

# The Grain Waves dream comes true on TV.



### Background

Before Grain Waves launched in 2008, there had never been a wholegrain chip in Australia - the market was saturated with more traditional potato or corn based snacks. Market research confirmed there was a clear opportunity to develop a wholegrain snack for the health conscious consumer. So The Smith's Snackfood Company seized the moment and developed Grain Waves - a new, wholegrain snack that not only tasted good but was also better for you.

### Objectives and Challenges

While initial taste tests showed that Grain Waves were irresistible, the big challenge was to convert consumers' perceptions of wholegrain snacks from "something bland" to "a tasty treat". Therefore, the primary advertising objective for the launch was to drive trial for the product by engaging with consumers in a fun way while at the same time delivering great taste cues.

### Target Audience

The target audience for Grain Waves was adult consumers who are starting to make healthier food choices, but not overly restrictive about what they eat.

### The Solution

The creative idea was to dramatise the unexpectedness of a grain becoming a snack food, by telling the story of a young grain who dreamed that one day he'd grow up to be a grain chip. It's a story about sticking to your dreams, against tradition and the odds, until your dreams come true.

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## The Role of Free TV

Television advertising was an indispensable part of this success story.

TV brought the idea to life in a way that helped build an emotional bond between the consumer and the Grain Waves brand. Importantly, the television medium transmitted the visual cues that showed this was a great-tasting new product and drove the desired trial.

Gerard Smith, Marketing Director of The Smith's Snackfood Company said, "Television enabled us to give our launch the kind of scale and impact we simply couldn't have achieved as quickly with any other media."

## The Results

By the end of the initial launch phase, Grain Waves had achieved more than 8 per cent trial and enjoyed 25 per cent brand awareness.

## Who

Client: The Smith's Snackfood Company  
Agency: Clemenger BBDO Sydney