



# Kidibul®

Kids Best Friend

Mother ultimate partner



# The Kidibul concept

Kidibul is a healthy and festive drink for children

The “must have” beverage for the kids and their mothers for a successful party.

Also the ideal partner for sharing appetizer family moments.



KIDIBUL

VINTENSE  
0%  
ALC

Vivaro

[www.neobulles.be](http://www.neobulles.be)

# The Product



Kidibul is a natural and sparkling juice:

- 100% pure juice content
- no added sugar
- no additives
- no preservatives

3 flavours in  
75cl bottle:



apple



apple/cherry



apple/strawberry



Healthy and delicious beverage for Kids



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# The packaging



75cl



- ← a natural cork with a wire to pop up
- ← A coloured foil for each taste
- ← A coloured neck label for each taste
- ← Champagne type bottle
- ← Brand name with Croco, the key brand
- ← back label explaining the healthy benefit of the liquid

Also available in

- 20cl bottle

- 25cl cans

But also in

- Organic version

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# Brand equity statement



## Brand target

- Mothers with children 4-12 years old and their children: boys and girls (unisex)

## Functional benefit

- Healthy: 100% natural, no sugar added, no additives or preservatives
- Fun: the bubbles specially made for kids

## Emotional benefit

- Children: provide fun/ feeling « it's my party »
- Also tension liberating and sharing family appetizer moments
- Mothers: feeling of being « a good mother »

## Brand personality

- Cheeky, dynamic, cool, “ in”, vitality

## FACTS AND FIGURES

- ✓ Leader in the festive drink segment in Belgium with **70%** of market share
- ✓ **26.500 HL** produced in 2016 ( +/- 3.500.000 Bottles)
- ✓ **11%** of the volume are devoted to the export





**One Kidibul for each party  
and appetizer moment !**



**BUBBLES FOR  
EVERY  
SPARKLING  
MOMENTS**



46% volume



28 % volume



17 % volume

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**One Kidibul for each party  
and appetizer moment !**



**ALSO  
AVAILABLE IN  
ONE  
ORGANIC  
VERSION**



8 % volume

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# One Kidibul for each party and appetizer moment !



At home or on-the-go...  
for all those little Fun moments



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0%  
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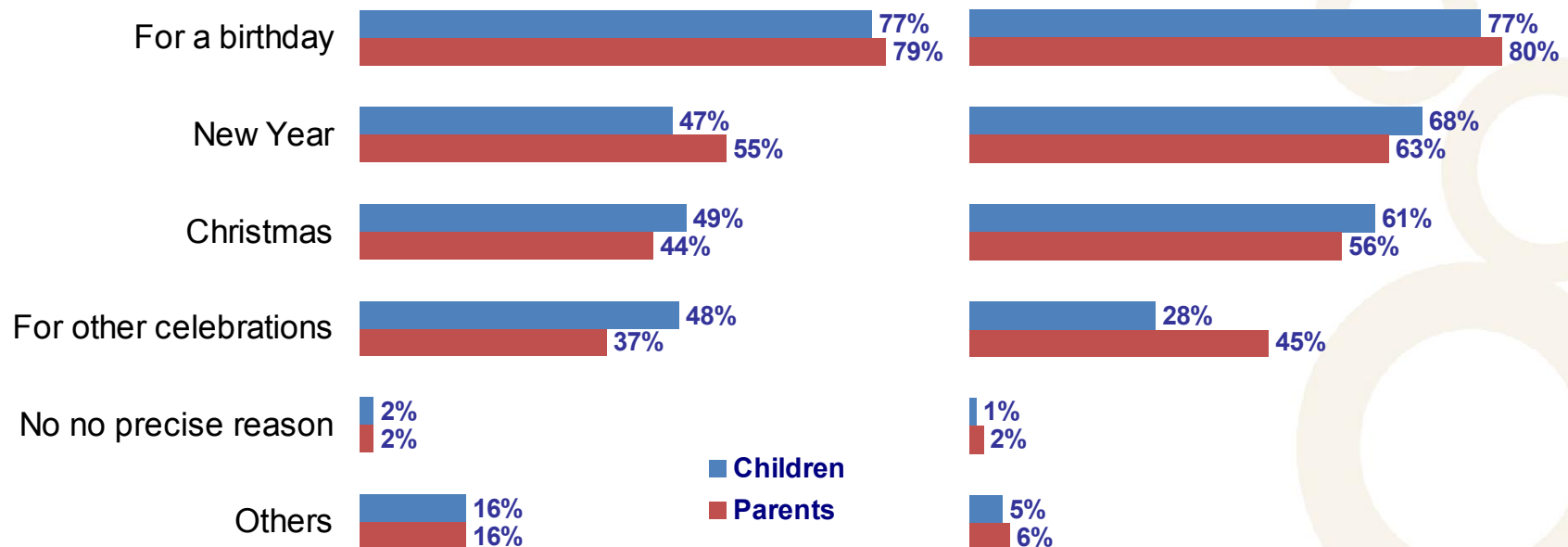
# Why Kidibul

# Consumption moments



*At which occasions do you serve or do you think to serve Kidibul to children?*

Base: Know Kidibul and (would) buy it at least 1 or 2 times a year  
 Total (2007: n=677 / 2006: n=601)  
 Children (2007: n=171 / 2006: n=152)  
 Parents (2007: n=506 / 2006: n=449)



**KIDIBUL**

**VINTENSE**  
 0% alc.

**Vivaro**

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# Kidibul Brand

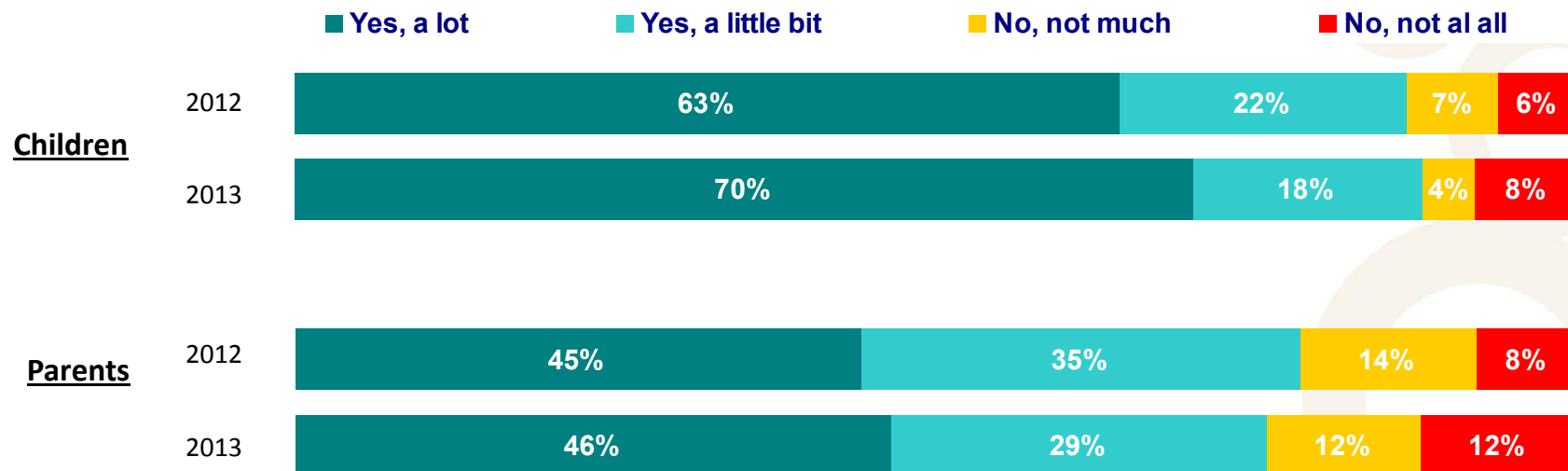


## Conclusion:

**85% (vs 88%) of the children and 80% (vs 75%) of the parents are of the opinion that Kidibul is an appealing brand**

*Would you say of Kidibul that it's a brand that appeals to you, a drink you like?*

Base : Know Kidibul  
2012 n=783 / 2013 n=731



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# Kidibul Expo









## Kidibul tasting (in shops)





**Thank you for your  
attention!**