




VALRHONA
Imaginons le meilleur du chocolat®

Easter 2025
BtoC Collection
Launch plan



• **CONTEXT & OBJECTIVES**

- Campaign goals
- 1% For The Planet
- Sales pitch per product
- Activation tools
- Technical information



**VALRHONA,
THROUGH ITS EASTER 2025 COLLECTION,
COMBINES GOURMET FOOD AND COMMITMENT.**



THE OBJECTIVES OF THE 2025 CAMPAIGN

1. BRAND AWARENESS

To emphasize the premium image of the **Valrhona brand** with elegant packaging and tools.

Promoting **Valrhona's commitment** through **B-Corp, 1% for the planet**

2. MEETING EXPECTATIONS OF OUR PRIORITY TARGET

A seasonal collection with **an illustration revealing modern and refined drawings** to meet the expectations of the **CSP+ adult target**.

Activation visuals that **bring sensoriality** (especially visual products to bring greed).

A **new recipe**, and ultra gourmet, in a packaging with the **codes of Easter**.



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THE EASTER 2025 COLLECTION'S GOALS

A PREMIUM AND COMMITTED COLLECTION

- ✓ **Elegant, streamlined design** evoking Spring and floral themes
- ✓ **Strong gift value:** vivid colors, gold foil for the box
- ✓ Participation in the **1% for the Planet movement:** logo highlighted on the pack
- ✓ **B-corp logo** more prominently displayed on packaging
- ✓ Highlighting **agroforestry** through all plants chosen for illustration

A DIFFERENTIATING EASTER COLLECTION

- ✓ Incorporation of a **new product with a more "Easter" design** to promote to our customers
- ✓ A **wide price range:** from cones to giftboxes with an accent on small formats



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A COLLECTION COMMITTED TO



The entire BtoC range is 1% for the planet certified, but only the seasonal collections will feature the logo on the packaging.

Valrhona, notably through its Spring 2025 Collection, is a **member of 1% for the Planet**. As such, we **donate 1% of the annual turnover** of this range to **environmental associations** committed to the issues that are important to us: **sustainable cocoa, agroforestry, reforestation** and the improvement of the **living conditions of cocoa producers**.

What does joining the 1% collection bring for the Spring 2024 Collection?

- ✓ It is a **strong CSR message** that provides **concrete proof** of the brand's commitment.
- ✓ It is a message that can be **applied to all channels** (Retail and e-commerce).
- ✓ It is a commitment that feeds into **our climate strategy**.

Choosing Valrhona means choosing chocolate that respects people and the planet.



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2025 PRODUCT OFFER RECAP

Case Crispy chocolate duo

NEW



Code : **51555**
Weight : **160g**
Best before : **10 months**
Packaging : **x16**

Assortment :

- CAMELIA CORN
- CROUSTIBILLE CAMELIA

Case Chocolate treats



Code : **44333**
Weight : **140g**
Best before : **8 months**
Packaging : **x16**

Assortment :

- FRITURE NOIR
- FRITURE LAIT
- FRITURE DULCEY

Cone Dark Eggs / Milk



Code : **44332**
Weight : **100g**
Best before : **5 months**
Packaging : **x20**

Assortment :

- FRUITY DARK CRUNCHY PRALINE EGGS
- MILK TANARIVA GANACHE EGGS

Coffret Chocolate Creations



Code : **44402**
Weight : **300g**
Best Before : **5 months**
Packaging : **x12**

Assortment:

- DARK CARAMEL RUNNY HEART EGG
- EQUINOXES DULCEY
- MILK EQUINOXES
- Dark CROUSTIBILLES



NEW PRODUCT



A NEW RECIPE: CARMELIA TOASTED CORN NUT

- **A toasted and salted corn, ultra crunchy; generously coated with Caramelia milk chocolate;**
- Chocolate balls are the 1st chocolate confectionery bought ahead of chocolate, mignonettes and equinoxes bites.*

A MUST-HAVE CASE FOR EASTER

- A new design, with **Easter codes**, to seduce young and adults.
- A 100% milky assortment, gourmet and crunchy: corn & caramel crisp.
- "Naked" products => less packaging;
- On the back of the pack: photos of the products contained in the case as a choice aid.



THE EASTER EGGS CONE



A PLAYFUL FORMAT

- A format that **sets it apart** from the competition
- A **playful format** to hide in the garden
- A "collection" effect with **two references to generate additional purchases**

A GOURMET ASSORTMENT

- A **gourmet assortment** in line with market trends (filled products, lots of pralines, lots of milk chocolate)
- **Folded eggs** to respect market constraints (sanitary & regulatory)



CHOCOLATE TREATS

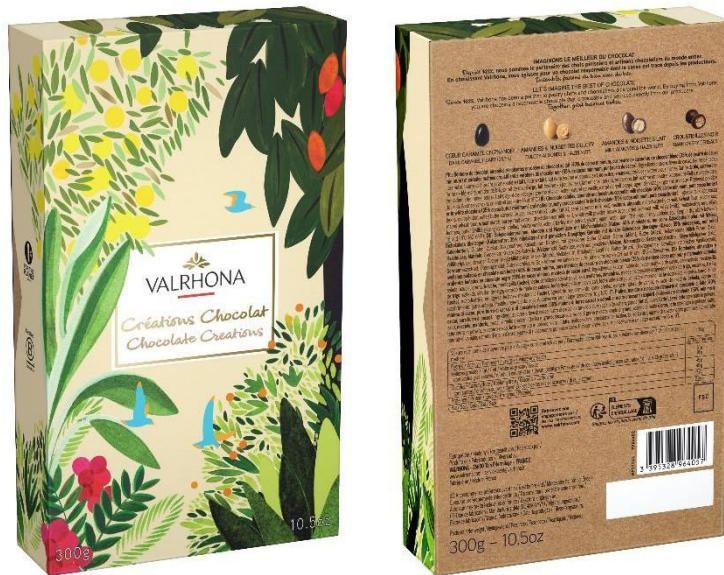


AN ULTRA-GOURMAND CASE FOR THE WHOLE FAMILY

- A **gourmet selection of Easter treats** in 3 chocolate colors: Dark, Milk and Dulcey
- A family-friendly assortment that's easy to enjoy;
- “Naked” products => **less packaging**;
- On the back of the pack: photos of the products contained in the case to help you make your choice.



THE "CHOCOLATE CREATIONS" GIFTBOX



AN ULTRA-PREMIUM GIFTBOX

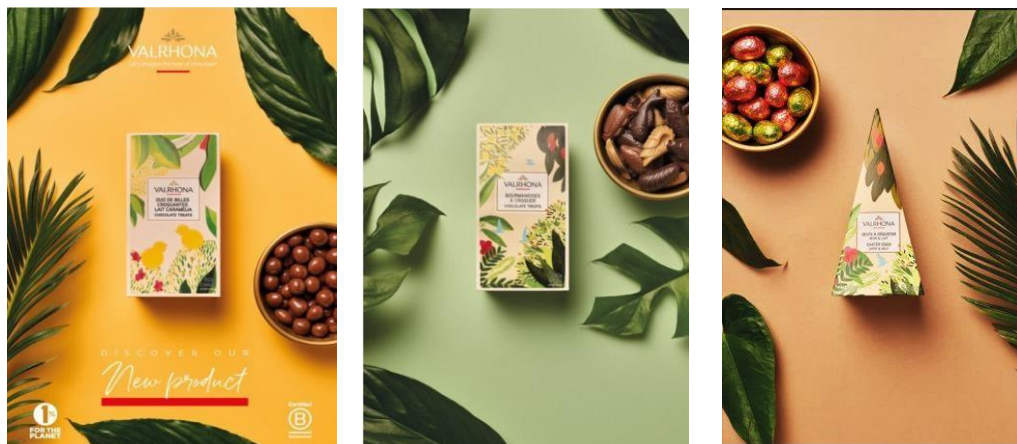
- Aimed at an **adult target, upper socio-professional category**.
- With its **high gift value**, this box is designed to be shared or given as a gift.
- A **fresh, emotional pack** that recounts the renewal of spring in connection with vegetation & agroforestry;
- A simplified cartridge to give **pride of place to illustration** and **accentuate brand visibility**;
- On the back of the pack: photos of the products contained in the box to help you make your choice.



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ADDITIONAL ACTIVATION TOOLS FOR THE 2025 CAMPAIGN

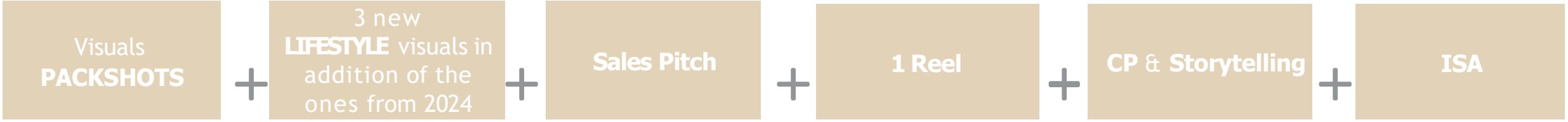


In addition to the key visuals of the 2024 Spring Collection, we have developed:

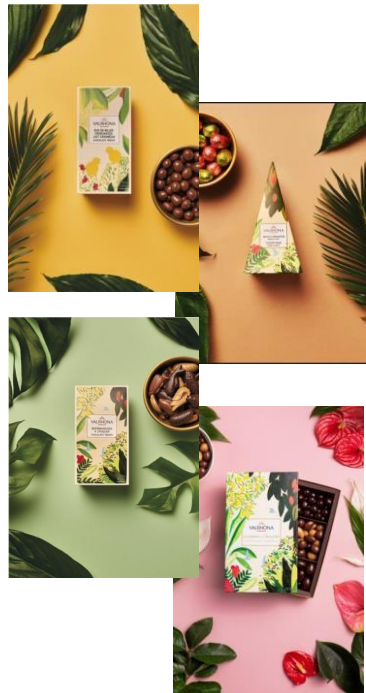
- 1 range visual presenting all the products available for the campaign, banner format.
- 1 ambiance visual for each product (visuals for the giftbox already existing) with visible chocolate content.
- 1 reel SMA, with a gourmet approach and Easter chocolates.
- 1 CP with storytelling elements for the campaign.
- 2 ISA* in FR/GB and A4/A5 for the collection and the new product.



RECAP OF ALL THE ACTIVATION TOOLS



Available



Available



Available



Available in February 2025



Available



New ISA FR/GB A4/A5 available in February 2025

[DAM Link to the Easter Collection 2025](#)

ISA : In-store advertising



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TECHNICAL INFORMATION

PRODUCT REFERENCES		Weight	EAN	UPC PC	UPC Carton
Codes	Product names				
44332	EGGS CONE TO ENJOY DARK/ MILK 100G	100g	3395328961841	726120851772	726120851765
44333	SPRING TREATS B/M/D 140G	140g	3395328961896	726120851857	726120851840
51555	ETUI PAQUES DUO BILLES CROQUANTES 160G	160g	3395329061823	726120853240	726120853257
44402	SPRING 2024 GIFT BOX 300G D/M/DULCEY	300g	3395328964057	726120851796	726120851789



TECHNICAL INFORMATION : 40739 _ BOX OF EGGS TO SHARE



PRODUCT REFERENCES		Weight	EAN	UPC PC	UPC Carton
Codes	Product names				
40739	BOX OF EGGS TO SHARE 300G N	300g	3395328837924	726120849885	726120849892





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