

# BONNET ROUGE<sup>®</sup>

## BRAND GUIDE



PUBLISHED 2020

# HELLO.

**This brand guide's main purpose is not to dictate creative and design work, but rather to help facilitate and lead the work in the right direction.**

# WHO WE ARE



Bonnet Rouge's parent company, *FrieslandCampina*, was established in 1871. That's *150 years of expertise* in producing dairy of the finest quality. The original Dutch province of Friesland is known for its lush green meadows, blue skies, and its generations of *excellent farming families*.

Within this rich pastureland our farmers bred the prolific and famed Frisian Cow, which today, can be found in most dairy farms around the world. With the continual collective fascination with the *power and possibilities of milk*, came the co-operative, *FrieslandCampina*. Now, 100 years since that first factory, our brands feed and touch the lives of billions of kids and families each day. We are *pioneers in milk*, our history is firmly rooted in milk, and our legacy will be defined by it.

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# BONNET ROUGE®

## 1 BRAND STRATEGY

1.1 Brand Manifesto

1.2 Brand Propeller

1.3 Brand Propeller Deep Dive

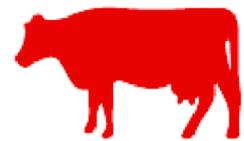
1.4 Brand Positioning Tiers



# 1.1 BRAND MANIFESTO



Company owned by Dutch family farmers ensuring quality from grass to glass



Delicious products made from only the freshest, quality cow milk



Nutritious products with protein, calcium & vitamins



Broad range of products for all nutritional needs



Multi-purpose product use (direct consumption, cooking, tea & coffee)



Over 140 years of dairy farming expertise helps us to produce great quality milk

# BONNET ROUGE®

*Bonnet Rouge* is more than a dairy brand. We are an *expert producer* of high quality, nutritious dairy products and moreover, consider ourselves to be part of the family. *Bonnet Rouge* helps to build and *grow families* by providing nutrition, health and happiness. We believe that *happiness and success* starts with a *healthy body*. Once this is achieved further successes can take place.

We would like our consumers to see us as a *partner in life* who can support them throughout their journey; to get a job, to do well in sports, and to *achieve their goals*. Someone who will help them to live a life as rich as the dairy milk we produce for them. This in turn means that our customers grow to their *full potential* and become all they can be, which is our ultimate aim.

1.2

# THE BRAND PROPELLER



## BRAND PROPELLER

Our Brand Propeller is used to guide and develop strategic brand communication that sBonnet Rouges to our audience on both an emotional, and functional level.

### 1. PEOPLE WE SERVE

Positive minded African families and individuals that are working towards a better future, coming from the heart of a WE culture.

### 2. HUMAN TRUTH

We want to grab every opportunity in life to progress, but we are missing the means and the reassurance of the right choice.

### 3. BRAND PURPOSE

Enabling all Africans to grow and reach their full potential.

### 4. BRAND PERSONALITY

A lifelong companion who is caring, supportive and encourages you to give your best and move forward.

### 5. REASONS TO BELIEVE

Entry to the nutrient powerhouse of dairy; calcium, vitamins and protein – recommended by authorities all over the world.

### 6. SUBSTITUTES

Other products (e.g. fruit juices), refreshments (water, tea, coffee dairy products, local dairy dishes, porridge, nutritious, sodas), breakfast alternatives (bread, Garba , Yam, Pacalli)

### 7. DISCRIMINATING BENEFIT

The rich nutritious taste that has stood the test of time.

### 8. EMOTIONAL BENEFITS

I feel reassured (I am making a right decision for the future), it's like a warm hug from the inside.

### 9. FUNCTIONAL BENEFITS

Enjoyment of natural nutrition that is building physical and mental strength, with a great taste at the same time.

## 10. BRAND DISTINCTIVE ASSETS

**BONNET ROUGE**<sup>®</sup>

Logo



Colour



Key Art

## 1.3

# BRAND PROPELLER DEEP DIVE



## PEOPLE WE SERVE

**Positive minded African families and individuals that are working towards a better future, coming from the heart of a WE culture.**

- Social economic classes A B C1, where top of mind awareness of Bonnet Rouge is very high. Lower SEC are occasional/light users C2 D), where we would like to grow through more affordable products/formats. We are currently not in reach for SEC E, and also do not aspire to be.
- The previous generation grew up in challenging circumstances. Before, people have been living on a day to day basis. Today this has changed. Now people are thinking about the future and that also brings choices to be made. At the same time they are raised with the awareness of spending your money wisely .
- Families/African communities with the focus on: traditional working families, rising strivers, their kids (new generation) and everyone belonging to the family (incl. single workers)\*. These people are equally men and women, from an age of 2 onwards.
- Main decision makers for shopping in these households are mothers, but children play a big influencing role.
- Their values are: Caring, optimistic, welcoming, togetherness, family oriented, emerging community mindset, proud, religious, ambitious, aspiring, passionate, security, enduring, valuing tradition as well as modernity. Humor and fun is in their DNA.
- They are hopeful towards the future, and are looking for ways to reach (small) aspirations, and steadily work towards a better future
- From within the heart of the WE culture ; traditions /community.
- The people we serve favor branded products (if budget allows) because: “if you have \$1 to spend, you spend it. Brands bring quality & familiarity (also for illiterate). Embrace global in local: Africans are proud of their heritage.
- They will look for international brands, but incorporating them in local culture and habits.

## 1.3

# BRAND PROPELLER DEEP DIVE



## HUMAN TRUTH

**We want to grab every opportunity in life to progress, but we are missing the means and the reassurance of the right choice.**

- People want their family to be a happy family, being able to provide all needs in terms of health and education. They are looking for the best they can afford in order to take good care of them. They want to provide themselves and their family with essential nutrients to stay healthy, gain strength and energy for the day. But they have to do this with little means. Though, life is changing generation to generation. The horizon regarding money to spend changed. Previously they, or their parents, had a day to day horizon. Now more and more people have a week to week or even month to month horizon. This means making investments that will pay back in the future become more relevant. E.g. on education, and staying healthy. People are able to make choices for the future. At the same time they are raised with the awareness to spend the little money they have wisely.
- The most important thing they want is to see progression, and they are optimistic towards the future: they want themselves and their children to climb the economic ladder, and be ensured to get most out of life. Everybody wants to be somebody. To get there, we need to invest in staying healthy, and getting educated (formal education courses, and informal education practical training, entrepreneurship). Yet, they have little means, so they have to make choices.
- This progress in life ideally benefits the entire family/ community. Togetherness is important and people show pride when they unite around e.g. food, sport, music.
- Exposure to new media has opened their eyes to more possibilities, and more products are finding their way to them. More and more people are influenced by this. But at the same time there is a strong will to maintain tradition . Being proud of own roots, heritage and community, which define individual and communities true identity.

## 1.3

# BRAND PROPELLER DEEP DIVE



## SUBSTITUTES

Other products, local dairy dishes, porridge, nutritious products (e.g. fruit juices), drinks (water, tea, coffee, sodas), breakfast alternatives (bread, Garba , Yam, Placali ), energy drinks.

- Food has a functional role. It is about staying healthy and getting through the day. It is filling the stomach, and filling nutritive ingredients are key. Milk is a good example of that; filling the stomach, and containing essential nutrients for strength and growth. Yet at the same time milk, and in particular the known dairy brands, are appreciated for taste & enjoyment. Substitutes for milk are; Other dairy products (e.g. yoghurt), Local dairy dishes ( Dèguè , Lait caillé ), Porridge (might contain dairy), Nutritious products (natural fruit juices), Drinks (water, tea, coffee, sodas), Breakfast alternatives (bread with filling, Garba , Yam, Pacalli filling and spicy), Energy drinks (e.g. Redbull ), Product for health (e.g. honey,
- Key competitors : In EVAP there is limited competition (esp. Cote D'Ivoire, Burkina Faso). In SCM, milk powder and UHT there are global and local brands.



## 1.3

# BRAND PROPELLER DEEP DIVE



## BRAND PURPOSE

Enabling ALL Africans reach their Bonnet Rouge everyday.

- The people we serve have to make choices because of the little means they have. We offer a secure choice (quality) and enable people to nourish themselves and their families. Enjoy those warm, privileged, joyful moments of togetherness. Offering the right nutrients to contribute to their physical strength, health, and growth of the entire family. This will support them to steadily progress in life towards a better future climbing the economic ladder and be ensured to get most out of life, reaching their full potential.
- We want to contribute to the people in the (emerging) middle class and downwards in the pyramid (C2 D), and help them to steadily work towards a better future. Education plays an important role here as well, where our brand could contribute through e.g. school programs as well.
- Brand point of view: “We believe if you have access to good dairy nutrition at any age, everyone can be strong physically and intellectually in order to progress in life.”

## 1.3

# BRAND PROPELLER DEEP DIVE



### DISCRIMINATING BENEFIT

**The rich nutritious taste that has stood the test of time.**

- The company behind the brand, FrieslandCampina, has over 145 years of dairy farming expertise and is controlling the chain from grass to glass. Because of that, we are able to deliver the highest quality milk to ensure unique creamy taste.
- We are the trusted brand for our consumers due to heritage, consistent quality and excellent taste since 1921. Consumers grew up with Bonnet Rouge products since childhood, and are passing on usage from generation to generation.

## 1.3

# BRAND PROPELLER DEEP DIVE



## BRAND PERSONALITY

**A lifelong companion who is caring, supportive and encourages you to give your best and move forward.**

- We are a lifelong companion that is always there for you; from cradle to grave. We are good hearted, loving, caring, warm, and trustworthy; we are taking care of you, and we are giving you a sense of home and belonging.
- We do this with a good sense of humour – making people smile. We are strong, educated, confident, and experienced. We cheer you on to work steadily towards that better future.
- We are welcoming and open to everyone. Even though we are classy we are also equally approachable.

## 1.3

# BRAND PROPELLER DEEP DIVE



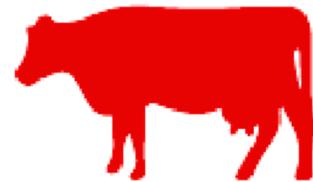
## EMOTIONAL BENEFITS

**I feel reassured (I am making a right decision for the future), it's like a warm hug from the inside.**

- Trustworthy - feeling fearless and reassured – it's a safe choice to make. Reassuring quality and good nutrition, because of our great expertise through 145 years of dairy farming experience, and by fully controlling the chain from grass to glass.
- Caring - enables people to take care of themselves and their family.
- Enjoyment - joyful moments with all your loved ones. Togetherness for all generations since 1921.

## 1.3

# BRAND PROPELLER DEEP DIVE



## FUNCTIONAL BENEFITS

**Enjoyment of natural nutrition that is building physical and mental strength, with a great taste at the same time.**

- We further build people's physical (e.g. muscles and bones), and mental strength, while contributing to health and growth of the entire family, through natural products. By providing enjoyment of a great tasting product that is also healthy. Everyone in the family gets a strong start to the day.
- Considering the people we serve often wake up early to face long trips to work or school, our brand delivers a combination of many important nutrients in 1 product i.e. it is a multi-purpose product (direct consumption, cooking, tea & coffee, etc.).

## 1.3

# BRAND PROPELLER DEEP DIVE



## REASONS TO BELIEVE

**Entry to the nutrient powerhouse of dairy; calcium, vitamins and protein – recommended by authorities all over the world.**

- Protein (building & repairing muscles), Calcium (strong bones & teeth), Vitamin B12 (contributes to psychological well-being), Vitamin D (muscles and immune system), Vitamin A (vision formatting and maintenance of organs). All natural nutrients recommended in your daily diet by health authorities all over the world.
- We provide people an entry to this powerhouse, which can be premium (all nutrients, e.g. triple benefits) or value for money (single benefit) products.
- We offer safe and high-quality products; High-quality raw materials and expertise, produced in an environment with high farming standards and healthy cows (there are no anti-biotics in our milk).

# 1.3 BRAND PROPELLER DEEP DIVE

## BRAND DISTINCTIVE ASSETS

### LOGO



### ELEMENTS



**Bonnet Red:**  
A vibrant hue that is found in nature, adds impact and a happy pop of contrast to our branding.



**Landscape & Farmer:**  
Calmness and Healing Symbol of hope underlining the harmless nature of milk. The farmer, cow and meadow are the core assets for packaging. The glass and bottle can be replaced to be product specific and the farmer could also be used in isolation.

### COLOUR



Bonnet Sky



Bonnet Blue



Bonnet Gold

### FONT

#### CRONOS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!&\*

# 1.4

# BRAND POSITIONING TIERS

BRAND	 <b>ROUGE</b>					 <b>BLEU</b>			 <b>GOLD</b>	
PRODUCT TYPE	EVAP	IMP	UHT	SCM		EVAP	IMP	SCM	EVAP	SCM
BRAND COLOUR	Red					Blue			Gold	
RECIPE	Milk Fat		Semi-skimmed		Vegetable Fat	Vegetable Fat			Milk Fat 9.5%	Milk Fat
FORMATS	Tin	Tin/Pouch/Sachet	Bottle	Tetra	Tin	Tin/Sachet	Pouch/Sachet	Tin	Tin with easy opening	Tin
BRAND ROOTS	Strong heritage In taste nutrition (Bébé hollandais - high TOM)					Strong heritage In taste nutrition (Bébé hollandais - high TOM)			Strong heritage In taste nutrition (Bébé hollandais - high TOM)	
BRAND SIGNATURE	Building strong families since 1921					Building strong families since 1921			Building strong families since 1921	
BRAND POSITIONING	Tasty Nutrition					Affordable, light taste			Creamy nutritional treat	
BENEFIT	Triple benefit: Calcium, Protein and Vitamins			No benefit/link to nutrition		Single benefit: Low cholesterol	Single benefit: Calcium	No benefit/link to nutrition	Calcium/Vitamines Protein/Zinc	No benefit/link to nutrition

# BONNET ROUGE®

## 2 BRAND ELEMENTS

2.1 Brand Logos

2.2 Sizes & Spacing

2.3 Brand Colours

2.4 Application: Do's and Dont's

2.5 Typography



## 2.1

# BRAND LOGO

How do we want our consumers to **feel** when they see our logo? What do we want them to **think**?

*The logo conveys the following brand characteristics:*  
We're a brand that is always there for you, a lifelong companion that you can trust to provide healthy nutrition for success in life.

When consumers see the logo, they should feel reassured. When it comes to nutrition, parents and their children who purchase our products are in good hands. We want to instill a sense of trust, that Bonnet Rouge will play its part in their prosperous, healthy future. When using the logo on a colored background use the logo with the white outline.

### BRAND MARQUE VERSION 1



- Only used on packaging and offset printing.

### BRAND MARQUE VERSION 2

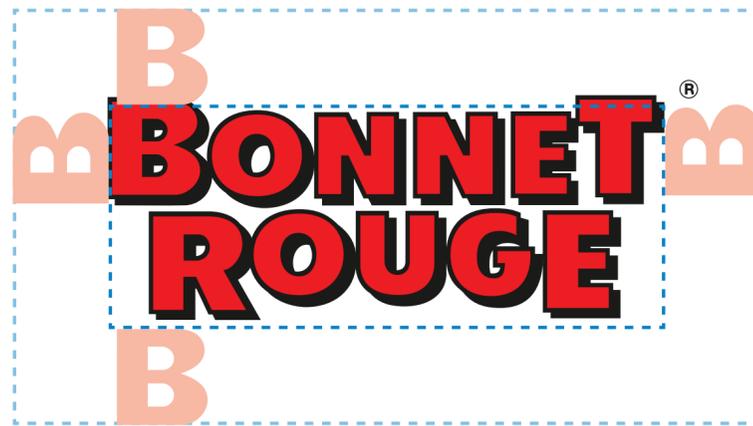


- Used on off-pack communications for POS, digital printing, key visuals and social media.

## 2.1

# BRAND LOGO

In order to ensure that the logo is displayed **correctly** and **consistently** across different substrates and print techniques, the following brand marque variations have been created.



### LOGO - CLEARANCE SPACE

To ensure the right amount of clearance around the logo please use the "e" spacing as stipulated above.



### SINGLE COLOUR VERSION - BLACK

For silkscreen printing on light background when there is a limitation on the no. of colour stations.



### SINGLE COLOUR VERSION - WHITE

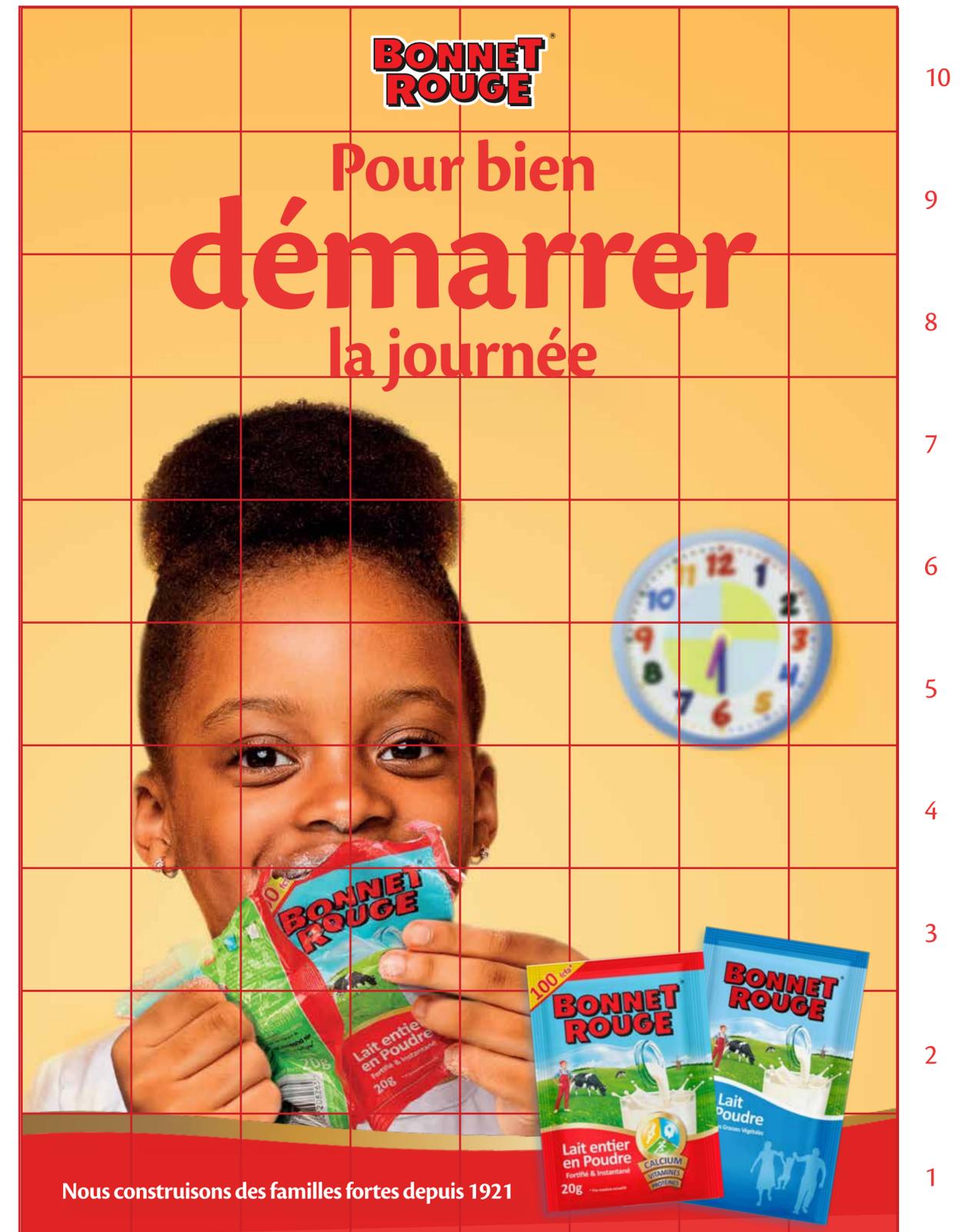
For silkscreen printing on dark/red backgrounds when there is a limitation on the no. of colour stations.

## 2.2

# SIZES AND SPACING

### Calculating the size of the segments:

1. **Measure the height** of the A4, A3 or A2 format and **divide by 10**. This gives the height of each segment. The grid shows the master design layout for regular portrait A4, A3 and A2 formats.
2. **Secondary elements** will be **repositioned** depending on the content of the communication, and added or removed when needed eg. the milk swoosh. This scene should be used as the master layout for regular portrait formats and used as a starting point when laying out portrait A4, A3 or A2 communication materials.



## 2.3

# BRAND COLOURS

Bonnet Rouge's brand colours are bold and playful. Our subtle powder blue is associated with the clear skies that our cows graze beneath while our bright red, a vibrant hue that is found in nature, adds impact and a happy pop of contrast to our branding.

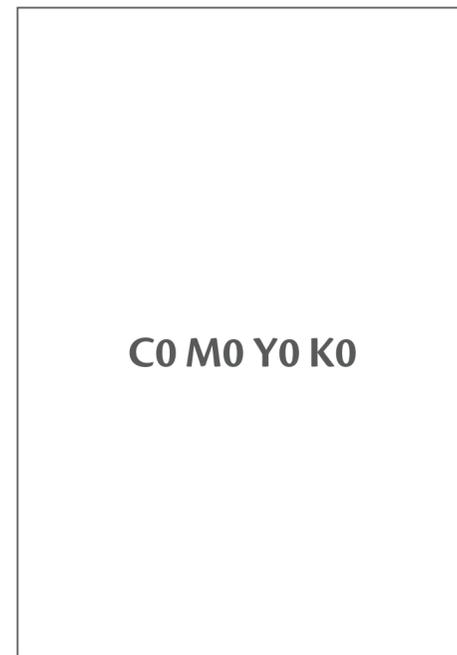
### PRIMARY COLOURS

BONNET RED



C2 M94 Y87 K0

WHITE



C0 M0 Y0 K0

BONNET SKY



C50 M2 Y0 K0

### SECONDARY COLOURS

BONNET BLUE



C83 M41 Y0 K0

BONNET GOLD



C30 M35 Y70 K0

C10 M15 Y40 K0

Bonnet Red (70%), White (20%) and Bonnet Sky – from the landscape (10%) are master brand dominant colours, to be used in advertising and POS executions. Red and white are the core colours to be used in ATL and BTL – visibility material will be predominantly red.

Bonnet Blue and Bonnet Gold (which can also be used as a radial/linear gradient as seen on our swoosh) are product specific and mainly to be utilized when we are advertising the product variants they are related to.

## 2.4

# APPLICATION

## DO'S & DONT'S

### DO



### DON'T



Don't change the logo's transparency.



Don't make the logo too big, as to obscure key visuals.



Don't change the colour of the logo.

## 2.4

# APPLICATION

## DO'S & DON'T'S

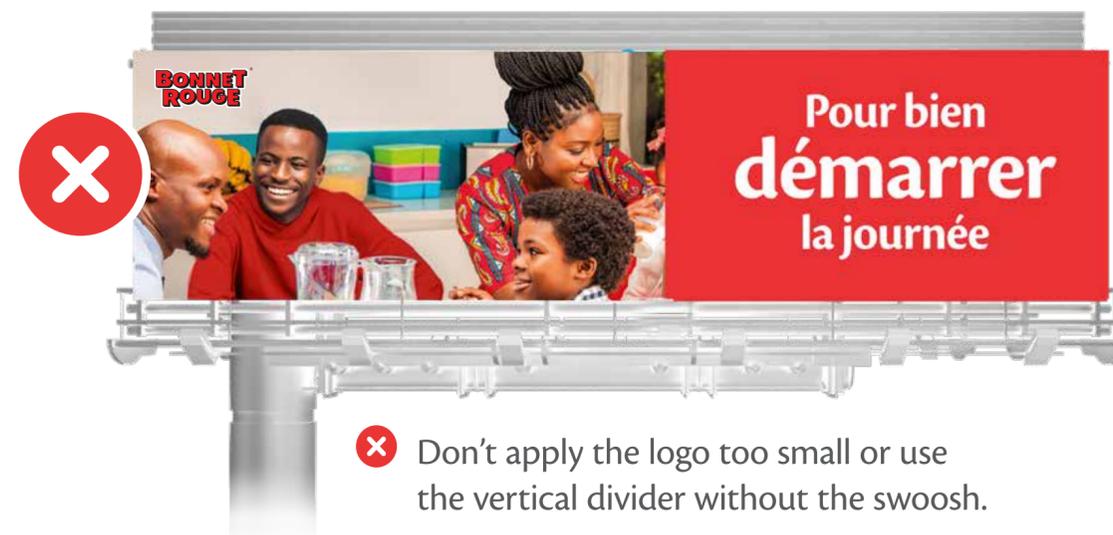
DO



DON'T



⊗ Don't crop the logo too close or make it too big.



⊗ Don't apply the logo too small or use the vertical divider without the swoosh.

✓ NOTE: Logo can be scaled to different sizes within any given format. Cropping principles must apply.

## 2.5

# TYPOGRAPHY

The Congenial font portrays the product as **friendly** and **approachable**. It conveys a bold brand image that is also **happy** and **healthy**, just like the product.



**NOTE:**  
For Print, all copy should be in the stated colour code. Please refer to drop shadow guidelines, in case the copy is not readable. All other Instances of the corporate font being used, can be in colours stated above when on a white background. If requested by publishers, body copy in advertorials to follow publisher fonts.

## CRONOS PRO BOLD

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k l m n o p  
q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! ? &

## CRONOS PRO REGULAR

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k l m n o p  
q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! ? & \*

# **BONNET ROUGE**

## **3 BRAND COMMUNICATION**

3.1 Tone of Voice

3.2 Communication Principles

3.3 ATL: Design & Messaging

3.4 Digital: Design & Messaging

3.5 BTL: Design & Messaging



## 3.1 TONE OF VOICE

Our tone of voice should communicate Bonnet Rouge as primarily a **family brand**, steeped in history, with a great deal of **experience and expertise** in the quality dairy products we produce. It is always a good idea to state our credentials and **provide facts**, for example the fact that we were **established in 1921**. This gives us an air of authority – we know what we’re talking about when it comes to dairy.

The intrinsic of the product can be communicated by incorporating other **facts**, such as the plenty of **vitamins** and **minerals** in our milk. This can be achieved using language that is **friendly, yet business-like**.

When talking of how we like to partner with and **support families**, a warmer tone can be used. Our stories and our tone should always **remain grounded** in the realities and experiences of family life. We serve both young and old, so our messages should **be relevant and universal**.



FRIENDLY



WARM



CHARMING

## 3.2

# COMMUNICATION PRINCIPLES

Communication should hinge on the **intrinsic**s of the product, like **healthy fats, vitamins and minerals** (such as proteins, calcium and phosphorous), that provide your body with loads of energy to go about your day in the best possible way.



- The goal should be building **brand awareness**.
- Key drivers are **family values**, our **expertise**, and providing **nutrition**.
- Particular focus could be given to key concepts, e.g. the unlocking of potential, and the fact that, with Bonnet Rouge, consumers will get the most out of life.



- Visuals should be **family-friendly**.
- The **concept** must **land quickly** in order to engage audiences.
- It should always spark a **positive reaction** from potential consumers.
- It should establish strong connections with people **emotively**, rather than only focusing on the product benefits.



- Below The Line campaigns should be eye-catching and engaging.
- They should be strategically targeted.
- They must **stand out** from the clutter and **differentiate Bonnet Rouge** from its competitor brands.
- BTL elements need to **engage** and **connect** with consumers in order to drive sales.

### 3.3

# ATL

## GENERIC MESSAGING

Generic ATL visuals should be family-friendly - happy, upbeat, energetic and fun. Think of the intrinsic of our milk - it is healthy, nutritious and tasty, giving people enough energy to get through the day. The overall takeout should be that Bonnet Rouge is an energetic and positive force which both families or individuals can partner with to be successful.



**BONNET ROUGE**

Pour bien  
**démarrer**  
la journée

Nous construisons des familles fortes depuis 1921



**BONNET ROUGE**

Pour l'énergie  
dès le matin

**BONNET ROUGE**

Nous construisons  
des familles fortes depuis 1921

### 3.3

# ATL

## PRODUCT-FOCUSED MESSAGING

For some markets we opt for a more **functional, product-focused** angle. This kind of communication is used when we want to shine a light on the **inherent benefits** and **premium quality** of our product range, ensuring our customers that they are getting the absolute best, farm-fresh ingredients with every purchase.



### 3.3

# ATL

## DESIGN & APPLICATION

For above-the-line communications, brand awareness and recognition is important.

- 1 Our logo should not be placed too small so that it is clearly visible and with the correct amount of space around it. Please refer to minimum clearance specifications on page 22.
- 2 The 'Pour bien démarrer la journée' tagline should be printed in white Cronos Bold Display.
- 3 A vertical/horizontal swoosh with red base can be used to divide the lead visual from display packs.
- 4 Product stills can be displayed beneath the tagline and overlap the swoosh in cases where there is enough room.
- 5 Our Signature should live under product stills/lifestyle images where possible.



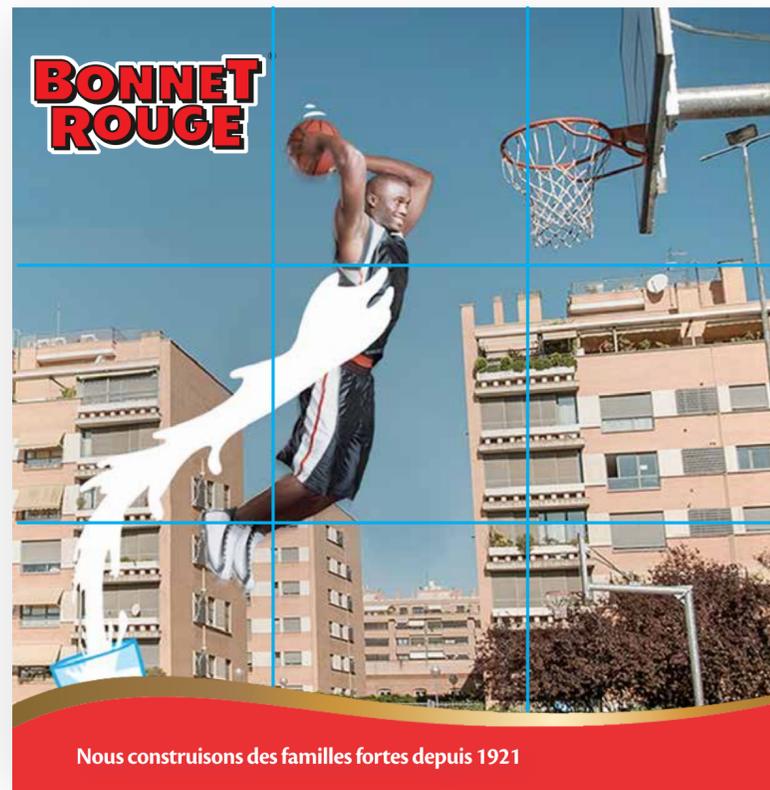
# 3.4 DIGITAL BEST PRACTICE

Online posts should be consistent, with a uniform look. Posts should be fun, engaging and memorable and reflect brand values.

## Facebook Images

Images should grab attention and communicate the brand in an interesting way.

Images should:



- Have clear focus
- Follow the rule of thirds
- Be visually consistent with brand
- Incorporate brand in a natural way
- Follow 20% text rule
- Keep text short
- Let image tell the story



## Facebook Videos

On average, videos should create an impression within 3 seconds

Videos should:

- Be square
- Work without audio
- Have branding and key message in the first 3 seconds
- Include fast moving scenes and images
- Include visible branding for over half of the video
- Integrate product in a relevant way
- Include message within 10 seconds
- Be consistent with brand image, tone and personality
- Include a single, clear message



## 3.4 DIGITAL DESIGN & APPLICATION

Our red swoosh should appear in **the bottom-right** corner. All assets should clearly reflect the brand. If Bonnet Rouge branding isn't clear, our red swoosh can be used as a base for product stills or as a holding device for the slogan. For digital banners, the logo should ideally live in the top-left corner of the asset with clear and legible messaging. Alternatively, depending on the creative, centered or top-right corners of the asset are also suitable for logo positioning.

For sponsorship we need to evaluate and ensure the right balance between the brand distinctive assets and prioritize in messaging. In the case of **an** constraint the tagline can be left out of the design.

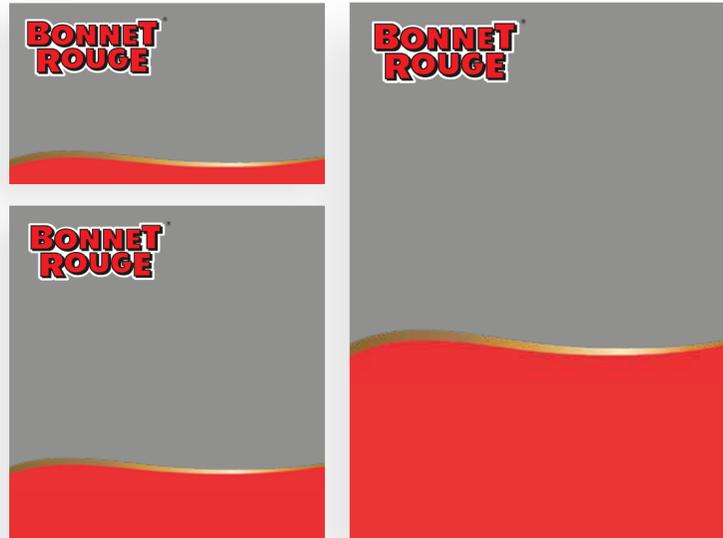


# 3.5 POSM DESIGN & APPLICATION

## GENERIC BTL - VISIBILITY MATERIAL

Generic communication applies to POS used year-round and works on different levels according to size and the amount of information.

### Level 1:



### Level 1:

Works for simple visuals, showing the brand/product in a static way, without a lot of messaging. Mainly for publicity/commercials.

### Level 2:

Works for simple price promotion, with one clear message to highlight. Works well in BTL visuals.

### Level 3:

Works well for detailed promotions, or (example) a recipe.

### Level 2:

### Level 3:

## ASSETS USED:



C2 M94 Y87 K0



LOGO

Pour bien  
démarrer  
la journée

CRONOS FONT



PACKSHOT



SWOOSH

## WORKING WITH THE SWOOSH

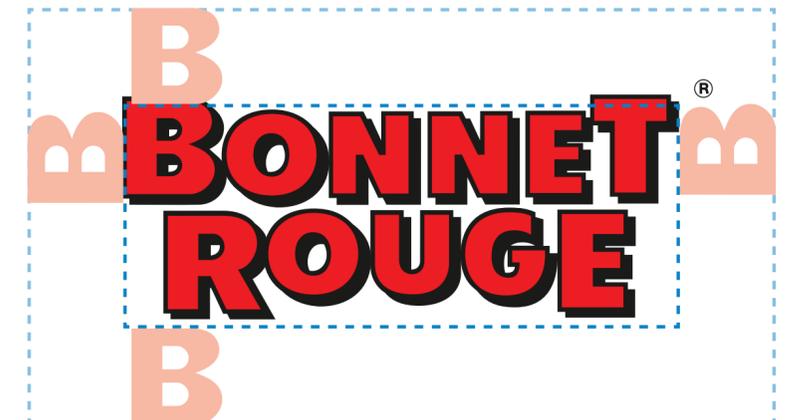
When creating Generic BTL elements using the Key Art background, the red swoosh should ONLY be used horizontally for portrait and landscape layouts. Ensure the swoosh starts and ends at the same height.

When using a lifestyle image, ensure that the swoosh has been made red as to establish the corporate brand colour. The red swoosh in this instance can therefore be used horizontally or vertically depending on the layout.



## WORKING WITH THE LOGO

When placing the logo, ensure there is a clear space of an "B" all round the logo allowing it to breathe and be clear of obstructions.



# 3.5 POSM COMMUNICATION VARIANTS

These are the basic layout variants across the different types of communication.



Brand Communication



Product Hero



Product Innovation and Variation



Lifestyle Hero

When showing lifestyle on POS never use people photography - be sure to only use product in a lifestyle environment.



Pricing Posters



Promotional Messaging

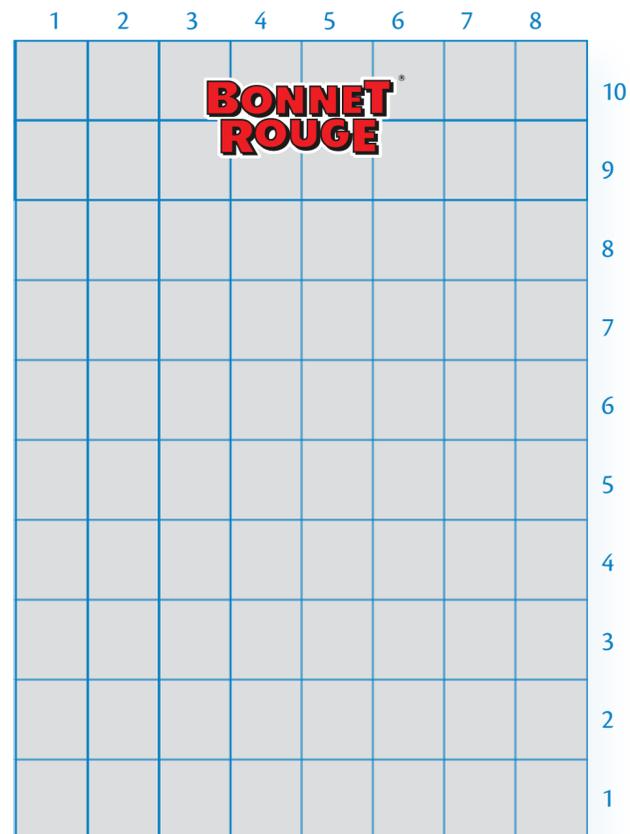
\*Please always ask our marketing department for approval when developing materials (locally).

# 3.5 POSM PORTRAIT LAYOUTS

Using a 10x8 grid ratio we are able to keep consistent approach to POS Posters.

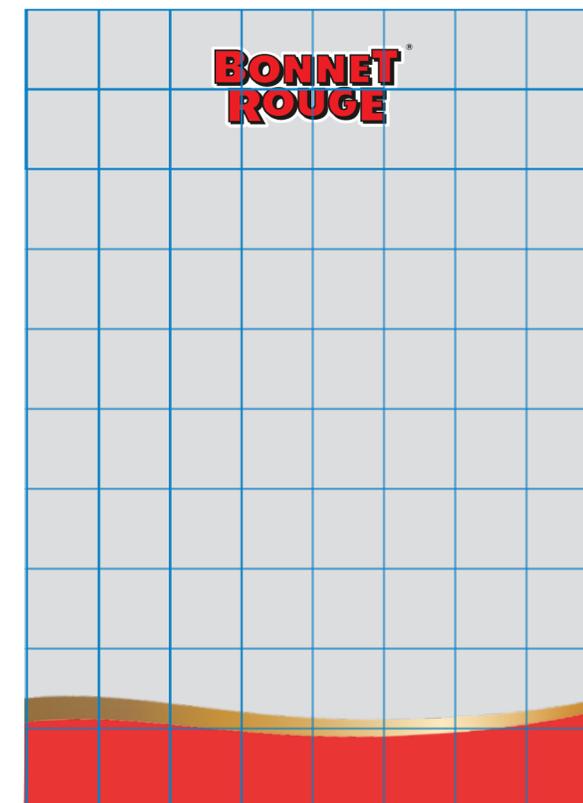
## STEP 1 PLACE THE LOGO

Using 2 bars wide.



## STEP 2 PLACE THE SWOOSH

Determine the amount of branding space needed and place the swoosh 1-4 bars high.



## STEP 3 PLACE THE PACKSHOT

Make the background Bonnet Red, place the desired packshot.



## STEP 4 ADD MESSAGING

When placing the campaign line or any additional copy, ensure the correct fonts are used as per page 27.



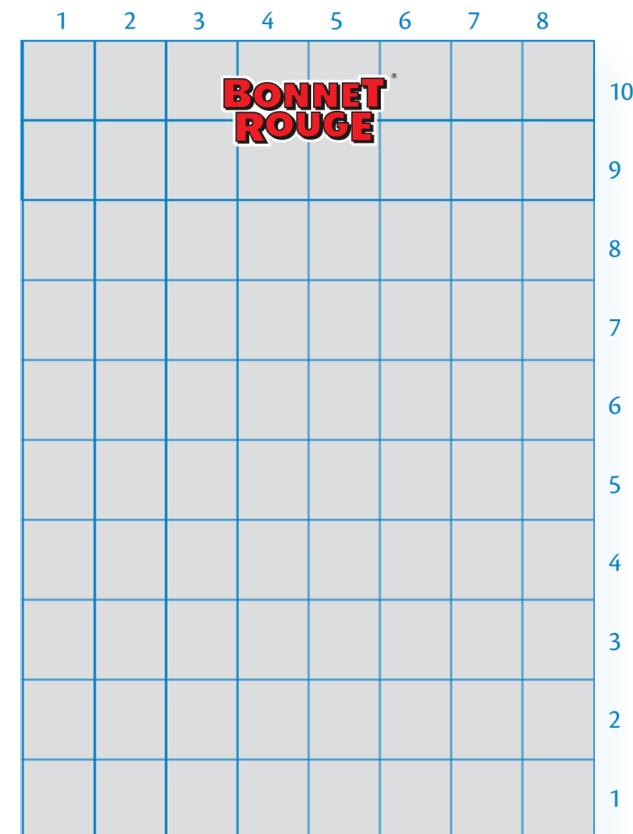
Nous construisons des familles fortes depuis 1921

# 3.5 POSM PORTRAIT LAYOUTS

Using a 10x8 grid ratio we are able to keep consistent approach to POS Posters.

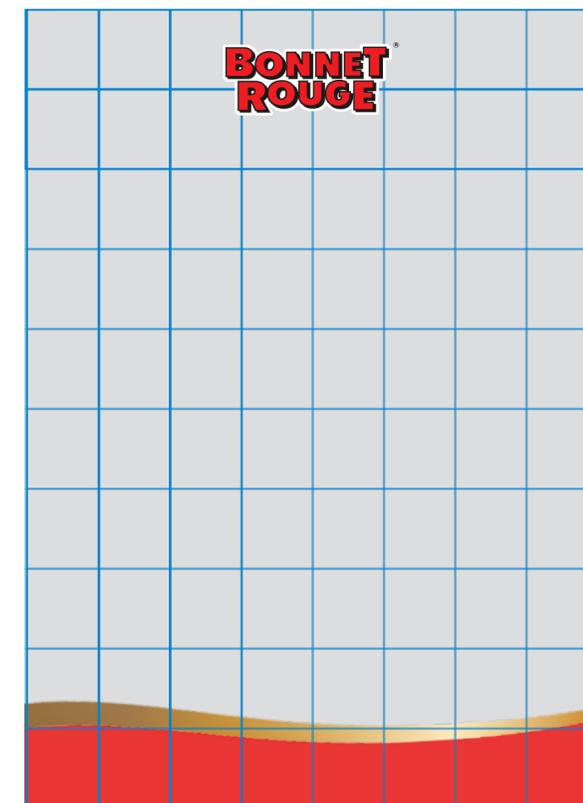
## STEP 1 PLACE THE LOGO

Using 2 bars wide.



## STEP 2 PLACE THE SWOOSH

Determine the amount of branding space needed and place the swoosh 1-4 bars high.



## STEP 3 PLACE THE PACKSHOT

For pricing posters allows for a 50/50 split, place the packshot to the right allowing space for copy on the left side.



## STEP 4 ADD MESSAGING

When placing the campaign line or any additional copy, ensure the correct fonts are used as per page 27.

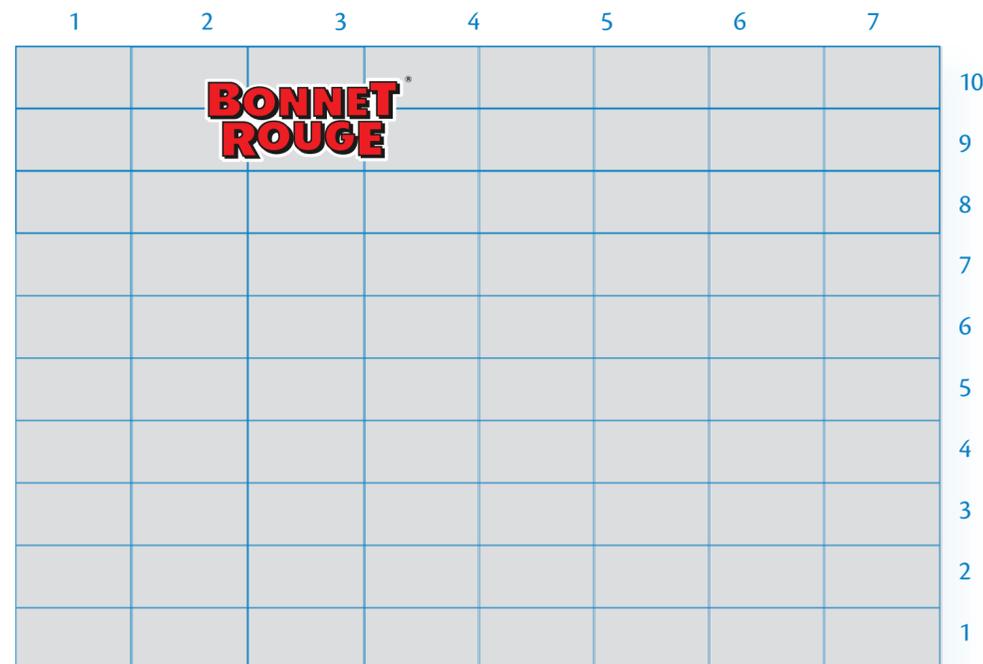


# 3.5 POSM LANDSCAPE LAYOUTS

Using a 10x8 grid ratio we are able to keep consistent approach to POS Posters.

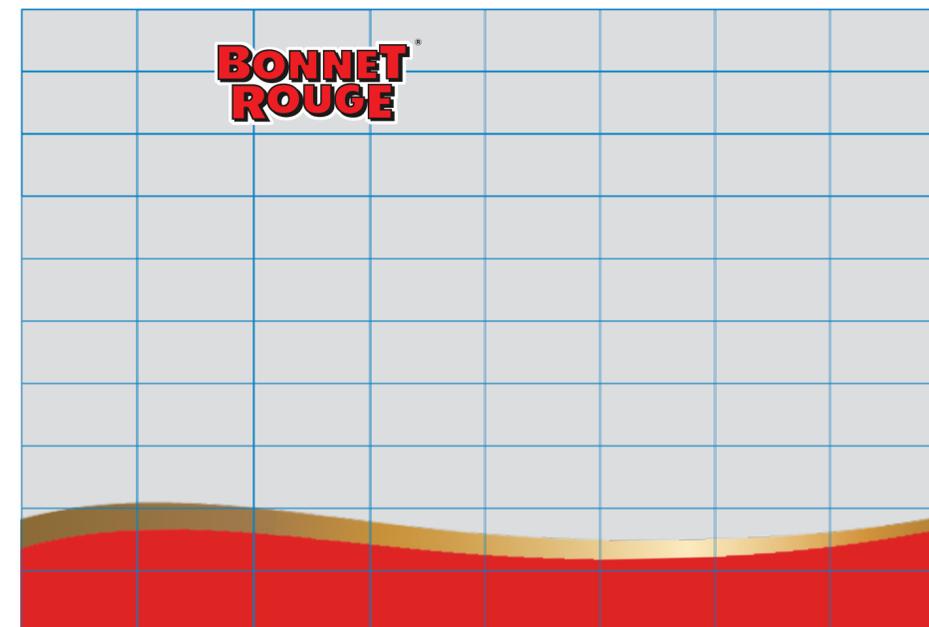
## STEP 1 PLACE THE LOGO

Make the logo 2 bars wide and centered in 5 blocks (this is to allow the logo and text to centre once copy is placed).



## STEP 2 PLACE THE SWOOSH

Determine the amount of branding space you need and place the swoosh 1-4 bars high. Ensure the tagline is at least 4 bars wide.



## STEP 3 PLACE THE PACKSHOT & MESSAGING

Make the background Bonnet Red, place the desired packshot.. When placing the campaign line or any additional copy, ensure the correct fonts are used as per page 27 and copy is always centered.



# 3.5 POSM EXTREME PORTRAIT

Using a 10x5 grid ratio we are able to keep a consistent approach to extreme layouts such as banners and billboards.

## STEP 1 PLACE THE LOGO

Ensure the logo is at least 3 bars wide and centered in the banner.

## STEP 2 PLACE THE SWOOSH

Determine the amount of branding space you need and place the swoosh 1-4 bars high.

## STEP 3 PLACE THE BACKGROUND

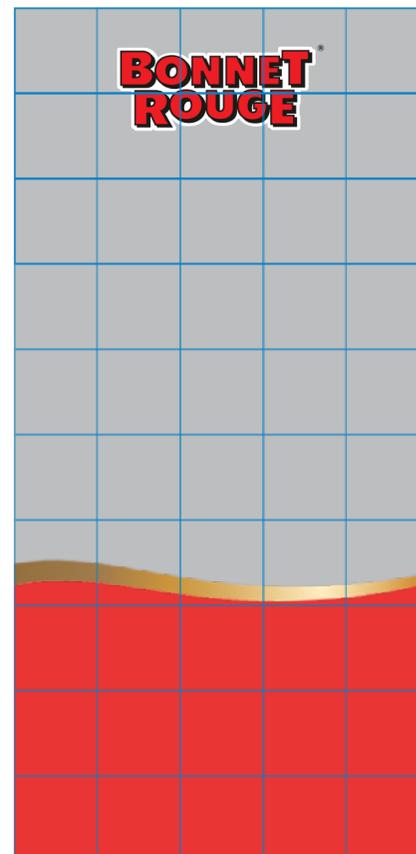
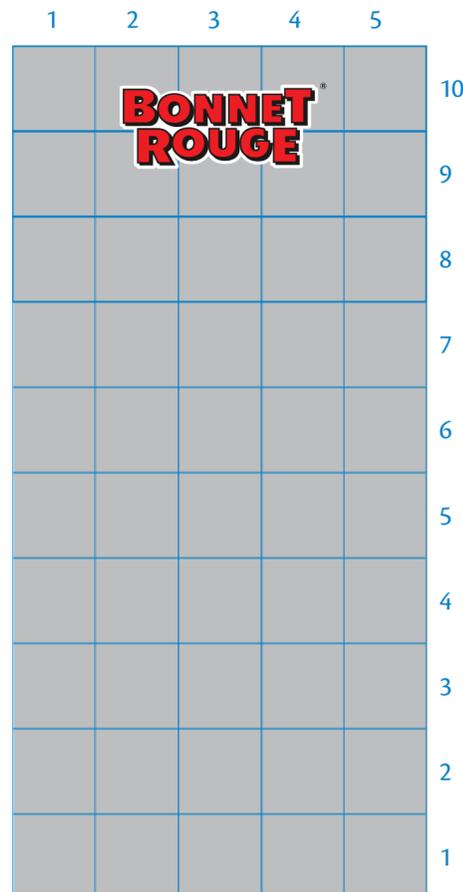
When using a lifestyle image allow clear product placement with no interference on the logo.

## STEP 4 PLACING THE BACKGROUND

Alternatively if the Key Art background is being used product and messaging can be placed over the background with the swoosh at the base.

## STEP 5 ADD MESSAGING

When placing the campaign line or any additional copy, ensure the correct fonts are used as per page 27.

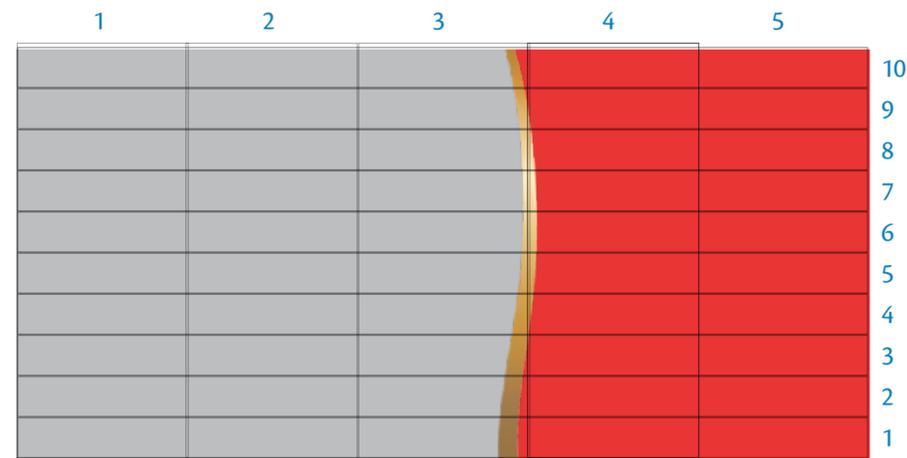


# 3.5 POSM EXTREME LANDSCAPE

Using a 10x5 grid ratio we are able to keep a consistent approach to extreme layouts such as billboards and headers.

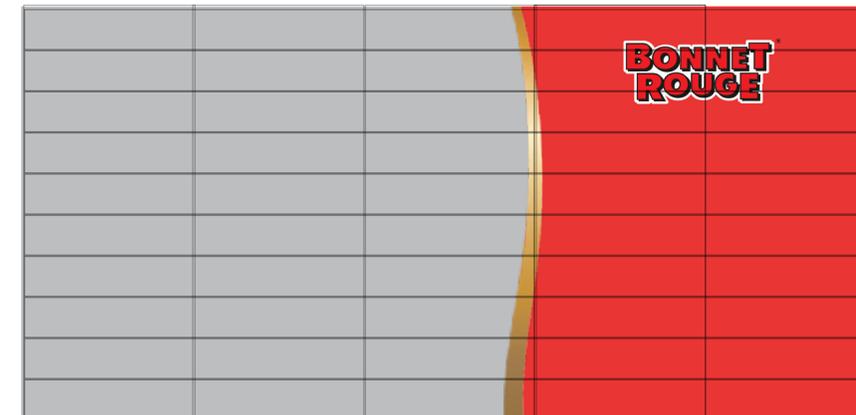
## STEP 1 PLACE THE SWOOSH

When placing the red vertical swoosh on landscape layouts always ensure that it takes up 2 bars wide and 10 bars high.



## STEP 2 ADD THE LOGO

Ensure you allow for clear space around the logo specified on page 37.



## STEP 3 PLACE THE BACKGROUND

When using a lifestyle image allows clear product placement with no interference on the logo.



## STEP 4 ADD MESSAGING

When placing the campaign line or any additional copy, ensure the correct fonts are used as per page 27.



### 3.5

# POSM

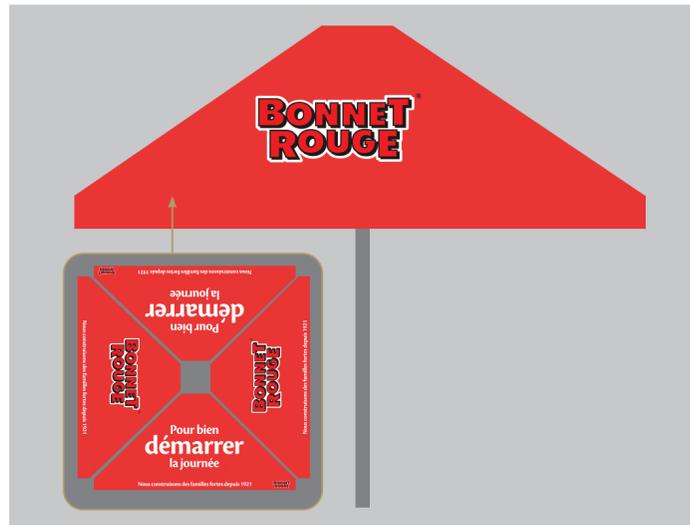
## EXTREME LAYOUTS

When space is limited, the key elements to include are Bonnet Rouge Logo, Bonnet Red & Messaging. When using the logo in isolation, consider the clear space around the logo and ensure the correct fonts are used as per page 27, the copy is centered and not too close to the edge.



# 3.5 GENERIC BTL VISIBILITY MATERIAL

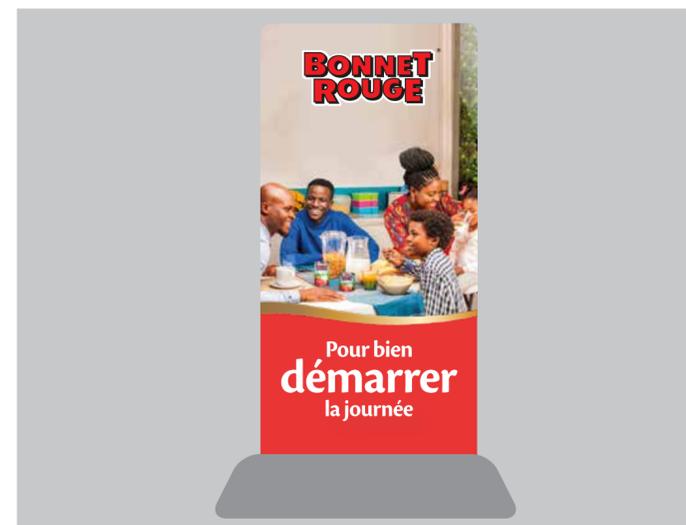
- INSPIRATIONAL EXAMPLES



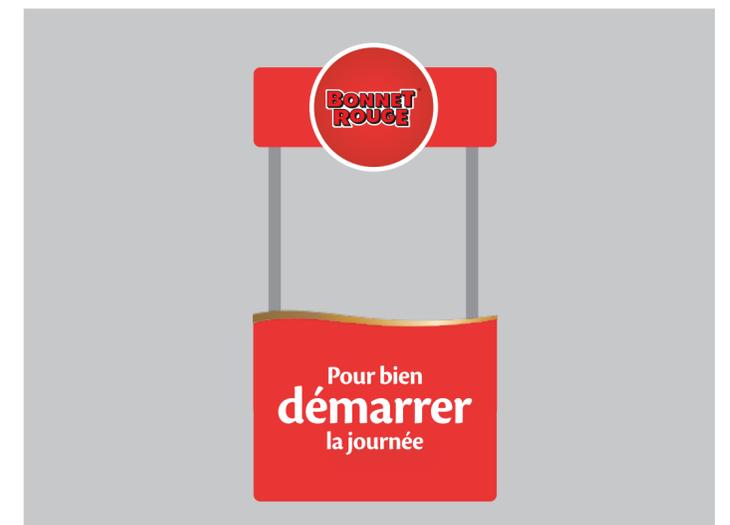
UMBRELLA



MILK SACHET HANGER



ROLL UP BANNER



TASTING STATION



DISPLAY FRAME



T SHIRT & CAPS

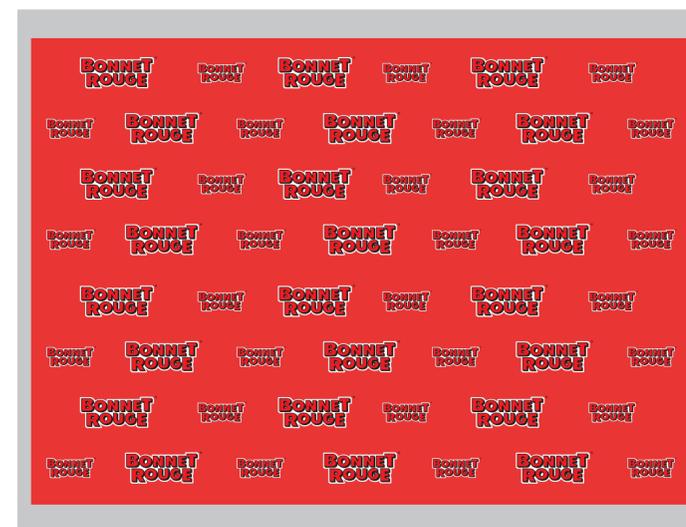


TABLE CLOTH



APRONS

# 3.5 PROMOTION SPECIFIC CONSUMER EXPERIENTIAL

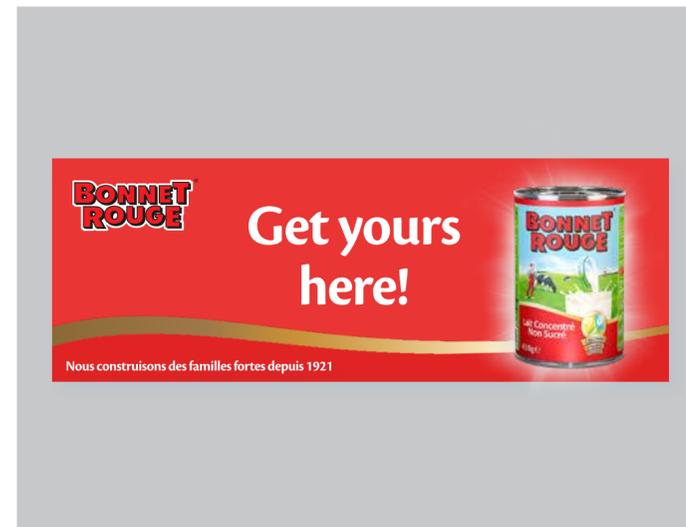
- INSPIRATIONAL EXAMPLES



ROLL UP BANNER



TASTING STATION



SHOPBOARD



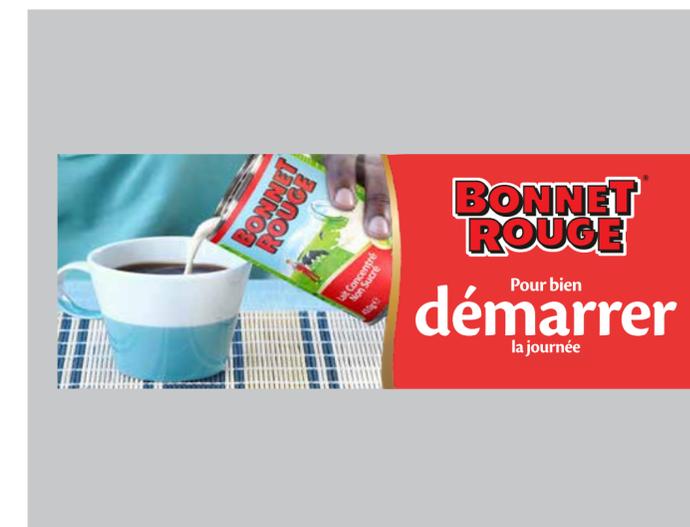
SHELF EYE CATCHER



GONDOLA END



MILK SACHET HANGER



BANDEROL

# 3.5 BTL KEY ACTIVATION ZONES

Our in-store advertising should **motivate and convince** shoppers to change their mind about their existing brand and drive them to Bonnet Rouge. Above all, they should be **inspired to buy Bonnet Rouge** products.

Below the line campaigns should be **eye-catching** and **engaging**. POS is placed strategically in the front of the store to disrupt, at the impulse zone to engage, the category zone to navigate the consumer to the product and at the counter zone to remind them to purchase if they have forgotten.

		VISIBILITY MATERIAL	CALL TO ACTION	EXAMPLE
 <p><b>FRONT OF STORE</b> Disrupt</p>		Hanging Banner Bunting	Get yours here!	<p><b>Bunting</b></p> 
 <p><b>IMPULSE ZONE</b> Disrupt/Engage</p>		Gondola End Display Frame	Don't forget your favourite!	<p><b>Gondola End</b></p> 
 <p><b>CATEGORY ZONE</b> Navigate</p>		Wobbler Shelf Talker	Don't forget to bring your favourite milk!	<p><b>Shelf Talker</b></p> 
 <p><b>COUNTER ZONE</b> Remind/Convince</p>		Poster Change Mat Sachet Hanger	Don't forget your favourite!	<p><b>Change Mat</b></p> 

# 3.5 10 GOLDEN RULES

To be effective we identified 10 key principles that should be considered when designing.

<h2>01 Select the right touchpoint</h2>	<p><b>Touchpoint:</b> a moment of effective engagement between the consumer and the brand. To define them, one must understand the consumer journey in-store. For eg: shoppers that shop at a kiosk because they want a drink, usually go directly to the fridge get a cold drink, then continue to the pay desk. They usually don't visit other areas of the store. However, shoppers that grocery shop at a supermarket visit more aisles.</p>
<h2>02 Select the right message at the right touchpoint</h2>	<p>To make sure you communicate the right message at each touchpoint, use the Stop-Hold-Close principle.</p> <p><b>Stop</b> - Does it grab attention? Is the brand clearly recognisable?  <b>Hold</b> - Is communication simple to understand?  <b>Close</b> - Does it make the shopper buy what the POSM shows?</p>
<h2>03 Be Impactful</h2>	<p>Create impact by being disruptive and standing out from the crowd to get attention. Ensure the disruptive element is supporting the distinctive assets (non-brand name elements) of the brand and is used in a relevant way. Consistent storytelling in distinctive assets is important: the same message, across all media.</p>
<h2>04 Be Practical</h2>	<p>POSM should be practical and efficient to use. Ensure that the in-store execution team can set-up the POSM in an easy and practical way. Consider innovative solutions that increase effectiveness and ROI (Return on Investment) of POSM. Actively consider sustainable solutions for POSM. Procurement team can support you here as well.</p>
<h2>05 Select a powerful key image</h2>	<p>Images speak louder than words, they influence the shoppers buying intention on average for 70% of the total communication. Include an attractive product image that triggers emotion, especially visuals suggesting motion and create desire. Shoppers look for simple cues, such as colours and shapes. Make sure colours are used in line with the message objectives and the visuals are in line with the brand communication.</p>

EXAMPLE



Brand distinctive assets



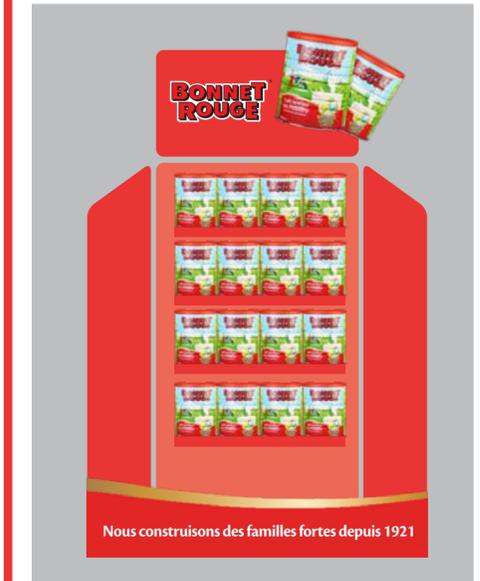
Milk Sachet Powder

# 3.5 10 GOLDEN RULES

To be effective we identified 10 key principles that should be considered when designing.

<p><b>06</b> <b>Branding:</b> <b>Secure a powerful key anchor</b></p>	<p>Building a brand costs time. Once distinctive assets and key communication elements are defined, it's important to stay consistent and build on these.</p>
<p><b>07</b> <b>Messaging: Hierarchy</b></p>	<p>Keep the messaging hierarchy in mind with branding. Product recognition has priority in the hierarchy. Quick recognition and concise messaging motivates the shopper to purchase the product. Focus on the key message you want to bring across.</p>
<p><b>08</b> <b>Messaging:</b> <b>The message must have a call to action</b></p>	<p>Does the communication make it attractive to buy? Words that activate the shopper to buy are: free, new, best sold, best seller. When the messaging is aimed at driving purchase, the product should be found as close as possible to the relevant POSM for a clear call to action.</p>
<p><b>09</b> <b>Composition:</b> <b>Use a maximum of 5 elements</b></p>	<p>The human brain can only process 5 information elements at a time, and more information is forgotten.</p> <p>Keep the following guidelines in mind when designing: 3 Elements &gt; Max 5 words &gt; Clear message &gt; 1 Relevant shopper message</p>
<p><b>10</b> <b>Composition:</b> <b>Ensure it's persuasive and consistent</b></p>	<p>Before shoppers are aware of what they're looking at, faces, colour contrasts and edges of visuals are noticed. To evaluate how effective the visuals are at gaining the shoppers attention, you can use the VAS tool. With this tool you can test what shoppers look at when they first look at an image. Their awareness often follows a question mark pattern. It is based on eye-tracking studies before conscious vision is triggered. Note: always validate newly developed POSM impact with the VAS tool before executing.</p>

**EXAMPLE**

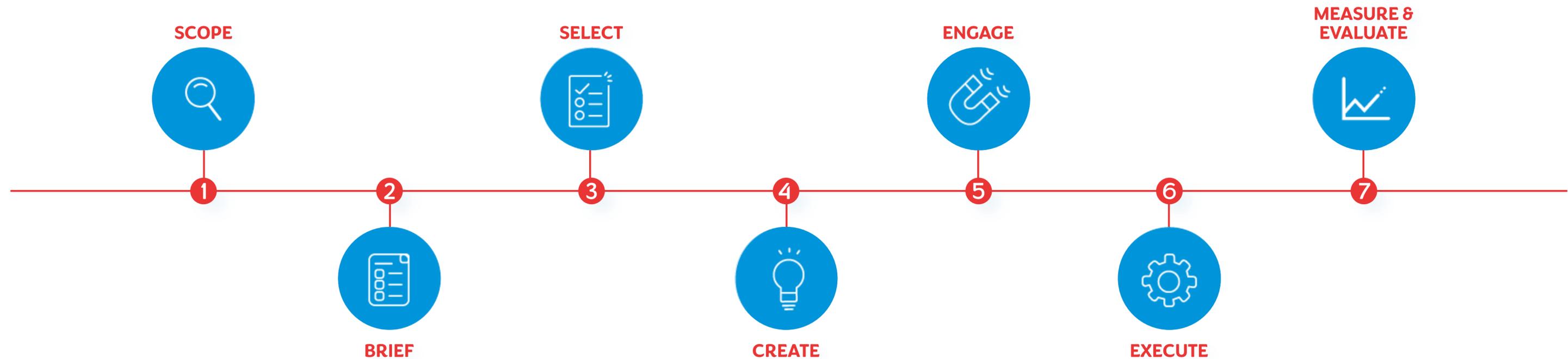


**Display unit**



**Call to Action**

# 3.5 CREATING POSM THE PROCESS



## Scope

Truly understand the shopper, their triggers and barriers in channels, in order to develop POSM.

## Brief

Next, select the right agency to develop POSM. Create a structured briefing document stating the desired behavioural change, deliverables, budgets and timings. Define specific needs by (sub)channel and customer and attach the POSM Golden Rules when briefing agencies so that they are aware of the principles.

## Select

Select an agency, preferably one of the preferred/contracted agencies for POSM. Consult Business Procurement if unsure and use the budget in a smart way.

## Create

Once an agency is selected, develop the shop floor key visual and translate these visuals and messaging into the different POSM. Consider key in-store touchpoints and select right message for each touchpoint. Review the key visuals against the Golden Rules. These shop floor visuals should be the first draft of how POSM could be executed in store.

## Engage

In POSM development, it's important to continue the conversation with the Sales Team about channels in scope, customer requirements, insights and present POSM. The Sales Team should be provided with samples and have time to engage and have customer buy-in where relevant.

## Execute

Finalise production numbers of each item in agreement with sales (KAM, field sales, merchandisers depending on channels and customers). Contact a customer selected POS agency to identify key actions required to produce, distribute and execute POSM. The last steps are to plan logistics, brief field teams on executions and KPI's and execute POSM in-store.

## Measure and evaluate

Use the first 3 days of the 'go live' to gather information and act against any negative feedback. Make sure to fix any issues identified, rapidly. The final stage is to evaluate the performance of the POSM against the agreed KPIs.

# **BONNET ROUGE**<sup>®</sup>

## **4 BRAND LOOK**

4.1 Films: TV & Digital

4.2 Films: Tone

4.3 Films: Colour & Grade

4.4 Imagery: Photographic Style

4.5 Imagery: Tone

4.6 Imagery: Colour & Grade



## 4.1

# FILMS

## TV & DIGITAL

TVCs should look as **naturally beautiful** as possible. While natural outdoor scenes are scripted, the beauty of nature should come through organically. Green fields, blue skies and cows indicate the healthy nature of the product. People shown in TVCs should be local, look natural, healthy, bright and fun.

**Families** should portray a **strong bond** and should be further bonded by Bonnet Rouge. Overall, the tone should communicate strength, energy and healthiness. Viewers should get a sense of upliftment; we ensure them that with Bonnet Rouge **they will go places**.



## 4.2 FILMS TONE

Indoor locations should have a **warm and charming** look and feel. They should be bright, airy and feel contemporary. **Natural lighting** should be used where possible. Classic furniture, with a modern touch is preferred,

**Brand colours** should appear **organically**, in the form of household plants, wardrobe pieces and accessories. Outfits should incorporate casual daily wear that is **aspirational** and **contemporary**, opting for brand colours as well as a few pastels.

In order for the TVC to be relevant, **local talent** should be used as much as possible. The cast should emulate a strong family bond. Families are portrayed as **modern and progressive**, and also maintain strong family values and traditions. In general, their relationships are deep and genuine and their interactions are **positive and upbeat**.



## 4.3 FILMS COLOUR & GRADE

Our TVCs should convey **warmth and strong family values**; happy, playful children, affectionate parents etc. In terms of colour and grading, we want to keep our imagery as natural and **authentic** as possible,

opting to stay away from overly saturated tones and huge pops of colour. Our brand colours should come across organically through environmental and stylistic choices, instead of forcing them to stand out.



4.4

# IMAGERY

## PHOTOGRAPHIC STYLE

**Freshness and energy** should always come across in the stills photography. Where possible, viewers must be left with a **sense of movement**.

The aim of this communication is to evoke the **upwardly mobile** nature of the brand. Healthy, strong people and families are ready to take their lives to the next level. Bonnet Rouge must always be the hero, inextricably linked with the loving, aspirational nature of the pictures. Art Direction should be **stylish and contemporary**.



## 4.5 **IMAGERY** **TONE**

To us, our consumers are a lot more than just customers, they're **family members**. As such, we always try to engage with them on a deeper level, instead of simply talking to them.

Connecting with our customers, existing and new, should be the ultimate goal. All of our **communications** should embody warmth, approachability and exuberant happiness. In turn, this joy should rub off on our consumers.



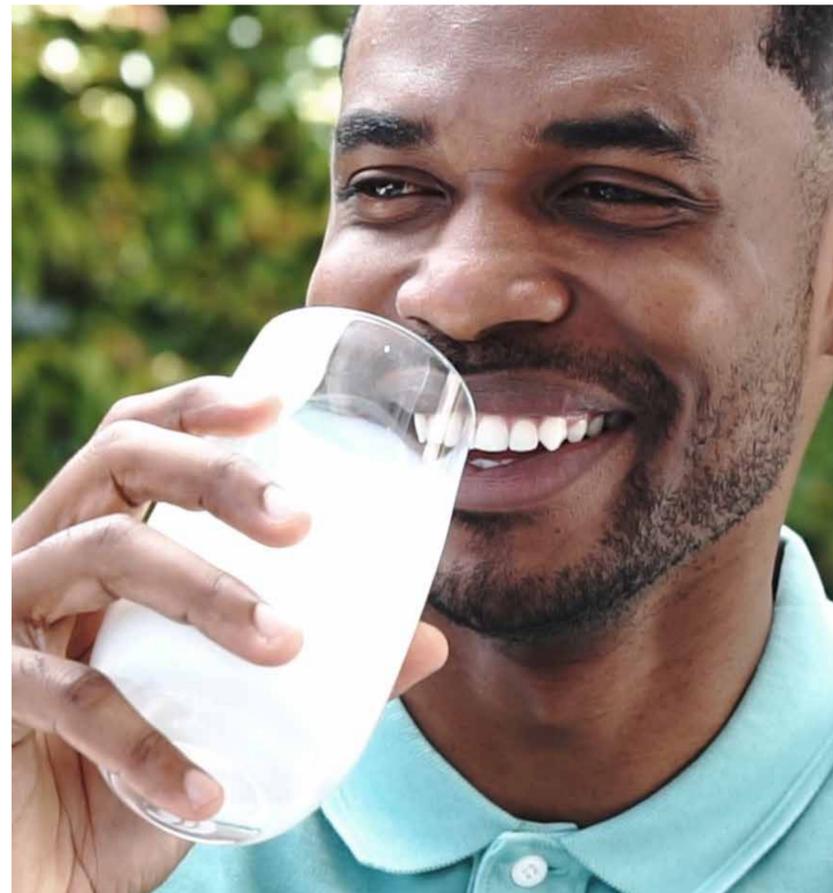
## 4.6

# IMAGERY

## COLOUR & GRADE

Our visuals should convey the warmth of a happy family; **smiling kids, loving looks from parents** etc. The colour and grade needs to reflect this, with **warm, bright hues** that create the ambience of an early morning.

Our colours are implemented to reflect authenticity, so we **avoid over-saturation**, and huge pops. The brand colours come across naturally, through clothing and environment without feeling contrived.



# BONNET ROUGE<sup>®</sup>

## 5 PRODUCT PORTFOLIO

5.1 Brand Portfolio

5.2 Packshots



5.1

# BRAND PORTFOLIO

## BONNET ROUGE



**EVAPORATED MILK**

9% milk fat recipe  
160/170g & 400/410g tin



**SWEETENED CONDENSED MILK**

8% vegetable fat recipe  
1000g tin



**INSTANT MILK POWDER**

28% milk fat recipe  
20g sachet & 375g pouch  
400/900g & 2500g tin



**UHT MILK**

Semi Skimmed 1.5% milk fat  
500ml bottle

# 5.1 BRAND PORTFOLIO

## BONNET ROUGE BLEU



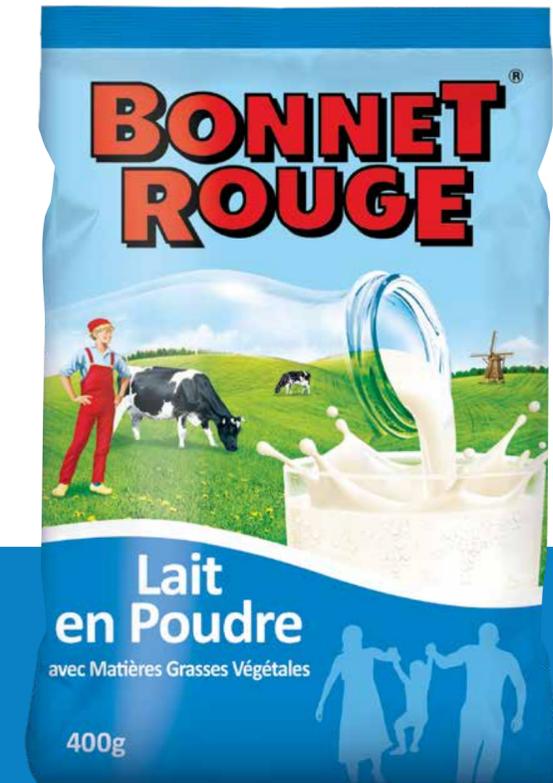
### EVAPORATED MILK

7% vegetable fat recipe  
160/169g & 400/410g tin



### SWEETENED CONDENSED MILK

6.9% vegetable fat recipe  
397g/1000g tin



### INSTANT MILK POWDER

28% vegetable fat recipe  
25g sachet & 400g pouch

# 5.1 BRAND PORTFOLIO BONNET ROUGE GOLD



## EVAPORATED MILK

9.5% milk fat recipe  
160g tin with easy opening

Packshot  
currently being  
developed

## SWEETENED CONDENSED MILK

8% milk fat recipe  
1000g tin

## 5.2 PACKSHOTS

Product shots should always be made 3D:



# CONTACT

**FrieslandCampina**

**Stationsplein 4**

**3818 LE Amersfoort**

**The Netherlands**

# ETHICS

## RESPONSIBLE MARKETING COMMUNICATIONS

TARGET GROUPS	CHILDREN <6	CHILDREN 6-<12	CHILDREN ≥12
<p>TV, radio, printed media, internet, cinema, DVD/CD-ROM, mobile, interactive games, social media and vlogs</p>	<p>✗ Not allowed.</p>	<p>✗ Not allowed for products that do not meet the nutritional criteria.</p> <p>✓ Allowed for products that do meet the Nutrition Criteria for marketing towards children, but keep in mind the general principles and the additional principles :</p> <ul style="list-style-type: none"> <li>Do not create a sense of urgency and do not imply exclusivity or price minimization (for example by using the words “now” or “only”).</li> <li>Do not exploit a child's imagination by using fantasy/animation in a way that could mislead it about the (nutritional) benefits of a product.</li> <li>Are understandable and should not be misleading about potential health or other benefits from the consumption of the advertised product, including increasing a child's status or popularity with peers, success in school or sports, or intelligence.</li> <li>Do not undermine the role of parents and other adults responsible for a child's welfare in guiding diet and lifestyle choices.</li> <li>Do not include any direct appeal to children to persuade their parents or other adults to buy the advertised products for them.</li> <li>Do not include advertising of products derived from or associated with a children's TV programme during or adjacent to that programme.</li> <li>Do not use broadcast or print media personalities (live or animated) to sell products, premiums or services in a way that obscures the distinction between programme or editorial content and commercial promotion.</li> </ul>	<p>✓ Allowed, but keep in mind the general principles for marketing communications.</p>
<p>Point of Sale (retail)</p>	<p>✓ Allowed, but keep in mind:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>Advertising should not include any direct appeal to children to persuade their parents to buy the product.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul>	<p>✓ Allowed, but keep in mind:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>Advertising should not include any direct appeal to children to persuade their parents to buy the product.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul>	<p>✓ Allowed, but keep in mind the general principles for marketing communications.</p>

# ETHICS

## RESPONSIBLE MARKETING COMMUNICATIONS

TARGET GROUPS	CHILDREN <6	CHILDREN 6-<12	CHILDREN ≥12
OOH (with audience ≥25% children)	<p>✗ Not allowed for products that do not meet the nutritional criteria.</p> <p>✓ Allowed for products that do meet the Nutrition Criteria for marketing towards children, but keep in mind the additional principles also applied for TV, radio, printed media, DVD/CD-ROM, mobile interactive games, social media and vlogs. Also keep in mind the general principles and the additional principles:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>Advertising should not include any direct appeal to children to persuade their parents to buy the product.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul> <p>Mealdeal:</p> <ul style="list-style-type: none"> <li>Allowed: image on packaging/mealdeal and product may be highlighted on menu above the counter.</li> <li>Not allowed: displaying the product visibly in advertising for the mealdeal and contributing to gifts.</li> <li>Use of just the brand logo is not allowed. This covers a wider product range than just the product within nutritional criteria.</li> </ul>	<p>✗ Not allowed for products that do not meet the nutritional criteria.</p> <p>✓ Allowed for products that do meet the Nutrition Criteria for marketing towards children, but keep in mind the additional principles also applied for TV, radio, printed media, DVD/CD-ROM, mobile interactive games, social media and vlogs. Also keep in mind the general principles and the additional principles:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>Advertising should not include any direct appeal to children to persuade their parents to buy the product.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul> <p>Mealdeal:</p> <ul style="list-style-type: none"> <li>Allowed: image on packaging/mealdeal and product may be highlighted on menu above the counter.</li> <li>Not allowed: displaying the product visibly in advertising for the mealdeal and contributing to gifts.</li> <li>Use of just the brand logo is not allowed. This covers a wider product range than just the product within nutritional criteria.</li> </ul>	<p>✓ Allowed, but keep in mind the general principles for marketing communications.</p>

# ETHICS

## RESPONSIBLE MARKETING COMMUNICATIONS

TARGET GROUPS	CHILDREN <6	CHILDREN 6-<12	CHILDREN ≥12
Packaging	<p>✓ Allowed, but keep in mind:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul>	<p>✓ Allowed, but keep in mind:</p> <ul style="list-style-type: none"> <li>Advertising should not abuse the credulity of children.</li> <li>No advertising that gives the impression that the product enhances the child's popularity.</li> <li>No licensed characters (live or animated) (exception is a character especially developed for the brand).</li> </ul>	<p>✓ Allowed, but keep in mind the general principles for marketing communications.</p>
Schools	<p>✗ Not allowed.</p> <p>✓ Allowed: When they have an educational purpose and if specifically requested by or agreed with the authorities or the school administration.</p>	<p>✗ Not allowed.</p> <p>✓ Allowed: When they have an educational purpose and if specifically requested by or agreed with the authorities or the school administration.</p>	<p>✓ Allowed, but keep in mind the general principles for marketing communications.</p>
General Principles for FrieslandCampina marketing communications	<p>Regardless age of the child:</p> <ul style="list-style-type: none"> <li>Do not mislead and are truthful.</li> <li>Do not depict attitudes that are discriminatory or offensive.</li> <li>Do not encourage or condone excess consumption.</li> <li>Do not undermine the importance or promotion of healthy, balanced diets, or the importance of a healthy, active lifestyle.</li> <li>Do not use severely thin or obese people as models in commercial marketing communications.</li> </ul>		
FrieslandCampina Nutrition Criteria for marketing towards children	<p>Milk and milk products*: Energy: ≤ 170 kcal/portion, Sodium: ≤ 160 mg/100ml, Saturated fats: ≤ 2,6 g/100ml, Total sugars: ≤ 12,5 g/100 ml, Protein: ≥2 g/100 ml and/or min. 1 source of calcium/vitD/VitB            Cheese**: Energy: ≤ 85 kcal/portion, Sodium: ≤ 855 mg/100g if SAFA ≤15g/100g / ≤ 760 mg/100g if SAFA ≤16g/100g, Total sugars: ≤ 5 g/100g, rich in calcium, vitB2 or VitB12</p>		

**END.**