

# 'Hungry Thirsty'

## Brand Positioning and Launch Campaign Development



### THE ISSUE

In 2012 Parmalat had decided to enter the Victorian flavoured milk market with Oak.

A strong, impactful launch strategy and campaign were needed that differentiated Oak from the long dominant brand, Big M



### WHAT WE DID

Qualitative research:

1. In-depth consumer understanding and strategy workshop.
2. Creative Development



### OUTCOME

Stage 1: uncovered the 'hungry thirsty' insight that became the basis for the brand positioning and launch strategy

Stage 2 : helped develop the launch campaign

Oak was successfully launched into the Victorian market, contributing to profit and growth for Parmalat.

The campaign won its agency a strategy planning award

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