



The Grain Waves dream comes true on TV.

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, so there was a clear opportunity for a healthier snack option.

The Smith's Snackfood Company seized the moment, using their experience to develop Grain Waves, a new, irresistible, wholegrain snack that not only tasted good but was also better for you.

Research and taste-tests confirmed that their new wholegrain snack would be snapped up by more health conscious consumers. It also showed that the advertising should centre upon the 'made from wholegrain' benefit.

Placing the focus on the wholegrain proposition created the marketing challenge – because although people associate wholegrain with 'healthy,' they also associate it with 'bland.'

So the challenge was to make this new healthier, wholegrain snack look tasty enough and interesting enough to drive trial around Australia.

The creative idea dramatised 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 chip. It's a story about sticking to your dreams, against tradition and the odds, until your dreams come true.

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 also transmitted the visual cues that showed this was a great-tasting new product and drove the desired trial.

Gerard Smith, the Marketing Director of 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 figures show it was a dream start too. By the end of the launch phase, Grain Waves had achieved more than 8% trial and enjoyed a healthy 25% brand awareness.

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