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Introduction	Nongpho Ratchaburi is a dairy cooperative, producer, and marketer of Nongpho dairy products. Nongpho has been a Thai milk brand since 1972.
The Objective	<ul style="list-style-type: none"> To connect and identify with a younger audience, who are a key demographic of consumers.
The Challenge	The brand has been around for a while, which means it needs to work twice as hard to remain relevant to stay top-of-mind for their consumers. With increased competition in the dairy industry, connecting with their consumers in a more meaningful way is a huge challenge.
The Task	<p>The Main Ask</p> <ul style="list-style-type: none"> To create relevant TikTok content to connect with their young consumers by staying relevant and aligning the brand's USP to the values of a younger audience. <p>Key Message(s)</p> <ul style="list-style-type: none"> <i>Nongpho</i> is a legacy brand that is still relevant, providing health and nourishment to a new generation. <i>Nongpho's</i> USP: 100% Fresh Milk
Target Audience	Thai men and women aged 16 - 30
Expected Deliverables	<ul style="list-style-type: none"> Minimum 1 x TikTok Video Creative <ul style="list-style-type: none"> File size should be 50MB or under Submission language: Thai
Requirements	<ul style="list-style-type: none"> Register before submission <ul style="list-style-type: none"> <i>To submit an additional entry, submission process has to be repeated</i> Only one person is allowed per entry
Deadline	15 January 2021, 23:59 (GMT+08:00)