

Drumstick® bites back



Background

The Drumstick® cone has long held a unique place in the hearts of Australian consumers. Since 1963, it's been part of the summer ritual; something to share with family or friends. Indeed every year, around 50 million of the ice-cream cones are consumed across the nation. Yet, despite being a household name, the Drumstick® cone has faced increasing competition in the marketplace.

Challenges & Objectives

The objective of the 'Summer Classic' campaign was to reassert Drumstick® as Australia's favourite cone and to capture its status as an Aussie icon. The challenge was how to cut through, given the number of other ice confection products being promoted.

The Solution

A TVC was created for Drumstick® leveraging the positive and emotional associations Australians have with summer. The execution features a typical Aussie scene around a swimming pool with a young guy biting the bottom off a Drumstick® cone. The rest of the crowd around the pool watches him and follows suit.

In order to create maximum impact and reach, television was selected as the key media for the launch of the campaign.

The TVC was strategically played during the broadcast of major summer sporting events including the Australian Open tennis and the XXXX Beach Cricket tournament. This placement gave the brand prime-time exposure to its broad target audience.

The Role of TV

Drumstick® senior brand manager, Phyllis Kim, says "Drumstick® has traditionally evoked all of the positive and emotive associations with summer and our latest television commercial has successfully solidified Drumstick® as an iconic Aussie summer brand in the hearts and minds of consumers."

CASE STUDY: DRUMSTICK®

Results

The 'Summer Classic' campaign resulted in a significant increase in spontaneous brand awareness and double-digit sales growth compared to the previous year.

The TV campaign reaffirmed the 'feel-good' image of the brand and reconnected it with consumers of all generations.

Who

Client: Drumstick (Nestle)
Creative Agency: Publicis Mojo
Media Agency: ZenithOptimedia