

Royal initiates community events marketing

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Kraft Foods SA, manufacturers of Royal Baking Powder, South Africa's leading raising agent brand, aims to grow its brand by stepping up its marketing initiatives.

The aim is to drive brand awareness and usage by educating consumers on the versatility and benefits of Royal, as well as show users how to use the product to enhance their baking so that they are better able to earn an income from their endeavours.

In order to further entrench itself in the market, Kraft Foods has decided to extend its programme in the townships with black mothers from the LSM 5 and 6 groups, accounting for the largest slice of the target market pie. The solution suggested by its marketing communication partners FCB Johannesburg and FCB Impact 361°, was highly experiential and centred on two key concepts – the more structured Royal Baking Academy and the informal Royal Baking Powder Demonstrations.

The Royal Baking Academy will comprise more than 60 professionally staged cooking and baking demonstrations, utilising the services of Commutanet, a Primedia company and conducted between April and November this year at selected taxi ranks in Gauteng, KwaZulu-Natal and the Western Cape. A large roving trailer will be built with a fully equipped kitchen to house these demonstrations.

One of Royal's other key focuses is a communication strategy that will include direct marketing through community events. Teams from Imzamo Communications will conduct less formal product demonstrations at gatherings such as women's church group meetings, high profile weddings, graduation ceremonies and kitchen teas.

The interactive mobile advertising mediums will be used to create excitement around the brand and will include the distribution of Royal Baking Powder product samples, recipe booklets and special Royal Baking Powder aprons.

"The interactive, face-to-face marketing campaign affords us the opportunity to entrench the brand through interactive promotions, while reinforcing the key message: 'With Royal everything turns out beautifully' to our key target audience," said Royal brand manager, Barbara Hardaker.

The Royal Baking Powder community activity will also be supported with a television advertising campaign.

Editorial contact

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