



PRODUCT KNOWLEDGE

Compiled by – Marketing Team

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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.



REBO IS...




what is

”REBO?”

Deliver Ultimate Deliciousness

Rasanya **E**nak **BO** anget!



***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



CRUNCHY



WHAT WE DELIVER TO CONSUMERS



And Goodness in every bites





TARGET MARKET



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





FROM

SEEDS

WE GROW

BECOME SOMETHING



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.*

2005

ORIGINAL



2008

MILK



2014

GREEN TEA



2018

SALTED CARAMEL



KUACI REBO INNOVATION



UNIQUENESS FROM EACH FLAVOR



ORIGINAL



MILK



GREEN TEA



SALTED CARAMEL



DESC.

"Crunchy sunflower seeds of REBO combined with natural spices"

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

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

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

COPY

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

"Crunchy, Creamy, It makes everybody Happy"

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

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



OCCASIONS



Alone



**Companion in Idle Time
To fight boredom/make focus.**



Together



Pouch 70/150/300 g



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





PACKSIZES OF KUACI REBO



POUCH



Pouch 70Gr | Pouch 150Gr | Pouch 300Gr

Distribution Channel: MT, GT,
souvenir/gift shop



COMMUNICATION



TVC

2020 #NGUNDANGBOANGET



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

2017 Unifiers - Soccer



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

2017 Unifiers - Campus



<https://www.youtube.com/watch?v=HKTleXWivw>



COMMUNICATION



BUILT IN TVC



Kuaci Rebo in TV series scene



Squeezed Frame



COMMUNICATION



SOCIAL MEDIA



Kuaci Rebo
Wangi Gurih Enak
RASANYA ENAK BOANGET!

48,021 people like this

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kuaci_rebo
1,119 posts 33.6k followers 1,128 following

Kuaci Rebo
Kuaci Di Bunga Matahari
Rasa Original, Milk, Green Tea & Caramel
Rasanya Enak & Dingin!
#kuaci_rebo #kuaci_rebo #kuaci_rebo

Followed by rebofabrika, danubandung, jawa, yuba, and 6 more

Postingan terbaru: RAMADHAN MUBARAK, BUY 2 GET 2



Kuaci Rebo
Wangi Gurih Enak

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Cemilan sehat & seru buat dimakan siapa aja kapan aja
RASANYA ENAK BOANGET!
Pilihan rasa

Kuaci Rebo Anak Kampus

A photograph of a field of sunflowers at sunset. The sky is filled with warm, golden light and soft clouds. The sunflowers are in various stages of bloom, with bright yellow petals and dark brown centers. A white rectangular box is overlaid in the center, containing the text 'THANK YOU' in a bold, italicized, sans-serif font. Two small, dark, teardrop-shaped objects are positioned on the left and right sides of the white box, appearing to hold it in place.

THANK YOU