

Gold Beacon Award Case Study

Agency:	MBM
Advertiser:	J. H. Whittaker & Sons Limited
Gold Beacon Award Categories:	Best Launch Fast Moving Consumer Goods (FMCG)
Entry Title:	An Accident Waiting to Happen – Whittaker's L&P Chocolate

Clever use of media to create excitement and desire around Whittaker's L&P Chocolate was certainly noticed by Kiwis. "An Accident Waiting to Happen" delivered great results, including Gold in both the Fast Moving Consumer Goods and Best Launch categories.

Background

The coming together of two great Kiwi brands – Whittaker's chocolate and L&P – was an accident waiting to happen.

It was a beautiful collision of two of the country's favourite brands and needed something special to bring it to market.

Campaign Objective

MBM wanted to use media to stimulate mass excitement and talk-ability about Whittaker's L&P chocolate, yet retain an element of surprise too.

In an age of convenience and low attention spans the challenge was how to create mass desire. And, how could MBM leverage the passion Kiwis had for both brands?

Campaign Overview

They did this by turning a fantasy into a reality. The concept was to build a story around how Whittaker's L&P chocolate came to be – a fantasy around the new variant being created when a Whittaker's van crashed into the iconic L&P bottle in Paeroa.

All good launches need a good story, and this one was the best. Yet, what MDM did was to really bring this story to life and this is what claimed the mind space for the launch and introduction of a chocolate variant in its FMCG category. The staged crash was used to gain publicity and drive social media to gain publicity and attention.

It was the next step that really drove the excitement factor. A delay was built in between when the “crash” became public to consumers and when the chocolate was available. This 48 hour delay saw the anticipation build to a frenzy and unlocked sales pull through.

Media Strategy

A range of media was used to deliver the story and drive sales through the simple vision that this was always an accident waiting to happen.

Firstly, publicity and social media was used to drive talk-ability. Paeroa awakes to the sight of a Whittaker's van crashed into the L&P bottle – this is picked up by the Paeroa Observer (online publication set up by MDM) and shared via closed circuit television.

Next it builds into a news story – covered by real media. By the time the wider public are aware of the accident, and Whittaker's L&P chocolate has been revealed, it's too early for it to be on the shelves. At this stage social media is going crazy.

Two days later it explodes onto the shelves and at the same time sustained advertising keeps driving the story, including TV.

Results

The publicity around this was phenomenal for a new chocolate bar – television, radio, print and online. It had such talk-ability, it was spoofed by the Topp Twins and social media-wise it was everywhere trending across Twitter and Facebook.

It drove thousands of new fans to join Whittaker's facebook community, along with views of the online CCTV video and thousands of hits on the Paeroa Observer's site.

Retailers reported there had never been so much interest for a chocolate launch – with some stores struggling to keep up with demand from eager consumers wanting to be the first to get it.

The message was certainly noticed with Whittaker's sales skyrocketing beyond forecast. The clever use of media, coupled with a clear strategy and well executed campaign delivered outstanding results – both financially and for the brand.