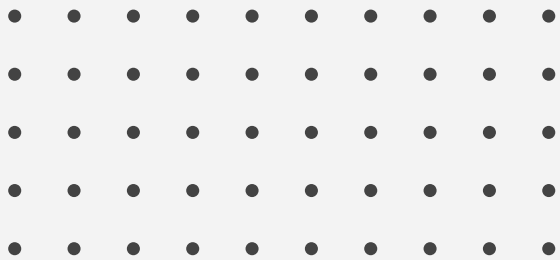


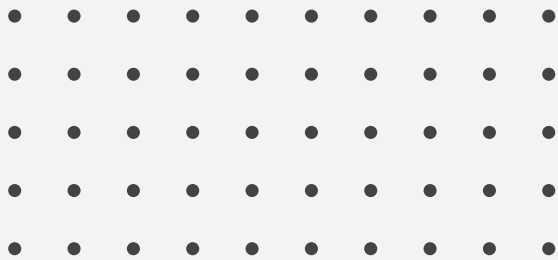
QTR CA2

By Dayana, Dei, Hui Shi, Jun Han, Kingsley



Background on Milo

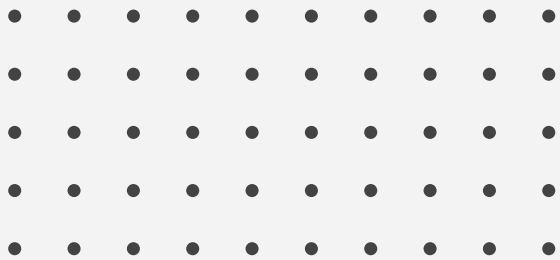
- Made in 1934
- MILO® is named after Milo of Croton



Brand Idea and Personality

- Youth centered brand
- Sporty/athletic
- Health-conscious





Rational and Emotional Characteristics

Rational Characteristics

- Thirst-quenching
- Economical
- Nutritious

Emotional Characteristics

- Relaxing
- Nostalgic
- Contented

Competitors

The Horlicks logo is written in a stylized, blue, italicized font with a white outline and a registered trademark symbol.

HORLICKS

Malted drink powder from the UK since 1925

01



OVALTINE

Milk flavouring product from Switzerland since 1904

02

The Nesquik logo consists of the word "Nesquik" in a blue, italicized font with a white outline, preceded by the Nestlé logo in red.

NESQUIK

Drink mix first introduced in the US in 1948

03



Indirect Competitors

- Florida's Natural Juice
- Nescafe
- Lipton Tea
- HL Milk
- Marigold
- Vitasoy Soya Milk
- 100 Plus
- Swiss Miss
- DutchLady
- Caotina Cocoa Drink
- Cadbury Drinking Chocolate



Research Objectives

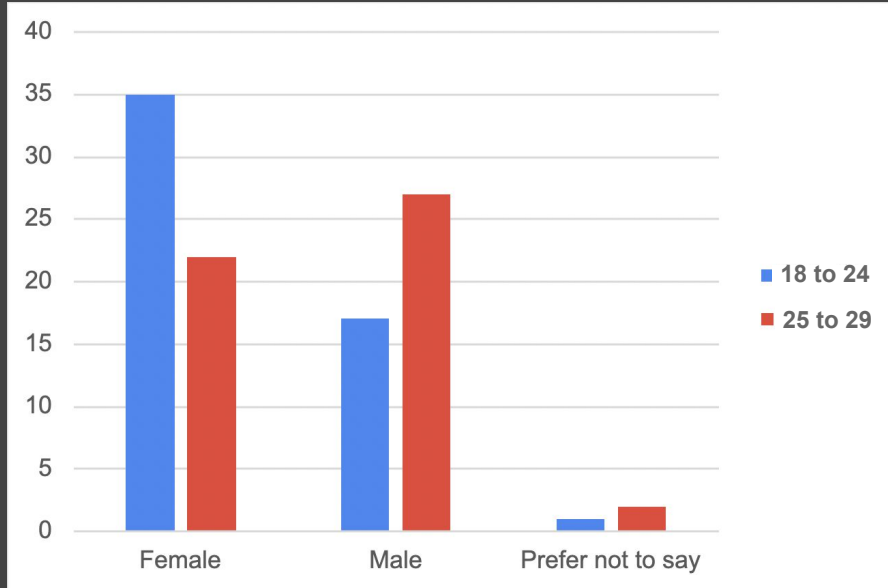
We want to understand how our target audience perceives Milo as a brand.



Research Questions

1. What is the TA's perceptions of the brand and how does it compare to its competitors?
2. Among my TA, what is the level of brand awareness and willingness to purchase?
3. What factors do my TA consider when purchasing from this product category?

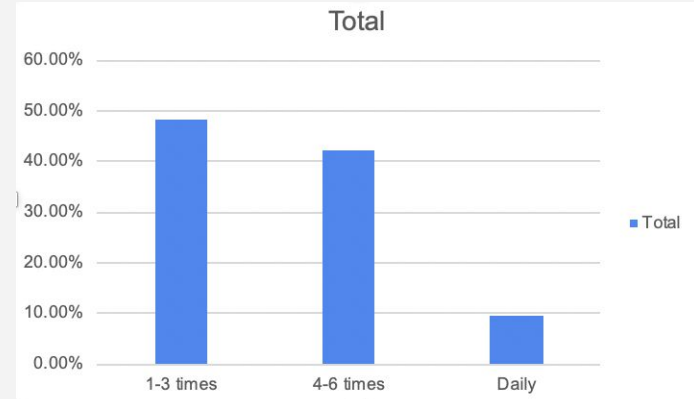
Participants



- Total of 104 respondents
- Aged 18 to 29 years old
- Stratified sampling method

Measures

Row Labels	Count of ID
1-3 times	48.08%
4-6 times	42.31%
Daily	9.62%
Grand Total	100.00%



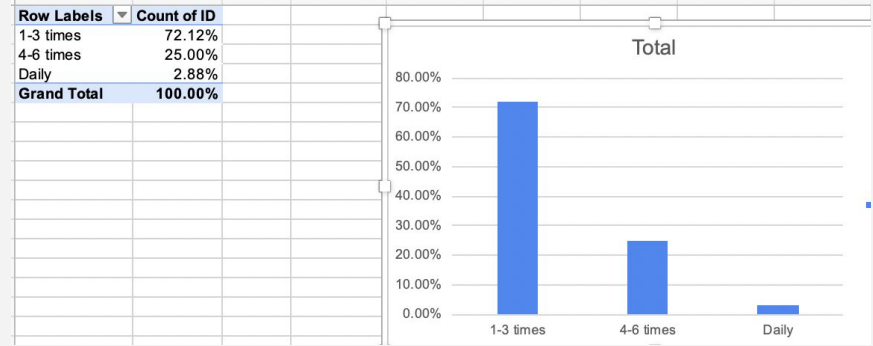
A few screener questions were used to check eligibility of respondents, questions were made based on the RQs. (e.g. Awareness of Products)

For example, respondents that chose “Never” for the question “How often do you eat out in a week?” are automatically not eligible to continue taking the form and get stopped from doing so.

Procedures

***now since u're here! could u pls do
the survey in my bio?***

****only if u're 18-29y/o! thank u to
those who do!!***



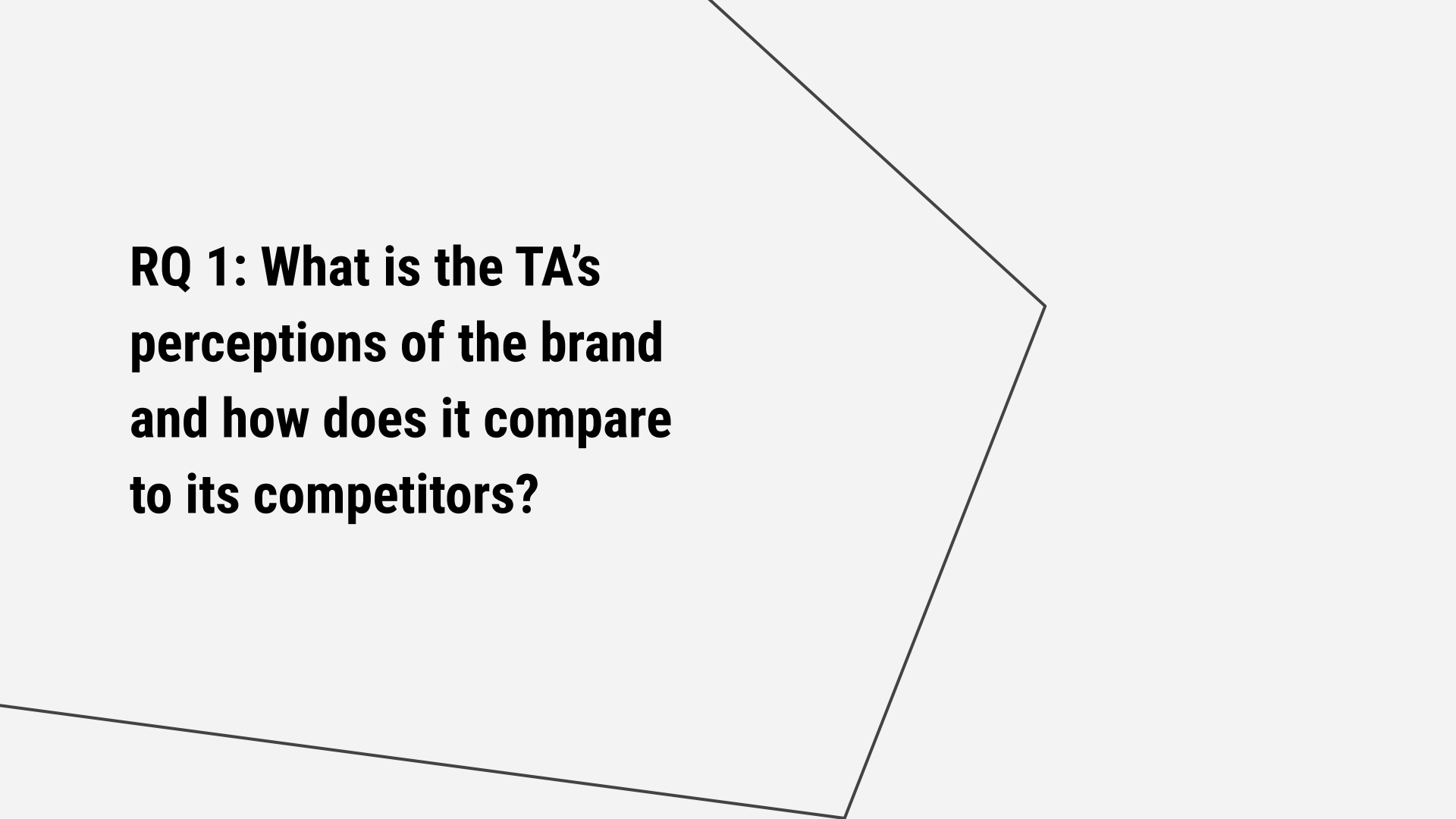
Data Collection

We distributed the survey form using our social media platforms. We also sent the survey to some friends in order to fit in the 25-29 years old criteria.

Data Analysis

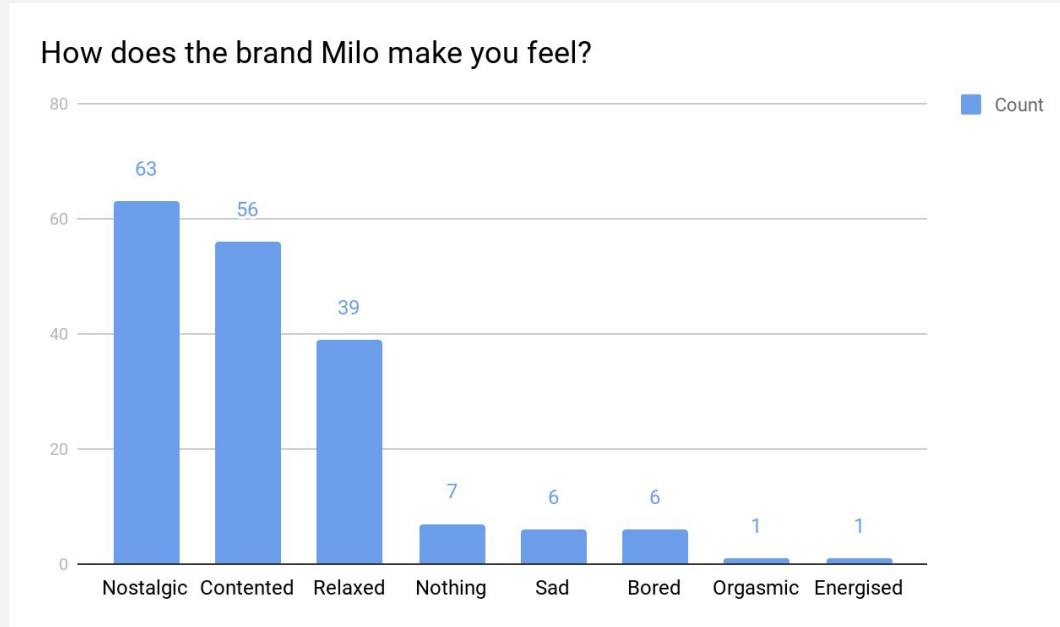
We used the functions pivot tables and charts to analyse the data we collected.

Results



**RQ 1: What is the TA's
perceptions of the brand
and how does it compare
to its competitors?**

How does the brand Milo make you feel? (select all that apply)

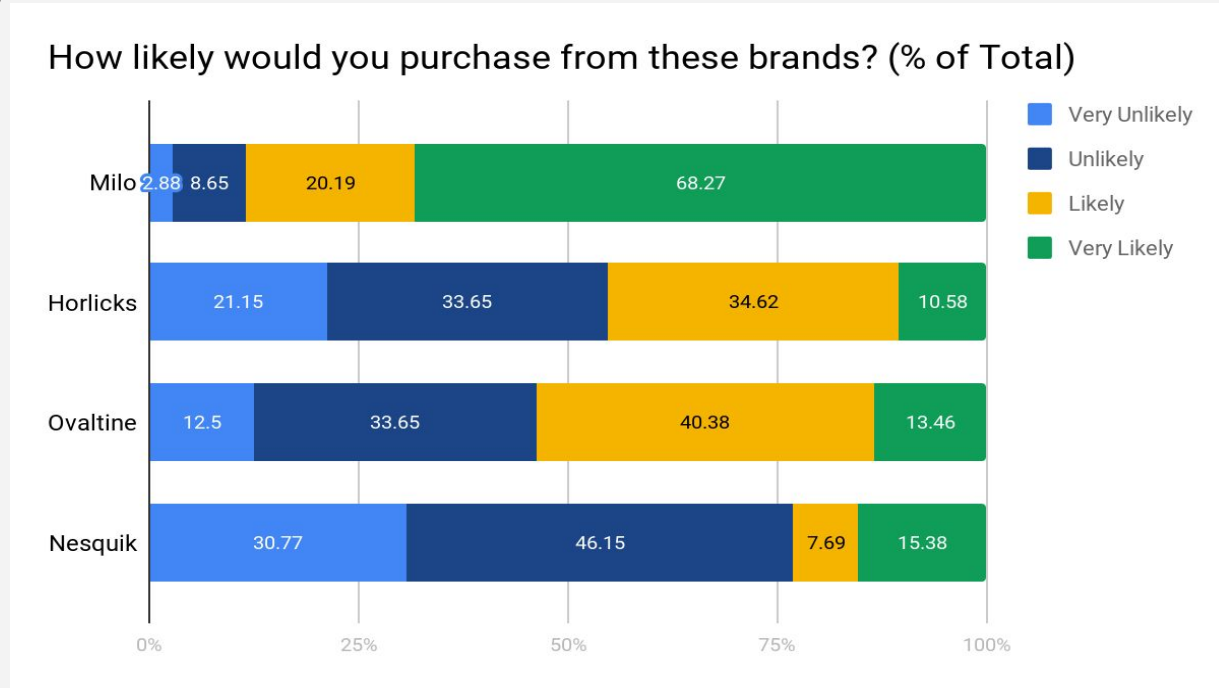


The majority of respondents felt that Milo made them feel nostalgic (61%)

An equal minority of respondents felt that Milo made them feel orgasmic and energised (1%)



How likely respondents would purchase malt drinks from these brands (%)



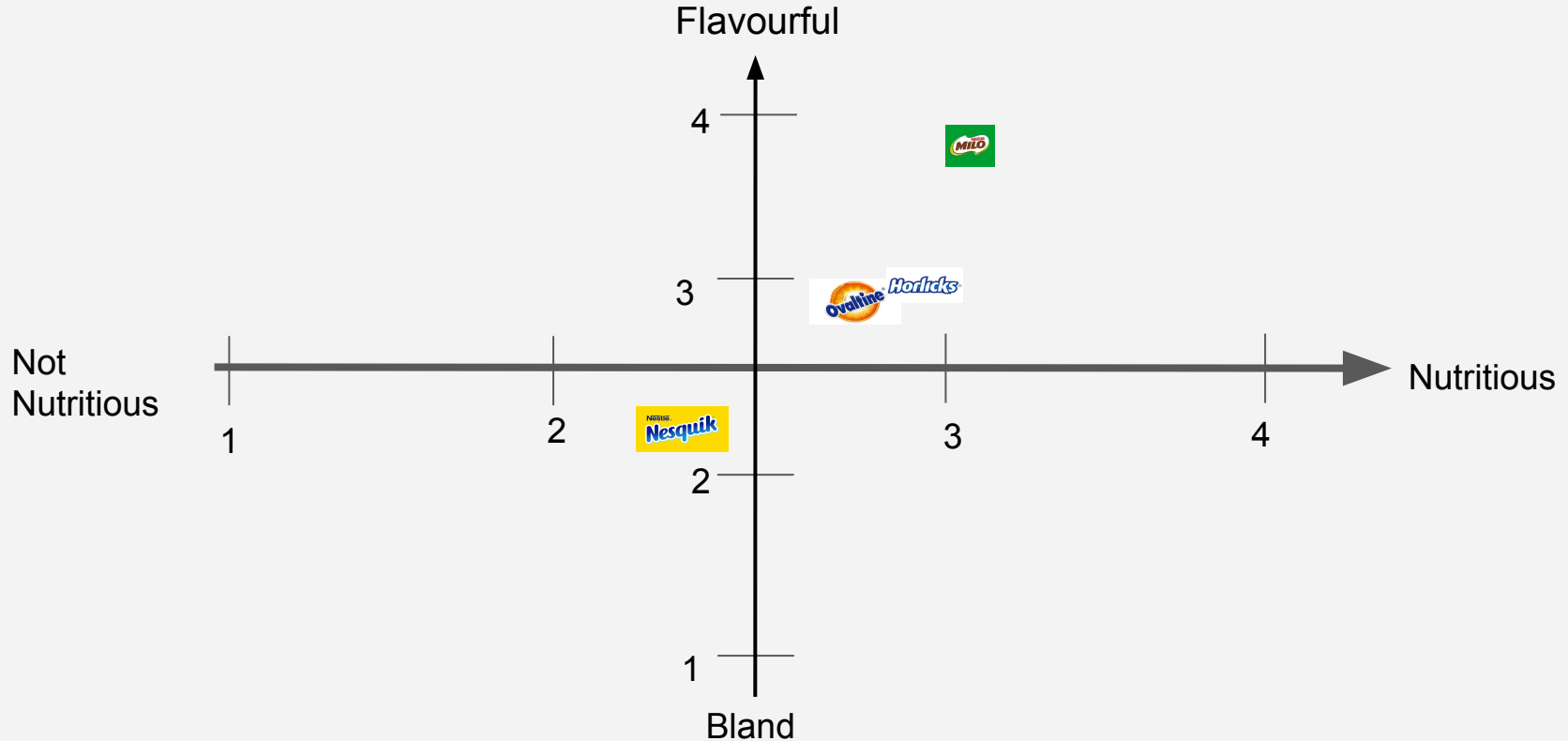
Majority of the respondents were very likely to purchase malt drinks from Milo (68.27%), and minority of the respondents were very unlikely to purchase malt drinks from Milo (2.88%).

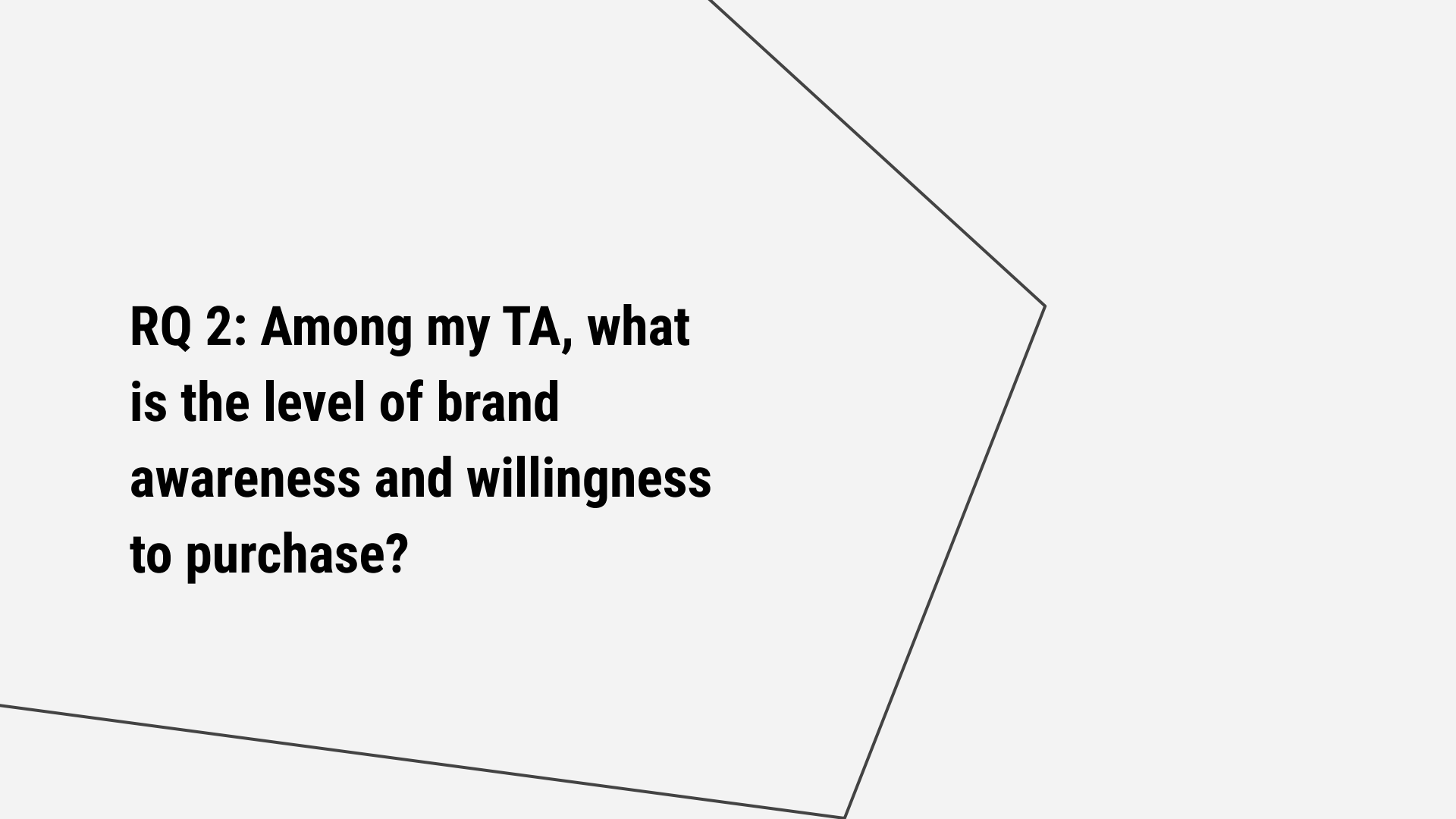
Table of Averages (Rate Malt Drinks Attributes)

Brand	Attribute 1: Flavourful	Attribute 2: Nutritious
Milo	3.67	3.08
Ovaltine	2.89	2.80
Horlicks	2.93	2.90
Nesquik	2.35	2.76

Numbers here are the average scores on the 4-point scale questions (where higher scores indicate that it is more flavourful/nutritious)

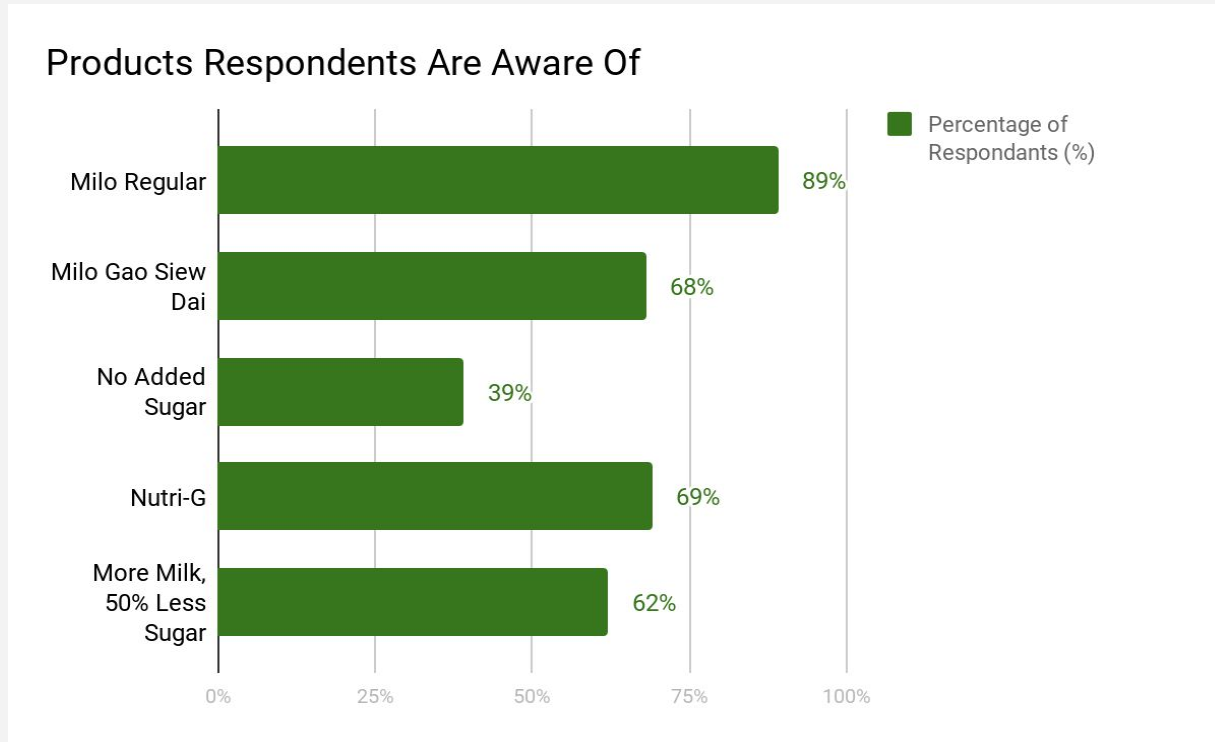
Rating of Malt Drinks (Perceptual Map)





**RQ 2: Among my TA, what
is the level of brand
awareness and willingness
to purchase?**

Which of the following Milo products have you heard of?



The most famous Milo drink product amongst respondents is Milo Regular (89%).

The least famous Milo drink product amongst respondents is No Added Sugar (39%).

First choice of beverage when eating out

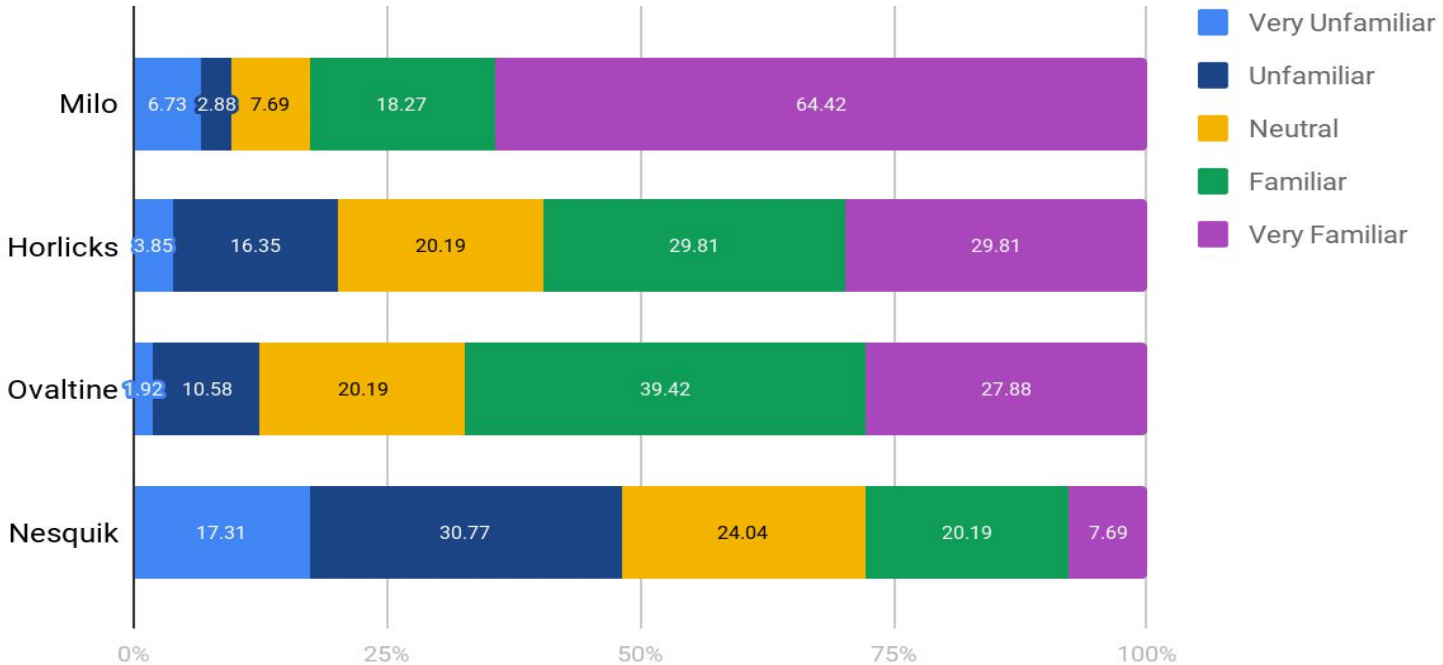


Canned drinks, malt drinks, fruit juice and plain water are popular choices.



How familiar respondents are with these brands (%)

How familiar are you with these brands? (% of Total)



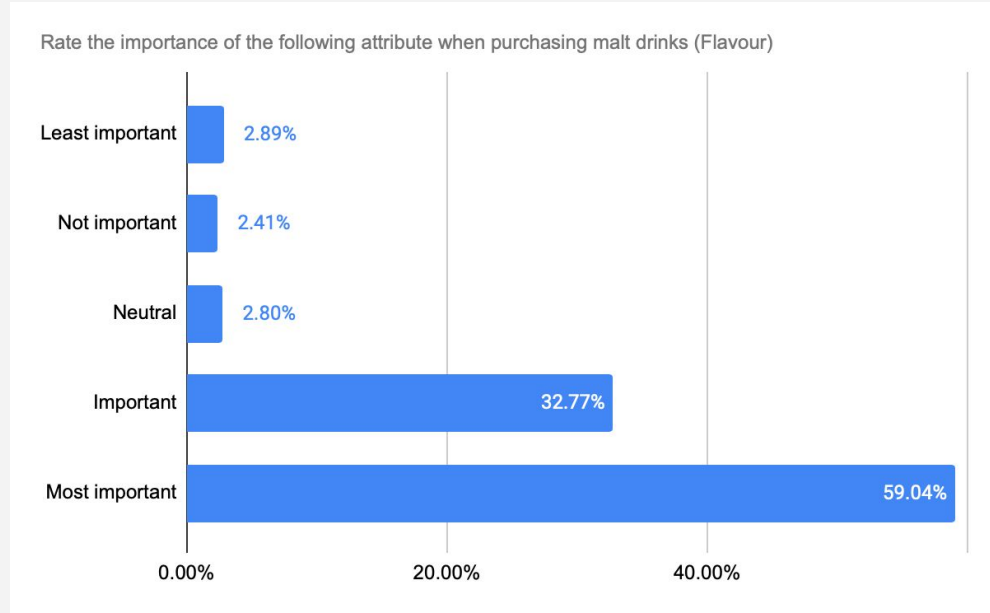


**RQ 3: What factors do my
TA consider when
purchasing from this
product category?**

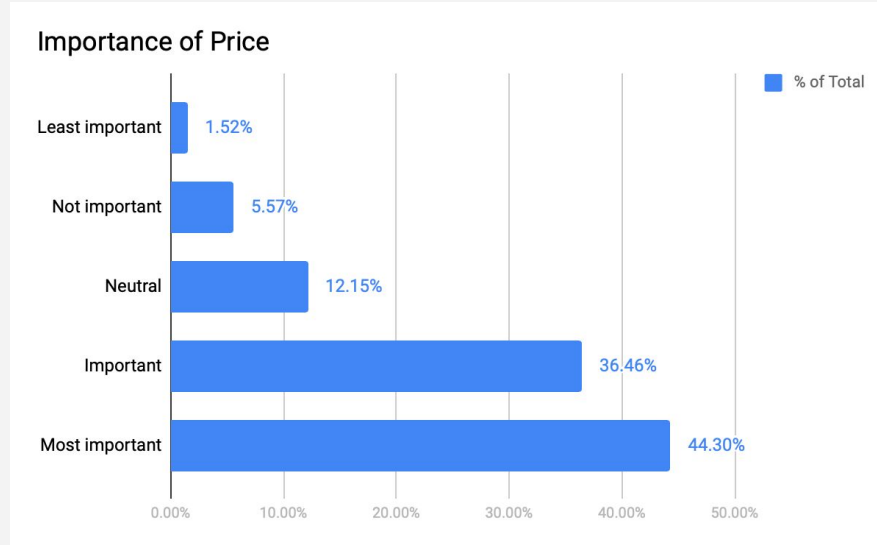
Rate the importance of the following attribute when purchasing malt drinks (Flavour)

Majority of the respondents agreed to the statement that flavour was the most important aspect for them. (59.04%)

Minority of the respondents agreed to the statement that flavour was not important for them. (2.41%)



Rate the importance of the following attribute when purchasing malt drinks (Price)

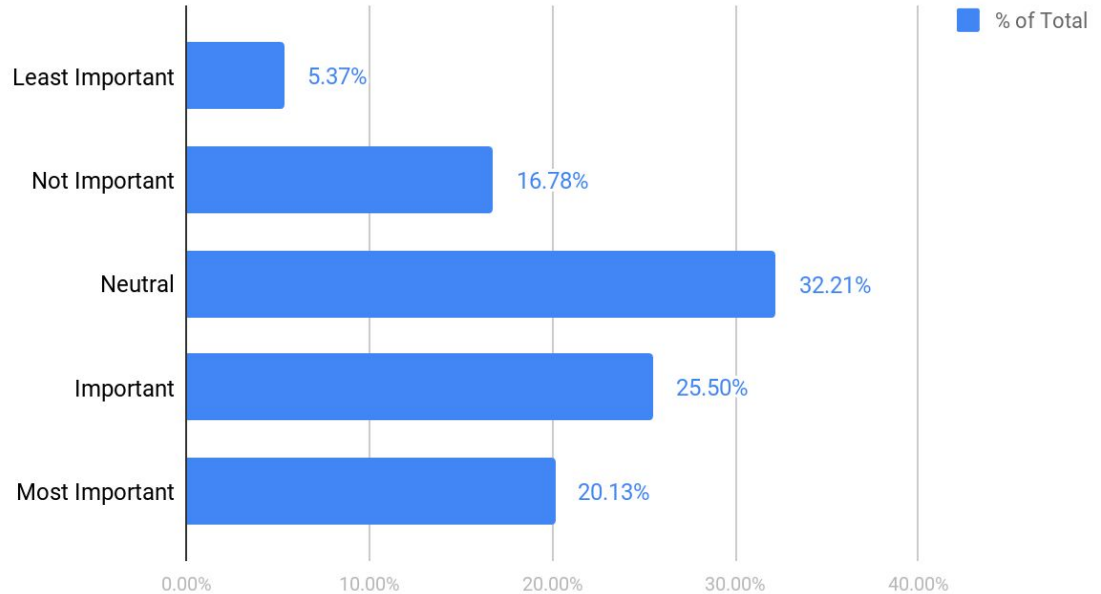


Majority of the respondents agreed to the statement that price was the most important aspect for them when purchasing malt drinks. (44.30%) Minority of the respondents agreed the statement that price was least important for them when purchasing malt drinks. (1.52%)

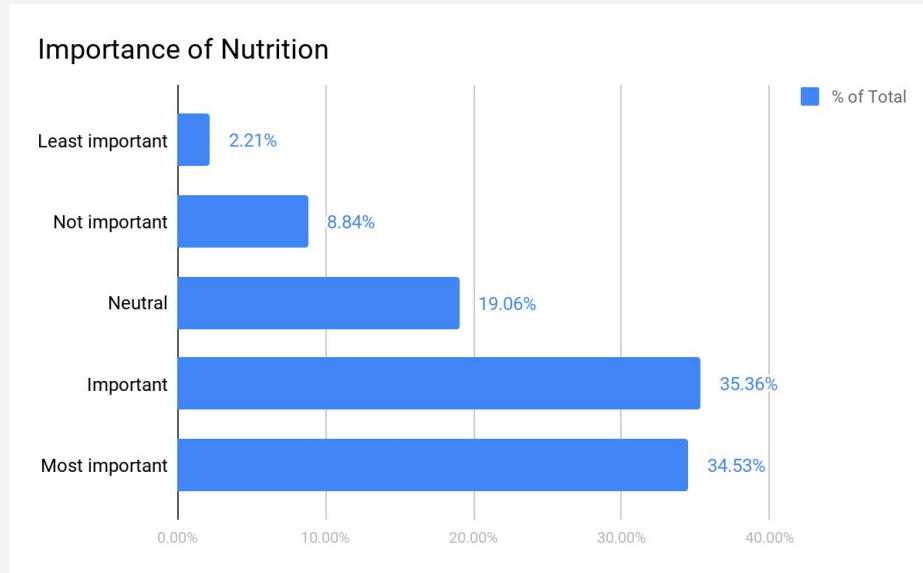
Rate the importance of the following attribute when purchasing malt drinks (Variety)

Majority of the respondents felt neutral to the importance of variety when purchasing malt drinks. (32.21%)
Minority of the respondents agreed the statement that variety was least important for them when purchasing malt drinks. (5.37%)

Importance of Variety



Rate the importance of the following attribute when purchasing malt drinks (Nutrition)



Majority of the respondents agreed to the statement that nutritional content was important for them when purchasing malt drinks. (35.36%). Minority of the respondents agreed the statement that nutritional content was least important for them when purchasing malt drinks. (2.21%)

- •
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 - •
 - •
 - •
- Focus more advertising and promotion to Milo No Added Sugar to direct more attention to it and expose it to a wider audience. Milo No Added Sugar was the minority drink. (only 39 respondents heard of it)
 - Focus more of Milo's advertising efforts based on an energetic feeling , rather than on nostalgia. 63 respondents mentioned feeling nostalgic, while only 1 respondent mentioned feeling energised.
 - They can continue partnering with athletes such as Joseph Schooling as it seems to be effective according to our survey. Milo ranked the highest at 3.08 out of a 4-point scale when we asked our respondents to rank Milo and its competitors based on Nutrition.

Recommendations

- Milo could introduce more varieties of canned drinks to increase awareness of the brand due to most respondents choosing canned drinks as their first choice of beverage.
- With a large number of respondents (59.04%) stating that flavour is the most important factor when purchasing their malt drinks. Milo could market their products targeted towards taste and flavour.

Limitations that we faced	Steps we took to address limitations	Future steps to mitigate limitations
We were unable to verify if the respondents gave legitimate responses as the survey did not have a sign-in option.	We went through the survey data on Excel and marked incomplete/invalid data as void. We removed those responses and did not use them in the final results of the data collected.	We could use a different survey platform that has a sign-in requirement before respondents do the survey to lower the chances of respondents re-doing the survey and we would be able to track who did not do the survey seriously and ask them to redo it
We had more respondents who were in our age group and it made the responses biased to the 18-24 year olds.	We asked people we knew from the other target age group (25-29 years old) to share the link with their own friends. This way, the questionnaire reached more people of that age group.	Instead of posting the survey on our social media accounts, we can send the survey to specific target groups to reach our target audience.

THANK YOU



RESOURCES

HISTORY OF MILO: MILO Australia. (n.d.). Retrieved July 28, 2020, from <https://milo.com.au/all-about-milo/history>