



# The Expert and Pioneer of KUACI BRAND MANUFACTURER in INDONESIA

Every single of kuaci Rebo seeds made from high quality and selected sunflower seeds to deliver goodness and the enjoyment for everybody as guilt free and exciting munchy snacking in any occasions.



*Kuaci Rebo* launched since 2005 by *PT Gumindo Bogamanis* as Indonesian food manufacturer which has the expertise to produce best quality sunflower seeds for Indonesian consumers. That commitment bring Kuaci Rebo as market leader of Sunflower seeds category and well accepted in entire Indonesian market.



# WHAT WE DELIVER TO CONSUMERS



## the ultimate crunchiness for consumers





# WHAT WE DELIVER TO CONSUMERS



## And Goodness in every bites









## **TARGET MARKET**





## Male Female 20-40 YO URBAN & RURAL Fun, Casual, Easy Going



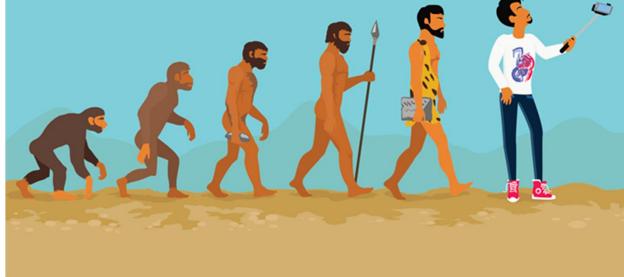




## **BREAKTHROUGH INNOVATION**



## From time to time, We keep innovating simultaneously with CONSUMER NEEDS.





## **BREAKTHROUGH INNOVATION**

### THE MORE THE MERRIER, From the purity of one flavors become variety.







🔊 🔊 Milk







TITE

#### SALTED CARAMEL



## **KUACI REBO INNOVATION**



DESC.

COPY

## **UNIQUENESS FROM EACH FLAVOR**



#### ORIGINAL



"Crunchy sunflower seeds of REBO combined with natural spices"

"Original Crunchy sunflower seeds of REBO combined with natural spices"



"Crunchy Sunflower seeds of REBO combined with creamy and delicious fresh milk"

"Crunchy, Creamy, It makes everybody Happy"

#### **GREEN TEA**



"Crunchy Sunflower seeds of REBO combined with calming green tea"

"Crunchy, its calming green tea aroma able to calm you down"

#### SALTED CARAMEL



"Crunchy Sunflower seeds of REBO combined with salted caramel which deliver salty and sweet taste in one bite."

"Crunchy, get the enjoyment from salty and sweet taste of Caramel in one bite"



# **OCCASIONS**











Companion in Idle Time To fight boredom/make focus.





Pouch 70/150/300 g



Hangout Time with family and friends to make togetherness time become more fun.





## **PACKSIZES OF KUACI REBO**





Pouch 70Gr | Pouch 150Gr | Pouch 300Gr

Distribution Channel: MT, GT, souvenir/gift shop





## COMMUNICATION





https://www.youtube.com/watch?v=AvP9fgS6FR0

#### 2017 Unifiers - Soccer



https://www.youtube.com/watch?v=Lr0t7YIZLFw https://www.youtube.com/watch?v=HKTIeXWiviw



ma





## COMMUNICATION







Kuaci Rebo in TV series scene



Squeezed Frame



## COMMUNICATION



