



2023 WPP TALENT AWARD

Brief 2 – Tonimer

Objective

To develop a communication concept able to increase Tonimer awareness.

Who is Tonimer

Tonimer is a brand of specialized products for the health of nose, eyes and mouth. Line up studied for adults and children.

For this brief we're going to focus on nose health.

The nose line is made of 3 different products:

- 300/Isotonic Solution – for a daily wash of the nose
- 600/Ipertonic Solution – for decongesting the nose
- 800/ Ipertonic Solution/Pantexyl – for heavy decongestion and in cases of severe cold

All these products have their own matching children's product reference.

The context

The nasal spray market is growing up pretty fast, competitive scenario is very crowded, and it is difficult for Tonimer to emerge. On top, its brand name is not very memorable/recognizable.

How to solve those problems and on which benefits can we work on?

To overcome the many barriers stated above, we need to find a way to differentiate the brand and the product working on its unique characteristics:

- Osmolality – We must be the first to talk about osmolality, which is the measurement of solute concentration in a solution: we use osmolality to understand how much the nose is decongested and we found the best product for you.
- Cancale Bay water – synonymous of efficacy and purity
- Naming – Our name is not recognizable yet but is unique. We have to make our name memorable, and we have to use it as a tool in our communication.

Competitors

The nasal spray marketing is seasonal. The main investments in adv start around October and end in February/March.

The direct Tonimer's competitors are:

- Isomar
- Rinazina Acqua Marina
- Physiomer
- Libenar



Distribution Channel

Tonimer can be bought only in pharmacies.
For the time being it doesn't have a website or any social media channels.

Goals

- Building Tonimer awareness by differentiating it from its competitors.
- Reinforce the nose line as a priority.
- Focus on Tonimer Pantexyl, the most relevant product of the line.

Communication target

Adults (with and without children) and mention the children's line up.

TOV

Authoritative but at the same time reassuring and warm.

Deliverables

You should develop a 30sec video for TVC and digital use.