

CASE STUDY: KICKSTARTING A CAMPAIGN

Boost achieves hair-raising growth



Background

In late 2004, Cadbury Schweppes briefed their agency, The Furnace, on creating a campaign for their most important product launch of 2005 – the introduction of Boost - a new entrant in the ‘Energise’ chocolate bar segment; a segment that Mars had dominated for decades.

Objectives & Challenges

Chocolate bars were one of the slowest-growing parts of the confectionary industry. And Mars long dominated the energise segment with an 88.5 per cent market share and a culturally entrenched brand heritage (50+ years in the Australian market).

Cadbury’s business targets for the launch of their new product, Boost, were very ambitious – to become a top 10 brand within 12 months.

Target

The core target of 16 - 24 year-old males is constantly being bombarded with stereotypical ‘high-energy’ imagery.

To succeed, they knew the advertising for Boost had to cut-through with bold creative.

Insight

Most energy foods (eg. Milo, Mars) operate on the premise of ‘fill up once, and you go forever’. But evidence suggested that there are constant periods of ‘up’ and ‘down’ in everybody’s day where the energy levels fluctuate.

Boost aimed to own the small ‘down’ periods.

Creatively, they determined that they didn’t need to hold up a mirror to this audience. Rather, identify what is ‘cool’ and what the target can relate to, and leverage that – in other words, “don’t show them in the ad!”

The Campaign

Television dominated Boost’s media activity and was supported by tactical transit advertising, as well as a viral/ online component.

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The Campaign (continued)

The TV commercial proved incredibly popular - and not just with its intended target. Its rich, striking visual imagery and contemporary music track ensured that the ad had enormous cut-through and instant impact.

The role of Free TV

Cadbury Schweppes and The Furnace both recognised that Free TV was an essential component of the marketing mix to successfully launch their new product to the 16 – 24 year old market.

Results

Mark Smith, Managing Director of Cadbury Schweppes said the launch of its Boost bar in April 2005 is one of the company's most successful in the chocolate bar category with Boost becoming the "No. 1 selling medium sized bar in the grocery channel".

In the year of launch, Cadbury's share of the total chocolate market in Australia increased from 53.6 per cent to 54.5 per cent.

Who

Client	Cadbury Schweppes
Advertising agency	The Furnace, Melbourne