

## Sampoerna



In 2005, Philip Morris acquired a US\$5.2 billion stake in Sampoerna, a near hundred-year-old brand much loved by smokers in the archipelago. It has since grown to become Indonesia's leading tobacco manufacturer where it is synonymous with the popular, iconic *kretek* (clove) cigarettes.

### discover

The issue – price perception. The brand was increasingly seen as expensive and in jeopardy of losing its consumers to more aggressively priced competitors. There was confusion between the on- and off-pack identities with no consistent brand proposition, personality or key visual for this popular mid-tier brand. Sampoerna needed to renew its relevance and accessibility to value-seeking consumers.

### develop

Our solution – A brand workshop yielded a multi-tiered solution that provided loyal but cash-strapped smokers with a better value option. We built a new, cheaper sub-brand upon the existing graphic featuring the highly regarded Sampoerna nine-star identity. This was then applied dynamically across all retail touchpoints and environments.

### deliver

Sustainable Impact – By adopting a more strategic approach to solving a critical marketing problem, and developing a simple graphic system that reduced confusion and complexity in brand application, we delivered a stronger solution for on-pack and off-pack identities that builds greater brand recognition, and brand value.

