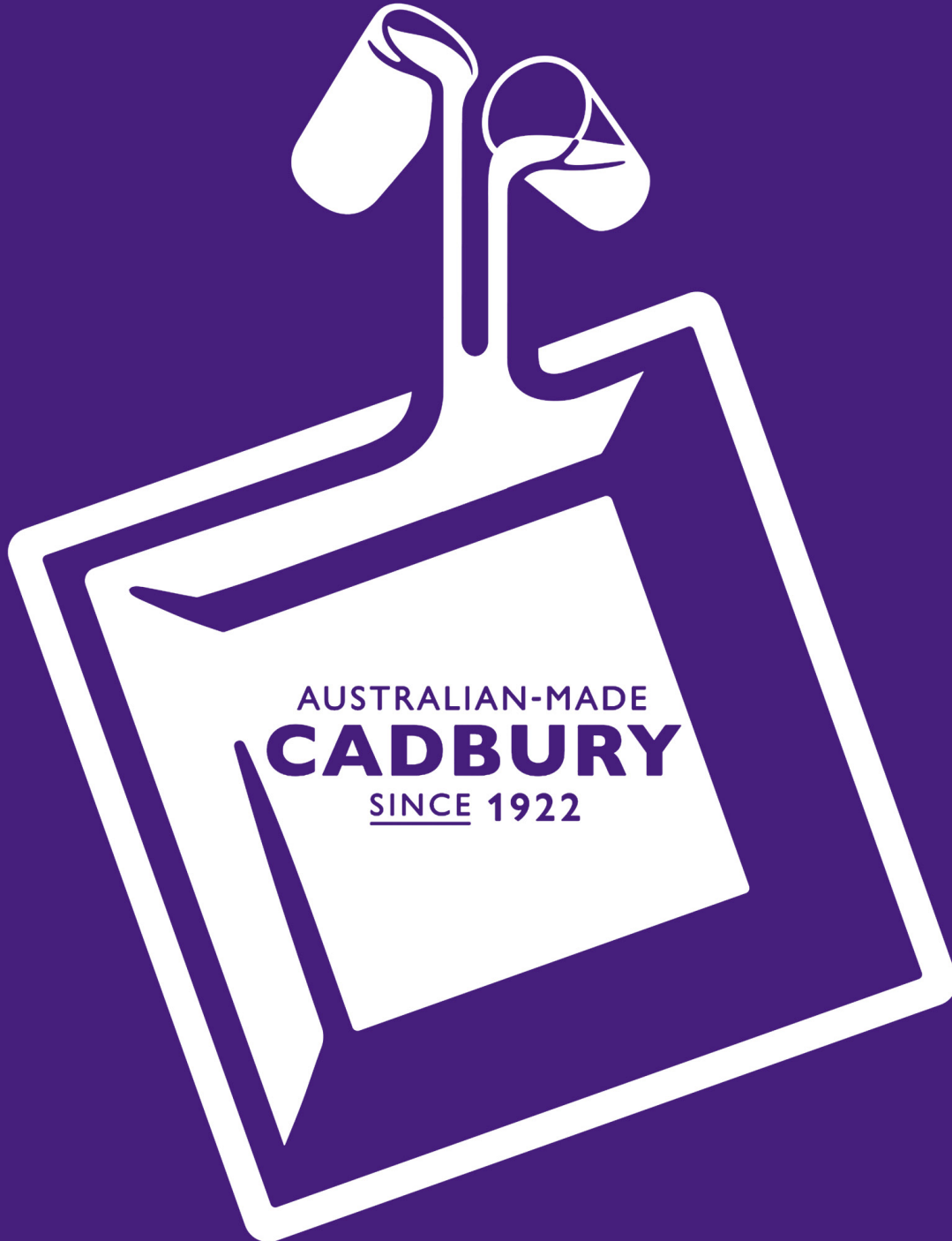


FOR PUBLICATION

DBA Design Effectiveness Awards 2023

**CADBURY DAIRY MILK CELEBRATES 100 YEARS
OF AUSSIE PRODUCTION**



Branding Agency
BULLETPROOF

Client Company
MONDELEZ INTERNATIONAL AUSTRALIA

Date
NOVEMBER 2022

EXECUTIVE SUMMARY

“When we set out to design our Cadbury 100 campaign, we knew that we had an opportunity to remind Australians of their love for Cadbury and the role it has played in their lives for generations. The Decades pack design was a pivotal arm of the campaign as celebrated iconic moments in history whilst shining a light on Aussie’s connection to Cadbury.

We are really proud of the results and are thrilled that this agency could partner us on such a special campaign.”

Paul Chatfield, Vice President Marketing ANZ

OUTLINE OF PROJECT

Mondelez briefed us to honour Cadbury’s 100th anniversary of making chocolate in Australia. In response, we translated 10 decades of iconic moments onto the pack, reflecting the journey Cadbury has been a part of over the past 100 years and reminding people of their memories. The public response was overwhelmingly positive:

8.5 DAYS TO RETURN
ON DESIGN INVESTMENT

63% OF GROWTH
WAS INCREMENTAL

+4.0PP
MARKET SHARE

[REDACTED]



DESCRIPTION

Cadbury has come a long way since opening its first factory in Australia in 1922. So in celebration of the brand's 100th anniversary of making chocolate on Australian soil, we were tasked with honouring their rich heritage and cementing Cadbury Dairy Milk's status as a national icon across a series of limited edition packs, launching in February 2022.

OUTLINE OF PROJECT BRIEF

While Cadbury's Dairy Milk is built on a rich history in Australia; the client recognised that it needed to evolve and adapt to continue to win in the future. Consumers have even more choices than ever before within an increasingly competitive category. So the task set for us was to use the pack to remind all people that call Australia home why they should love or continue to love and share the goodness of CDM – because of the trust of quality, taste and generosity built over 100 years. Our brief from Mondelez was to leverage the 100th anniversary on the pack by

- Transforming the block of CDM into the gateway to 100 years of stories, encouraging participation and sharing.
- Create a '100 years' lock up that communicates the anniversary and could be used across all touchpoints.
- Create a range of commemorative CDM blocks that show the brand's evolution over the last 100 years, tap into powerful nostalgia, and act as a signifier of the trust and quality built over the years.



OVERVIEW OF MARKET

With a growing migrant population, not all Aussies today have grown up with Cadbury. Those who are not loyal enjoy experimenting with other brands and categories for their evening treats. Cadbury Dairy Milk faces competition from chocolate blocks such as Darrel Lea and Nestle. But also from the broader snacking category, such as ice cream and chips. This project was prompted by an opportunity to celebrate the brand's centenary of production in Australia. Still, it proved an excellent opportunity to help strengthen 'CDM' as an iconic brand that is part of the nation's fabric.

PROJECT LAUNCH DATE

February 2022

SIZE OF DESIGN BUDGET

[REDACTED]

SCOPE OF WORK

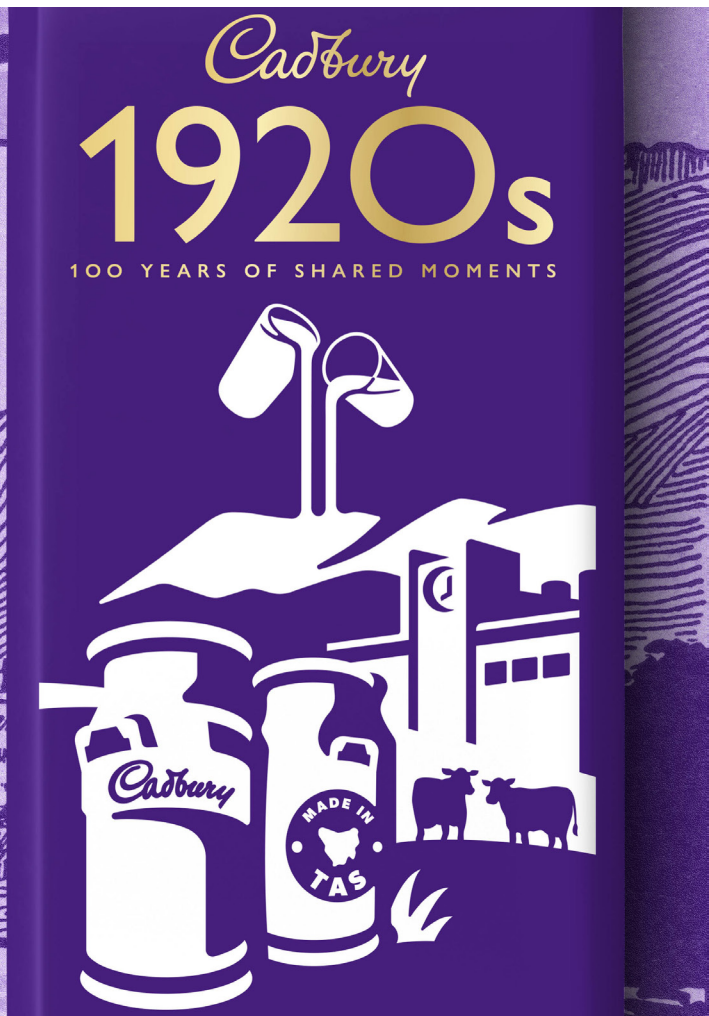
- Packaging design
- Point of sale materials

COLLABORATIONS INVOLVED

Ogilvy brought the 100 years idea to life in the ATL campaign but was not involved in the packaging design.



WE BUILT OUR FIRST AUSTRALIAN CADBURY FACTORY IN CLAREMONT, TASMANIA IN 1922.



OUTLINE OF DESIGN SOLUTION

Staying true to John Cadbury's vision of 'inspiring a little more human generosity', we knew we needed to reflect the brand's commitment to their community and creating moments of happiness in Australians, young and old. So, working with a historian, we immersed ourselves in Cadbury's history to better understand Australians' deep connection to the brand. From there, we landed on the design idea of '100 Years of Shared Moments' – a way to show people the journey Cadbury has been on with them and the memories they've made together.

Across the century, from Cadbury's factory opening until now, we shortlisted one unforgettable moment from each of the decades to bring to life, no matter how big or small. We translated this onto the pack starting with our iconic colour palette, leveraging the distinctive Cadbury Purple, signature gold, and white accents to drive consistency with the brand's existing visual identity.

Each of our Aussie moments was carefully crafted, flowing naturally from the Glass and a Half logo to reflect Cadbury's

legacy of leaving a touch of goodness wherever it goes. We further cemented the brand's status as part of the nation's fabric through the iconic chunk, integrating it into each pack illustration as a subtle discoverable detail.

Along with the ten packs dedicated to the decades, an eleventh design rounds off the series to mark '100 Years of Shared Moments'. Closely linked to the current core Cadbury Dairy Milk design, we saw an opportunity to reinforce the brand's quality credentials by focusing on the Cadbury chunk, featuring a more prominent, illustrated version with an inscription of the milestone to capture what this limited-edition series is all about truly.

In celebrating Cadbury's 100th anniversary, we tapped into that sense of Aussie pride in their country and the brand they have adopted. Reminding everyone that Cadbury has been a part of the journey every step of the way for the past hundred years, and they'll be there for many more to come.



RESULTS

INCREASE IN SALES

Since the centennial packtivation was introduced in February 2022, CDM value blocks 180g, in particular, saw a **+14.9% value sales** and **+17.4% volume sales** increase versus a year prior in overall grocery and convenience. [REDACTED]

CDM value blocks 180g saw a **+30.7% value sales** and **+34.5% volume sales increase** versus a year prior in Woolworths.

[REDACTED]

The Cadbury Dairy Milk core range has seen an uptick in **+9.7% value sales** and **11.3% volume sales** compared to the previous year. [REDACTED]

And the growth trend continues: In the latest Scantrack data available to us at the time of writing in November 2022, the range has seen a further uplift of **+9.7% in volume sales**.

INCREASED MARKET SHARE

In the latest Nielsen data available to us at the time of writing in November 2022, Cadbury Dairy Milk has seen an uplift of **+4.0pp market share**, attributed by Mondelez to the success of the 100-year packtivation campaign.

CHANGES IN SPENDING PATTERNS

The CDM Milk 180g Block, featuring the centenary packtivation, **grew in shopper base and spending**, with shoppers **buying more units per occasion**. This amounted to a **+3.2%** increase in penetration across the same 8-week period following launch as the year prior, a **+3%** growth in the average weight of purchase per shop, a **+3.7%** growth in spend per occasion, a **+4.8%** growth in units sold per occasion and **33%** of occasions were multi-buys, which is a massive growth of **+6pts** versus the previous year perhaps suggesting the collectability of the range.

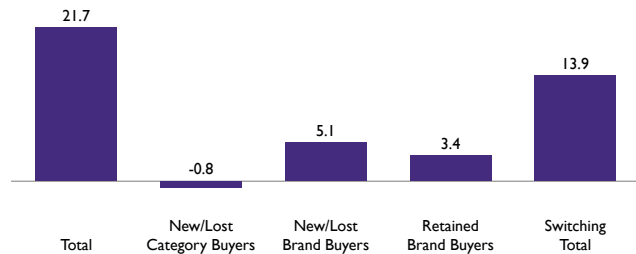
This wasn't a short-term fad, in the 30 weeks to 28/08/2022 vs. the year prior, the trend kept pace: This amounted to a **+2%** increase in penetration and a **+6%** growth in the average purchase weight per shop. A **+0.3%** growth in units sold per occasion, while **30% of occasions were multi-buys**, a massive growth of **+6pts** versus the previous year, suggesting the collectability of the range. Indeed in the latest Nielsen data available at the time of writing in November 2022, Cadbury Dairy Milk has seen a further **+2.3pp** penetration gain and a **+9.3% \$AWOP** growth.

CHANGE IN CONSUMER ATTITUDES

Of CDM milk 180g block, a whopping **63% of the growth was incremental** to the segment via new blocks shoppers and product shoppers. This meant an incremental gain for Cadbury Dairy Milk: in other words, the **design drew a large base of new shoppers to the brand**.

The chart below shows that this wasn't just a short term trend: CDM Milk 180g continues to draw in new customers to the Cadbury Dairy Milk brand in the 30 weeks to 28/08/2022 vs. the prior year. **36% of growth** was from people who have never bought chocolate blocks before, and **75%** was incremental to Cadbury Dairy Milk Blocks. In other words, the **centenary packtivation was growing not just Dairy Milk, but the entire category!**

Sources of Gains and Losses - % Value



POSITIVE SHIFT IN PRECEPTION

Following the launch of the centenary packtivation design, Cadbury Dairy Milk's **Brand Power increased by +4.0pp** versus the prior year, indicating the project's success in strengthening the overall brand. Furthermore, research studies to measure the project's impact on shifts in consumer perceptions showed growth in **Strengthened Meaning, Difference, Salience, and Brand Affinity**.

PAYBACK PERIOD

[REDACTED]

BUYER TESTIMONIAL

"One of our key consistent challenges for suppliers is balancing growth through new products and driving volume of the existing core business. The CDM 100 Years activation was a really strong example of how to grow your core business by activating a theme that's important to the Australian shopper in Australian manufacturing. By creating an activation with eye catching POS and 10 different pack images that are relevant to multiple generations this activation drove a significant uplift on core volumes and a great result for both ourselves and Mondelez."

Mitch Greatorex, Category Manager, Woolworths

OTHER INFLUENCING FACTORS

The QI campaign was supported by incremental in-store displays, new creative assets telling stories of the iconic moments featured on the packs and underpinned by a media deal that was specific to the 100 years campaign idea.

SOURCES

- Nielsen Scan, T. Choc, Australia Grocery/Convenience, Feb-Aug 2022 for Centennial Packtivation
- Nielsen Homescan (Trip Projected), 10,000 HH across Australia, T. Choc, T.AUS, w/e 06/02/2022 – 28/08/2022 (30w) for Centennial Packtivation
- Nielsen 8/2/22 to 30/8/2022