial on the lid.

Showcasing the smart phone connectivity will be on of the key themes moving forward in the communication.



This idea works well despite not being that witty or clever because it talks, albeit indirectly, about something people value and that is saving money by saving energy.

It also positions the product as innovative and advanced more broadly which as we have seen is a key positive.

The visuals here of the food look enticing, but it does probably not quite do enough to showcase the visual appeal of the product itself.

High Performing Communication

Advertising concepts that spoke to the intelligent and innovative nature of Zega also perform well.



03

As with the idea on sustainability there was support for this idea as well.

It promises money saving via lower energy use. The appeal here is much more rational than emotional, but it does suggest the product is intelligent and advanced.

As we found earlier when reviewing benefits with consumers, this is more a nice to have benefit than once that goes to the real functional purpose of Zega.



05

This was in the set the better performing ideas in the research. It suggests something that is new and innovative from Zega.

It conveys the product in a stylish way by highlighting some of the key design cues.

It also has a playful and fun sense of humour that works quite well to offset what is otherwise quite a stark and clinical visual image.

It is good for the brand to be able to accommodate a bit of intelligent humour at times.

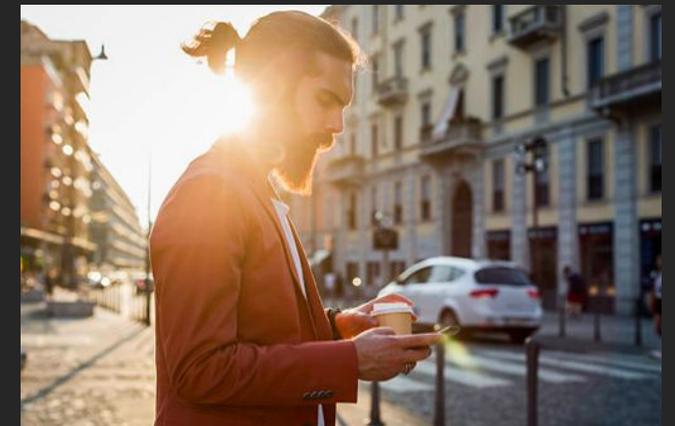
5 Brand Strategy Summary

Cultural Truth

Time Demands Of Modern Living Are The Enemy Of Eating Well

We live in a world where the demands on our time are relentless. As our world becomes more digital, online and connected we can do so much more than ever. And we do – we cram our days with more and more commitments and activities than ever before. There is no down time. Work and social life overlap. The expectations for what we have to get done seem to rise exponentially, but there is only so much time in the day.

In this context who has the time to prepare and cook the all important family meal? Deep down we all know that home-cooked food is best for us and for our families. If you have made something yourself you know what has gone into it and you know it will be healthy and nutritious, not to mention good to eat. Preparing meals is a way that parents care for their children and this act of care makes them feel good about themselves. But in the rush of the week (and sometimes the weekend) it can be hard to find the time and energy to cook a proper meal. It's all too easy to end up cutting corners and resorting



Brand

Idea

Zega Is Home

Cooking Made Easier

Everything You Love About

Home Made Meals Without All

The Effort
Everyone knows that home cooking is what we'd really like to do. With the demands of modern living it's just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it means – the family favourite dishes that are not just healthier and nutritious, but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our world first intelligent cookware you can enjoy home cooking without all the effort. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy.

Its home cooking when you don't have time to cook



Key Brand Benefits

The brand benefits are the key points of substantiation that make the brand strategy credible with consumers

Brand Idea: Home Cooking Made Easier

Delicious Results Every Time

Using chef designed recipes, Zega cooks with retained heat all around the ingredients - the result is that it is impossible to burn your food. So with Zega you get a consistently great result every time whether you are an experienced cook or not. It's cooking perfection every time

- Chef Created Recipes
- All Around Cooking Doesn't Burn

Nutritious Healthy Meals

Zega helps make it easier to prepare healthier and more nutritious one pot dishes. The gentler cooking process using retained heat and lid-design which retains moisture both ensure that the natural goodness in your ingredients is always retained.

- Self Basting Lid
- Cooks Gently To Preserve Nutrients

Spend Less Time In The Kitchen

Zega does the cooking for you without the requirement for constant checking to ensure the food will not burn so you can leave the kitchen. And because it cooks using retained heat there are no safety issues – you can leave it unattended for hours and do whatever else you like.

- Cooks Off Heat
- Doesn't Burn
- No Safety Worry

Saves Energy: Good You And The Planet

Because Zega cooks using the retained heat of the double walled construction you don't need to use power or gas during the cooking process which saves money and is better for the environment than conventional cookware. Over time Zega will pay for itself in lower energy bills.

- Cooks Off Heat
- Saves Money
- Saves Environment

Smart Phone App Keeps You Informed

Zega has the option of smart phone connectivity via an easy to use app that helps you find recipes, lets you know when the pot is at the right temperature to start cooking (and turn off the stove or gas). It also lets you know when the food is ready. Simple.

- Chef Created Recipes
- Know When To Start
- Know It's Ready

Stylish & High Quality Design

Zega is intelligent and stylish design backed up with high quality materials and construction. The cookware is backed with a lifetime guarantee which speaks to the quality of the product and its durability in the modern kitchen.

- Lifetime Guarantee

Brand Truth: Zega Intelligent Cookware Does The Cooking For You

Future Brand

The brand personality for Zega is outlined below: creative, intelligent, nurturing, contemporary and relaxed.

Personality

Creative



Creativity is about using imagination and inventiveness – its part of the food people make and our approach to design.

Intelligent



Intelligence is about cleverness and thinking things through. It speaks to our design and the people who use Zega.

Nurturing



Nurturing means cares for family and their well-being. Its about showing empathy for families and especially for parents

Contemporary



Being contemporary means being **in-touch, current and of the now** when it comes to culture and society today - not futuristic or anchored in the past.

Confident



Zega is confident in itself as a brand and it also inspires confidence in the people who use it to improve their cooking skills.

Brand Idea

The Brand Idea Framework simply summarised all key elements of the strategy in a logical sequence.



Brand Purpose

**The Higher Order Role
Zega Can Play In
People's Lives.**

Helping Care For Family Is Key

Our Purpose:

Help The World's Families To Eat Better



- Pride
- Healthy
- Tasty
- Eat Better
- Delicious

Brand Strategy Components

Brand strategy is all about purpose, idea and truth – this is where we end up with Zega.

**Our Brand
Purpose**
“Why We Exist”

Help The
World’s Families
To Eat Better.

**Our Brand
Idea**
“What We Do”

All You Love
About Home Made
Without The Effort

**Our Brand
Truth**
“How We Do It”

Intelligent Cookware
That Does The Cooking
For You

6 Communication Implications

Consumer Decision Journey

McKinsey has adapted the familiar purchase funnel to represent what they call the consumer decision journey – it is a useful model for understanding how behaviour works and sets the scene for the role of communication.

- There are effective four battlegrounds for marketing and communication can be used at each different point.
- 58% of consumers change brands from one purchase cycle to the next. Nearly 70% of brand choices are made at this initial consideration stage of the journey when a consumer is triggered to shop
- Brands that are in the initial consideration set are twice as likely to be purchased as brands who enter the consideration set during shopping.
- In most categories the ratio of initial consideration to market share explains more than 60% of growth for a brand.
- Vivaly, the nature of the communication is vastly different and has a different role depending on where we look in the consumer journey. The most critical part of the journey is the initial consideration set.



Zega Indicative Path To

Purchase
 This needs to be developed out more fully in the marketing plan – however this shows the structure of Zega’s communication.

	Consideration	Active Shopping	Purchase	Experience	Advocacy
Relevant Audience	<ul style="list-style-type: none"> Consumers who are not looking but will be in market in next 6,12,24 months 	<ul style="list-style-type: none"> Consumers who are actively looking to buy cookware in the next 8 weeks 	<ul style="list-style-type: none"> Consumers who are in the process of buying right now – that means today. 	<ul style="list-style-type: none"> Current customers Of Zega who have the product at home already 	<ul style="list-style-type: none"> Current customers Of Zega who have the product at home already
Existing Perception	<ul style="list-style-type: none"> Don't know anything about Zega or why I would care about the brand. Happy with pots & cookers and not in the market right now. 	<ul style="list-style-type: none"> I am looking to upgrade my cookware and I like the sound of Zega making home made easier, but I don't know much about the product . 	<ul style="list-style-type: none"> I am looking to upgrade my cookware and I like the sound of Zega making home made easier, I am really interested in learning more. 	<ul style="list-style-type: none"> Excited about owning Zega and starting to cook a few things with their cookware, but looking to learn skills and discover new dishes 	<ul style="list-style-type: none"> Excited about owning Zega and keen to share their experiences to connect with others and feel good themselves.
Desired Behaviour	<ul style="list-style-type: none"> Consider: Drive unprompted consideration for Zega – put the brand into the consideration shortlist for consumers 	<ul style="list-style-type: none"> Visit Website/Store: Encourage consumers to visit the Zega web site or to look for the product when they are next in store shopping for cookware 	<ul style="list-style-type: none"> Purchase: Drive immediate purchase of Zega at point of sale either online or instore (based on previously setting up positive attitude to the brand 	<ul style="list-style-type: none"> Engagement: Drive consistent usage of Zega and ongoing engagement with the product and application 	<ul style="list-style-type: none"> Advocacy: Drive consumers to contribute to Zega social media and other platforms to drive advocacy
Role For Communication	<ul style="list-style-type: none"> Start to create an emotional connection to audiences that gives them a reason relate to the brand. 	<ul style="list-style-type: none"> Given people know the brand and are shopping, reinforce interest and to seek out Zega in store or on-line at web site. 	<ul style="list-style-type: none"> Why care about Zega? What's good about Zega? What would I use Zega for? Home Cooking Made Easier How does Zega work? Zega All Brand Benefits Zega Activation Message Zega Self-Cooks For You Zega Is Intelligent Cookware Buy Zega Right Now 	<ul style="list-style-type: none"> Provide recipe inspiration for customers to get them to use Zega more often for a variety of different meals. Try These Delicious New Zega Chef Created Recipes 	<ul style="list-style-type: none"> Encourage people to share their positive cooking and meal time experiences with Zega. Share Your Zega Stories, Recipes And Experiences
Key Message	<ul style="list-style-type: none"> Home Cooking Made Easy Zega Key Brand Benefits 	<ul style="list-style-type: none"> Zega Activation Message 	<ul style="list-style-type: none"> Zega Activation Message Zega Self-Cooks For You Zega Is Intelligent Cookware Buy Zega Right Now 	<ul style="list-style-type: none"> Try These Delicious New Zega Chef Created Recipes 	<ul style="list-style-type: none"> Share Your Zega Stories, Recipes And Experiences
Illustrative Channels	<ul style="list-style-type: none"> Television Instagram Print, Outdoor Public Relations 	<ul style="list-style-type: none"> Digital Banner Ads Point Of Sale Instagram Re-Targeting 	<ul style="list-style-type: none"> Zega Web Site Sales Consultant Home Shopping Channel 	<ul style="list-style-type: none"> Electronic Direct Mail Zega Application Zega Web Site Instagram 	<ul style="list-style-type: none"> Electronic Direct Mail Instagram Zega Application Zega Web Site

Zega Illustrative Campaign

Structure
 With Zega the core primary message is Home Cooking Made Easier – of supporting messages we prioritise the technology enablement, the ability to produce delicious results consistently and freedom from the kitchen.

Consideration

Brand: Home Made Made Easier



Distinctive Brand Benefits



Active Shopping



Purchase

1. Zega Brand Idea

On the web site you would still need to lead with a strong primary expression of the brand idea (e.g. Home Made Easier - this could be video or stills).

2. Zega All Brand Benefits

This content covers key brand benefits and should give priority to three distinctive benefits: delicious every time, spend less time in kitchen and being kept informed.

3. Zega Activation Message

Tactical messages can also play a role on the web site to incentivize immediate purchase of the product online during the customer's visit.

4. Zega Self Cooks For You?

This section of the web site should include how to actually use Zega and what you can use for in terms of creating a range of family favourite and new dishes easily.

5. Zega Intelligent Cookware

This section of the web site should outline the technology behind the Zega intelligent cookware. This includes an overview of Smart Control, Double Walled Design and Smart Knob.

6. Why Buy It Right Now

This section of the web site should outline the additional features of Zega such as storage, etc along with what's in the box and then the range of offers to buy the product itself including discounts.

Consideration Phase -

With Zega there are some key distinctive benefits we could also use in above the line communication.

Distinctive Brand Benefits:

These ads are aimed at providing a bit of supporting context to the brand idea. We would focus on three key messages.

- Spend less time in the kitchen
- Delicious results every time
- Stay informed throughout the cooking process

These benefit specific messages can be used in various media – but we would only do this as a secondary priority after the core brand message. It also becomes more viable if we can target aspiring cooks with a message around perfection or the ads work well contextually



Active Shopping

Phase

These messages are designed to prompt people who are already in market to visit the web site or to seek Zega out in store at the next opportunity. They help to initiate and prompt sales activity but do not build brand equity.

Zega Activation Messages

Tactical messages provide a link to the brand benefits in the headline (e.g. they are about saving time, making things easier, getting perfectly delicious outcome) and have a supporting headline that offers a reason to investigate further today. In this case I have used a 20% discount but this could also be used for promotional offers, seasonal sales or other types of activation.

Note these messages only really work once you have a certain level of interest in Zega so they are designed to run in conjunction with a brand campaign. Their purpose is to drive already interested people to the web site or in-store. They can be re-iterated in store or at the web



Purchase Phase – Web Site

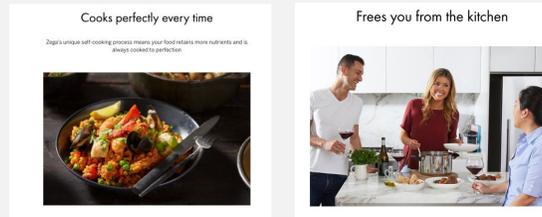
The website consumer journey could look like this sequence below.

1. Zega Brand Idea



On the web site you would still need to lead with a strong primary expression of the brand idea Making Home Made Easier – this could be video or stills.

2. Zega All Brand Benefits



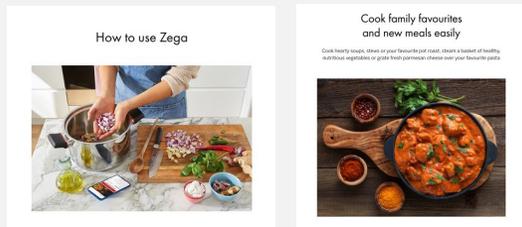
This content covers key brand benefits and should give priority to three distinctive benefits: delicious every time, spend less time in kitchen and being kept informed.

3. Zega Activation Message



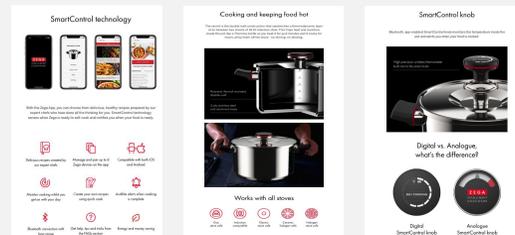
Tactical messages can also play a role on the web site to incentivize immediate purchase of the product online during the customer's visit.

4. Zega Self Cooks For You



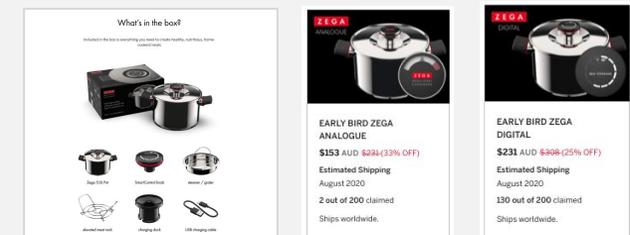
This section of the web site should include how to actually use Zega and what you can use for in terms of creating a range of family favourite and new dishes easily.

5. Zega Intelligent Cookware



This section of the web site should outline the technology behind the Zega intelligent cookware. This includes an overview of Smart Control, Double Walled Design and Smart Knob.

6. Why Buy It Right Now



This section of the web site should outline the additional features of Zega such as storage, etc along with what's in the box and then the range of offers to buy the product itself including discounts.

Purchase Phase – Web Site

Flow The website consumer journey could look like this sequence below.

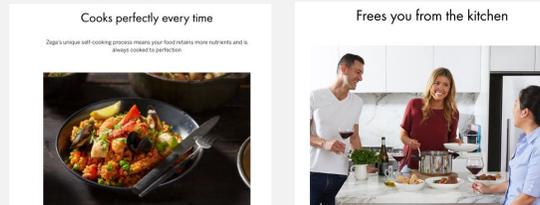
1. Zega Brand Idea



On the web site you would still need to lead with a strong primary expression of the brand idea Making Home Made Easier – this could be video or stills.

- It is very important that when consumers arrive at the Zega web site that they have the easily available option of some form of content – most likely video – that sets up why they should care about the Zega brand.
- This content needs to be creatively engaging and, above all, an emotive expression of Everything You Love About Home Made Without The Effort.
- This is about building an emotional connection with the target audience. It reinforces previous communication they will ideally have seen.

2. Zega All Brand Benefits



This content covers key brand benefits and should give priority to three distinctive benefits: delicious every time, spend less time in kitchen and being kept informed.

- Once people have an idea of the role the brand is supposed to play in their lives and therefore once we have captures their imagination we can start to educate them about the Zega benefits.
- We need to cover all six of the Zega brand benefits but we should start with those that are most distinctive – the ability to make delicious meals every time, the ability to spend less time in the kitchen and way that Zega's Smartphone connectivity keeps you informed throughout the cooking process.

3. Zega Activation Message

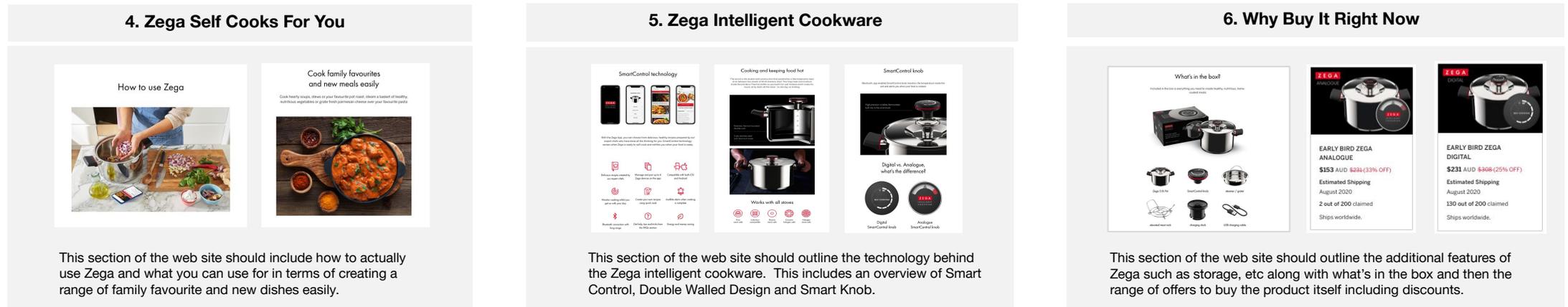


Tactical messages can also play a role on the web site to incentivize immediate purchase of the product online during the customer's visit.

- Activation messages fulfill two main purposes. They help to drive people to the site if they are not there already. On the site they have the function of giving people a reason to buy right now – often a limited time offer.
- These activation messages may be price-oriented or they might not be. Typically for a new brand we would use other than price messages. These might include promotions or offer or just a call to action to buy a product at a special time of year such as Fathers Day or Christmas, etc.

Purchase Phase – Web Site

The website consumer journey could look like this sequence below.



- This section of the web-site needs to explain how people can actually use Zega and exactly how they will cook with it. This is a more detailed demonstration of the steps involved in preparing a meal with Zega.
- This is important so that people can project themselves into the world of Zega or perhaps more realistically they can see how Zega fits their life and makes it better.
- This should also show how Zega can be used to cook a wide variety of dishes that they might like and how the various accessories can be used – cheese grater and steamer.

- By this stage consumers should be interested enough to want to understand exactly how Zega works and why it is so different.
- This is the time for Zega to outline the technology story. Here we would talk to the Smart Control technology, the double walled thermal design and finally the Smart Knob.
- This is about providing justification that Zega will actually work as we describe and it also helps to justify differences to existing cookware and explain why Zega is more expensive than conventional cookware. It will also hopefully reduce barriers to the technology by making how it works clear

- The last stage of the web site customer journey should be to close the deal. This is where we make it clear exactly what you get with Zega in the box.
- This section is also about making clear any offers or deals that are applicable and making the actual sales process itself as seamless and intuitive as possible.

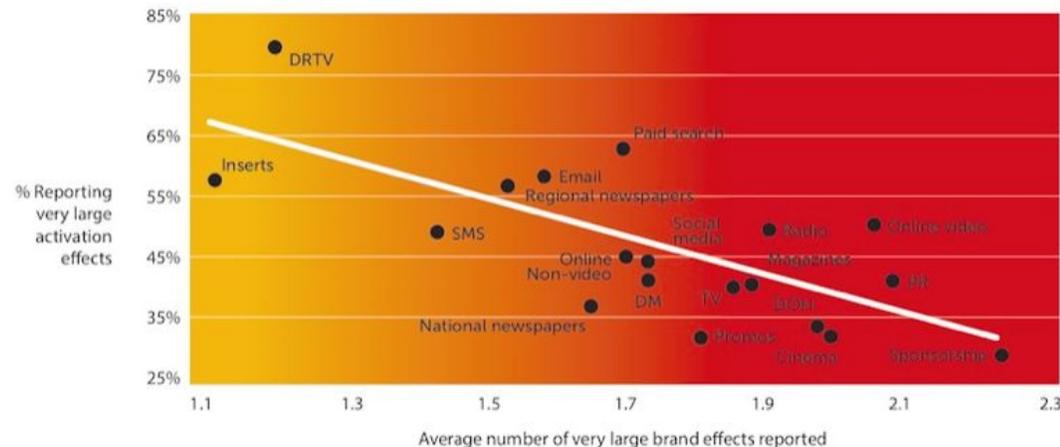
Channel Implications

Selection of channels needs to take into account the role of the communication – either activation or brand based.

- Brand building and activation are extremely different in the way that they are intended to work and perform very different roles for communication.
- There must be a good balance between the two – they work together. Sales activation doesn't work as well in the long term without brand building.
- The type of media that is used must also be selected with brand building versus activation tasks in mind. You can't build a brand effectively off activation-oriented media because it doesn't create effective long term memories in consumers.

Brand Building	Sales Activation
Creates mental brand equity	Exploits mental brand equity
Influences future sales	Generates sales now
Broad reach	Tightly targeted
Long term	Short term
Emotional priming	Persuasive messages

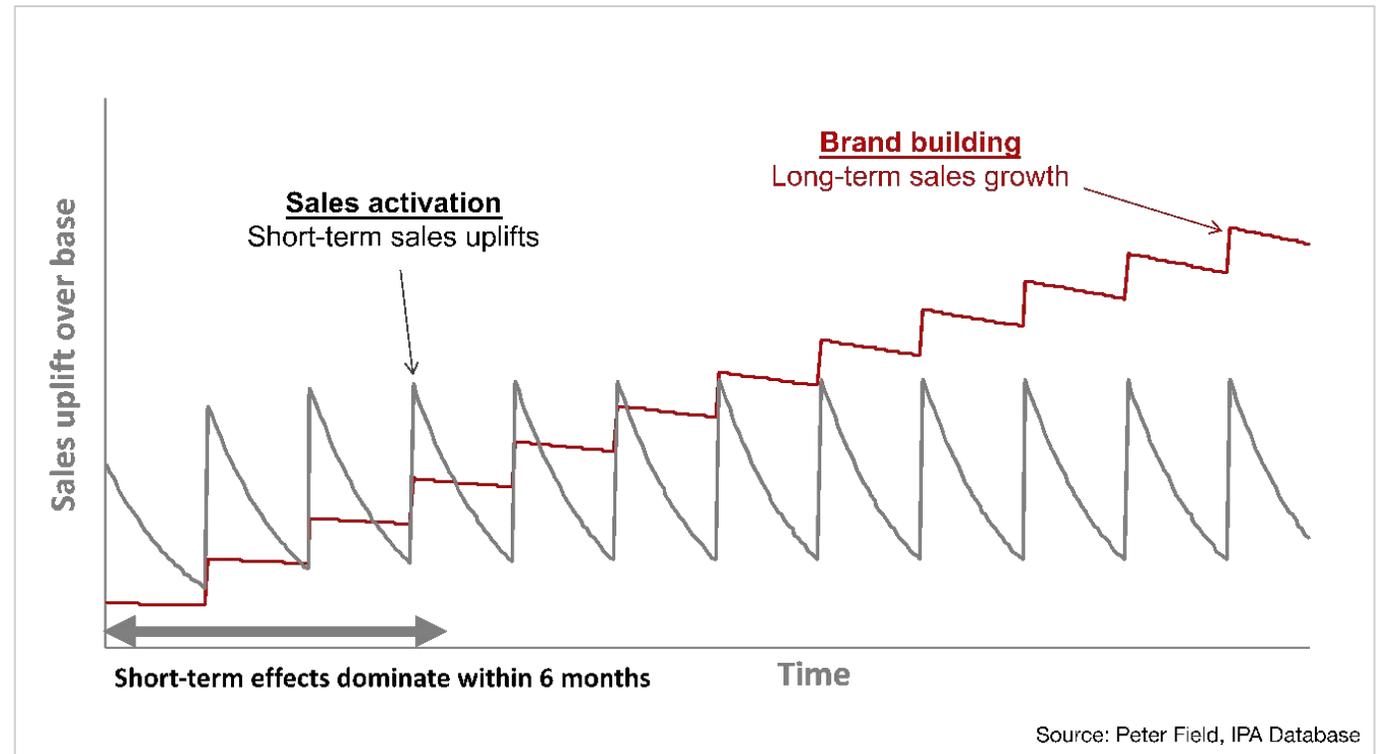
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 01)



Activation Versus Brand Effects

Activation and brand building communication have different effects on sales – short versus long term.

- Brand building advertising that targets the initial consideration phase has a long term effect on sales and profit growth.
- Brand equity created by this advertising is long lasting and drives market share and, importantly significant value through price effects over time.
- But it is slow burn – it takes six months to start to product effects and 2-3 years to realise full potential.
- Sales activation produces short term sales effects but tends not to have a strong impact on profit in the long term.
- Sales activation over time actively erodes brand equity if it is done in isolation.



Communication & Design Brief

Business Challenge

The aim of the immediate to medium term is to drive sales and market penetration in key western markets including the United States, UK and Australia which are critical but also European markets. Growth will come from distributors but online will now likely feature as a key channel in the short to medium term due to Covid-19

Role For Communication

There is an irrational attachment to the big brands that is not justified by the price you have to pay. We need to find a way to end this irrational attachment to the big and the familiar and present amaysim as a credible alternative offering the same quality of network in a way that represents better value for money – especially for families

CCS Audience

Mums and dads with children living at home (particularly with slightly older kids) are key. They are time-poor and looking for good, healthy meal solutions. Although we should appeal to those already doing one-pot cooking we want to appeal to those who may be willing to trade up into this way of preparing food – especially with the onset of Corona virus.

Almost more than any other area of life, when it comes to cooking people tend to go with what they know – the tried, familiar and routine. This can be the way they cook one-pot dishes today (for more practiced cooks) or in their reliance on

Behaviour Change

We have to show that Zega is different and better, because ultimately what we are trying to achieve is nothing less than changing the way that people cook – getting them to use Zega rather than their existing cookware for slow cooking and to use Zega instead of convenience cooking, especially during the week or when they are time pressured.

Brand Proposition

Everyone knows that home cooking is what we'd really like to do, but with the demands of modern living it's just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it means – the family favourite dishes that are not just healthier and nutritious, but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our world first intelligent cookware you can enjoy home cooking without all the effort. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy. Its home cooking when you don't have time to cook.

Media Considerations

To Be Determined but including TV/Online Video, Digital Out Of Home, Digital Advertising, Social Media, Web Site.

Tone Of Voice – A Leader Who Values People



Aspiring Cooks Audience Profile

Psychographic Overview

- Likely in 30s and early 40s in terms of age – often with young kids
- Ambitious about life and achievement oriented
- Life to better themselves and improve skills in a variety of areas
- Time pressured and stressed out at the demands for modern family life
- Often in professional roles with disposable money to spend on
- Values quality products often willing to pay premium for functionality and design

Category Relationship

- Likes cooking but hasn't had the time or experience to further skills
- Cooks a few dishes quite well but has a limited repertoire
- May often be the second cook in the household (often the guy)
- Wants to improve cooking skills as genuinely enjoys cooking
- Relies heavily on convenience foods and cooking for meals during the week – especially if there young are children in the family

Barriers For Zega

- Will they be willing to invest the money in cookware that is not an essential item. Cost may well be a barrier to some
- Technology may be a barrier to some but this is less likely to be an issue for the younger profile compared to older confident cooks.

Message Priorities

- Everything You Love About Home Made Made Easier
- Delicious Results Every Time
- Try New And Different Things With Less Risk
- Spend Less Time In The Kitchen
- Smart Phone Connectivity - Keeps You Informed While Cooking

- Prepares Healthy Nutritious Meals
- Saves Energy For You And The Planet
- Stylish With Good Build Quality

Media Channel Considerations

- Partnerships with chefs who can use an existing following which may provide credibility



Experienced Cooks Audience Profile

Psychographic Overview

- Likely in late 40s and 50s in terms of age
- Ambitious about life and achievement oriented, but with success behind them too and life experience having progressed beyond young kids
- Enjoy entertaining and time with friends especially around the home.
- Time pressured and stressed out at the demands for modern family life
- Often in professional roles with disposable money to spend on
- Values quality products, willing to pay premium for functionality and design

Category Relationship

- Likes cooking and has considerable skills – confident & competent cooks
- Not at Master Chef level but cooks many dishes well and takes pride in it.
- Looking to explore and try new techniques and recipes (research online)
- Wants to continue to develop and further cooking skills
- Relies on convenience foods and cooking for meals during the week but genuinely prefer to cook at home because it is better and healthier

Barriers For Zega

- Will they be willing to invest the money in cookware when they already like and enjoy the cookware they have. Do I need something new?
- Technology may be a barrier to some but this is less likely to be an issue for the younger profile compared to older confident cooks.

Message Priorities

- Everything You Love About Home Made Made Easier
- Spend Less Time In The Kitchen
- Smart Phone Connectivity - Keeps You Informed While Cooking

Media Channel Considerations

- Prepares Healthy Nutritious Meals
- Saves Energy For You And The Planet
- Stylish With Good Build Quality
- Place content around recipes, cooking and food content online as they may be more inclined to be already interested in cooking and food content
- Partnerships with chefs who can use an existing following which may provide credibility
- Partnerships with high profile cooking shows and content that may enable



Next

Steps are to develop a marketing communication plan and commence creative development.

1. Brand Outputs

- Cultural Tension
- Final Brand Idea
- Brand Framework
- Customer Profiles
- Example Ads Concepts
- Brand Personality
- Message Hierarchy



2. Marketing Communication Plan

- Marketing Objectives
- Approach By Country
- Marketing Activities & Timing
- Communication Plan
- Creative Brief
- Finalised Budget
- Media Channels/Plan
- Distributor Marketing Guidelines



3. Creative Ideas & Execution

- Campaign Idea
- Creative Execution Ideas
- Production Budget
- Creative Production
- Creative Delivery/Dispatch
- Brand Design Guidelines
- Web Site Design
- Web Site Development



7 Appendix: Research Stimulus

Product Feature Scorecard

Zega Intelligent Cookware

Features

Delicious Results Every Time

In addition to chef designed recipes, Zega cooks with retained heat all around the ingredients - the result is that it is impossible to burn your food. In fact with Zega you get a consistently great result every time whether you are an experienced cook or not. You don't need to keep watching your food to get a delicious meal.

Nutritious Healthy Meals

Zega helps make it easier to prepare healthier and more nutritious one pot dishes. The gentler cooking process using retained heat and lid-design which retains moisture both ensure that the natural goodness in your ingredients is always retained.

Spend Less Time In The Kitchen

Zega does the cooking for you without the requirement for constant checking and monitoring to ensure the food will not burn so you can leave the kitchen. And because it cooks using retained heat there are no safety issues – go have a glass of wine and relax for a while instead.

Energy Saving: Good For Planet & Your Budget

Again because Zega cooks using the retained heat of double walled construction you don't need to use power or gas during the cooking process which saves money and is better for the environment than conventional cookware. Over time Zega will pay for itself in lower energy bills.

Smart Phone App Keeps You Informed

Zega has the option of smart phone connectivity via an easy to use app that helps you find recipes, lets you know when the pot is at the right temperature to start cooking (and turn off the stove or gas). It also lets you know when the food is ready. Simple.

Stylish & High Quality Design

Zega is intelligent and stylish design backed up with high quality materials and construction. The cookware is backed with a lifetime guarantee which speaks to the quality of the product and its durability in the modern kitchen.

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Please rate each feature out of ten based on how important it is to you and place your score in the space above for each feature.

Brand

Idea

Prototypes

Brand Idea

Worksheet

Concept Name

Score Out Of Ten.....

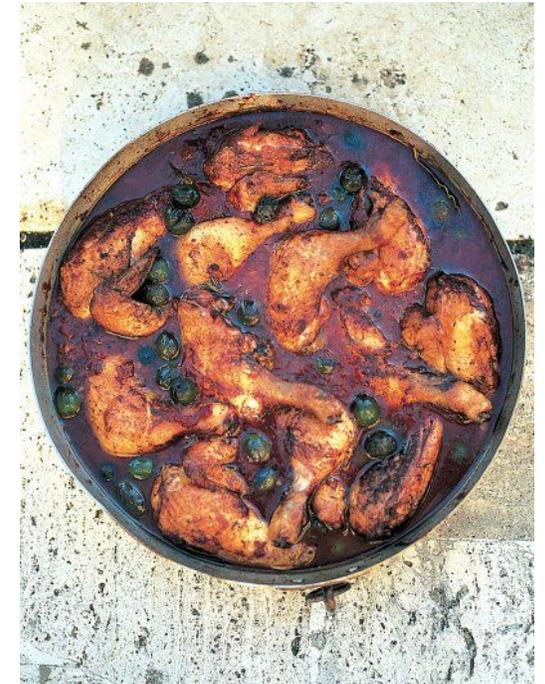
I Like This Concept Because:

It Makes Me Feel:

One Thing I'd Improve Is:

We've Started A Revolution In Home Cooking

Aside from the occasional flash in the pan and the odd gadget, the way we cook at home hasn't really changed much since the days of our grand parents. And the innovation we have seen has often been more style than substance. Well all that is about to change. At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the app menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.



Freedom From The Kitchen

We all have better things to do than be slaves to the kitchen – the cooking, watching, stirring, checking, simmering, adjusting, tasting and re-checking is the boring part of cooking. Zega Cookware gives you freedom the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.



Home Cooking Made Easier

Everyone knows that home cooking is what we'd really like to do, but with the demands of modern living it's just hard to find the time and the energy to do the cooking that these dishes so often require. Zega makes home cooking easier. We love home cooking and everything it means – the family favourite dishes that are not just healthier and nutritious but also the food we love to eat together. Delicious and heart warming comfort food. Thanks to Zega, our new and innovative app enabled cookware you can enjoy home cooking without all the effort. Simply select your recipe from the app, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious home-cooked meal is ready to enjoy. Its home cooking when you don't have time to cook



Make Delicious Simple

Making great delicious food is always the ideal – who doesn't want mouth watering, tasty food for the evening meal. But for most of us this takes a bit of effort and we don't always have the time and energy to put into creating something great. At Zega our aim is to make delicious simple – to create tasty, mouth-watering dishes at home. Your favourite beef and Guinness stew, chicken casserole or lamb curry all much much less effort because we've taken many of the labour intensive boring bits out of one-dish cooking. Simply select your recipe, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. It will let you know when your meal is ready to enjoy. It's delicious made simple.



Helping You Eat Better Healthier Food

Cooking from scratch is better because you know what's gone into it, but who can find time especially on busy weeknights. It's all too easy to rely on take away or convenient processed foods. At Zega our cookware is helping you eat better and healthier food. Cooking healthy, nutritious and delicious one-pot meals has never been easier. We have made home-cooking from scratch so easy you don't need to rely as much on processed or take away food. Simply select your recipe, put the ingredients in the pot, when Zega is at the right temperature turn off the stove and just walk away while Zega cooks for you. Soon your delicious and healthier meal is ready to enjoy. You could say we are helping to bring the goodness back to family.



Cooking Perfection Every Time

Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process leaving us with food that isn't quite what we expected or what we like. At Zega our cookware helps you achieve cooking perfection every time. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting



Example Advertising Concepts

Advertising Idea

Worksheet

Ad Name

Score Out Of Ten.....

I Like This Ad Because:

It Makes Me Feel:

One Thing I'd Improve Is:

The Future Of Cooking Is Here



The Biggest Innovation In Cooking Since The Pot

At Zega we are aiming to start a smart cooking revolution in cooking. With its intelligent smart phone connectivity and state-of-the-art thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app tells you when it's ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.

Z E G A
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COOKWARE



Cookware That Tells You When The Food Is Ready

At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.



So Advanced It Cooks When The Power Is Off

At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.



Z E G A
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COOKWARE

The Most Sustainable Cookware On The Planet

At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.



Intelligent Cookware That Pays For Itself



At Zega we are aiming to start nothing short of a revolution in cooking. With its intelligent smart phone connectivity and double walled thermal design, Zega represents the biggest innovation in cookware in decades. Simply select your recipe from the online menu, prep the ingredients and place them in the pot. When it gets to the right temperature, turn off the gas or hot plate. The retained heat in Zega does the cooking for you while the app. tells you when its ready to eat. Not only do you get a perfect result every time, cooking this way is cheaper for you and better for the planet. It's a revolution in the way we cook.

Z E G A
INTELLIGENT
COOKWARE

We're Ending Slavery To The Kitchen

Zega Cookware loves you free from the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.



Z E G A
INTELLIGENT
COOKWARE

For People Who Love Cooking, But Not All The

Zega Cookware gives you freedom in the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether it's get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd otherwise be doing.



ZEGA
INTELLIGENT
COOKWARE

Liberating Home Cooks From The Kitchen

Zega Cookware give you freedom from the kitchen. Thanks to Zega, our new and innovative app enabled cookware your days of being a slave to the kitchen are over. Zega puts hours back in your week. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove and just walk away while Zega cooks for you. You're free to do whatever you feel like whether its get some exercise, enjoy a glass or wine with your partner, head into the garden or out for some shopping, or god forbid, even spend some time with the kids. The app will alert you once the food is ready to eat. You can sit down and enjoy a great meal while not missing out on what you'd rather be doing.



ZEGA
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All You Love About Home-Made Without The Effort



Z E G A
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Home-Made, Made Easier

ZEGA
INTELLIGENT
COOKWARE



You Are What You Eat So Eat Well With

Zega

ZEGA
INTELLIGENT
COOKWARE



We're Bringing Goodness Back To Meal Time

ZEGA
INTELLIGENT
COOKWARE



Not Nigella's Tuscan Bean Soup: Yours

Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process leaving us with food that's not quite what we expected or what we like. At Zega our cookware is making cooking perfection much simpler to achieve. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting started.



Z E G A
INTELLIGENT
COOKWARE

We're Simplifyin'g Success In The Kitchen

Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process. Having a dish that's not quite what we expect or what we like. At Zega our cookware is making cooking perfection much simpler to achieve. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting started.



Z E G A
INTELLIGENT
COOKWARE

Comes With A Lifetime Guarantee Of Smiles



Many of us enjoy cooking, especially when we have time, but it's all too easy for things to go wrong in the kitchen during the cooking process leaving us with food that isn't quite what we expected or what we like. At Zega our cookware is making cooking perfection much simpler to achieve. Our intelligent cookware does the work for you and because it's a 'gentler' way of cooking it reduces the chance of burning and other mistakes so you get consistently delicious home-cooked meals every time with a minimum of fuss and effort. Zega cookware means cooking perfection is something that's easier than ever to achieve whether you're an experienced home cook or just getting started.

Z E G A
INTELLIGENT
COOKWARE

Make Comfort Food From Your Sofa



Making great delicious food is always the ideal – who doesn't want mouth watering, tasty food for the evening meal. But for most of us this takes a bit of effort and we don't always have the time and energy to put into creating something great. At Zega our aim is to make delicious simple – to create tasty, mouth-watering dishes at home Your favourite beef and Guinness stew, chicken casserole or lamb curry all much much less effort because we've taken many of the labour intensive boring bits out of one-dish cooking. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove while Zega cooks for you. It will let you know when your meal is ready to enjoy. It's delicious made simple.

Z E G A
INTELLIGENT
COOKWARE

Make Delicious As Easy As Pie



Making great delicious food is always the ideal – who doesn't want mouth watering, tasty food for the evening meal. But for most of us this takes a bit of effort and we don't always have the time and energy to put into creating something great. At Zega our aim is to make delicious simple – to create tasty, mouth-watering dishes at home Your favourite beef and Guinness stew, chicken casserole or lamb curry all much much less effort because we've taken many of the labour intensive boring bits out of one-dish cooking. Simply select your recipe, when Zega is at the right temperature put the ingredients in the pot, turn off the stove while Zega cooks for you. It will let you know when your meal is ready to enjoy. It's delicious made simple.

Z E G A
INTELLIGENT
COOKWARE