



Boost achieves hair-raising growth.

Launching a new product in the confectionery category is never easy. With over 5,000 products available in Australia, it's an intensely competitive market. So when Cadbury prepared to launch a new chocolate bar, they knew they needed some Free TV muscle behind their campaign.

Cadbury's goal was to make Boost a top 10 brand in twelve months. Such an ambitious target meant Cadbury needed to get the new brand exposed to as many people as possible, as quickly as possible. Free TV was the best way to produce this instant recognition factor and motivate people to trial the product.

Last year's launch of Cadbury Boost resulted in an astounding grab for market share, with Boost becoming the number one selling medium-sized bar; out-performing established brand names within just four months.

As Director of Marketing for Cadbury Schweppes, Andrew Nowicki observed the results first-hand: "The launch of Boost is testimony to the power of Free TV to drive significant sales and, in Cadbury's case, create a well known brand overnight."

For further information on how television can help launch your new product, visit thinktv.com.au

To kickstart your next campaign

