



Nestlé Diet TVC delivers heavyweight results.

One of the great strengths of television is its ability to convey emotion and humour. So when Nestlé Diet yoghurt was looking to increase its brand relevance amongst its target market it turned to television, and humour, to communicate its message.

Nestlé Diet was facing two challenges; its sales were in decline with its key competitor growing its market share and; brand associations around the word 'diet' were generally negative. They wanted to address this by developing a clear brand identity and increasing the brand's relevance to consumers by injecting emotion and personality into its messaging.

The creative idea for 'No Unexpected Calories' takes a light-hearted and humorous approach to the disillusionment women feel when they discover the

so-called 'lite' food they've been eating, really isn't. The TVC positions Nestlé Diet as the trusted choice for women seeking a low-fat yoghurt.

According to Nestlé Diet Senior Brand Manager, Katrina Wilson, television was the obvious choice to be the primary communications channel. "TV's a great medium in which to tell a story that people can connect with and relate to. It also delivered the mass target audience Nestlé Diet needed to regain market share."

And the decision paid off. The campaign launch has seen Nestlé Diet successfully close the share gap with its competition, reverse the sales decline and reach its highest share level in years.

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To create brand awareness

