

## Campaign Case Study

**Brand Name:** TASSIMO  
**Client Name:** Kraft Foods España S.L.U.  
Robert Bosch España, S.L.  
**Category:** Food  
**Agency:** Starcom MediaVest Group



## Campaign Objectives, Marketing Objectives

- Tassimo's positioning had to be enhanced by stressing its advantages over other systems on the market.
- Introduce a new multiproduct coffee machine (coffee, chocolate and tee) into the Spanish market, after selling several millions in other European markets.
- Competitive positioning to Nespresso.

## Target Audience

- The TASSIMO is for coffee connoisseurs, tea lovers and for those who like an indulgent treat. It's for you, your family and friends, for your neighbours and colleagues. The TASSIMO brewer is simply for everyone.
- It is meant to bring people together and make everyone happy at the push of a button. Because we believe that **together is better**.

## Creative Strategy

- We redefined and introduced across Europe a new structure for the drinks' packaging identity: clearer for consumers and more flexible for partner brands, reflecting their individual visual universes, each with sensorial and emotional impact - going so far as to borrow codes from the luxury universe for Carte Noire in France.
- A formal visual brand universe was also created and implemented, allowing TASSIMO to speak with a strong and distinctive voice in stores.
- Their claim "Much more than coffee" emphasizes the variety of products someone can produce with the machine.

## blowUP Media Strategy

- 28 days display period.
- Highly frequented mass market blowUP location on the famous Plaza Alonso-Martinez in Madrid to meet as much people as possible.