

THE

RE-SEAL

ADVENTURE

Cadbury

Background

NEW
RE-SEALABLE
CADBURY DAIRY MILK

NEW
RE-SEALABLE
CADBURY DAIRY MILK

#CADBURYRESEAL



FROZEN YOGURT
MARCELS
FROZEN YOGURT

From time to time every brand brings new packaging to market, but how often is that new packaging something unique, something beyond just new design or branding?

In this case, Cadbury Dairy Milk slabs were migrating from their old, standard packaging to a brand new, re-sealable packaging concept that is patented by Kraft and reserved for only their brands.

Rather than looking solely to traditional media methods, Cadbury was looking to leverage the PR angle on the unique selling proposition of their new packaging. Specifically, they were looking for something digital that would capture the attention of their consumers in a live environment and educate them on the way in which the new pack works.



Business Goals

Primary:

To educate consumers on the reseal action of the new Cadbury Dairy Milk packaging.

Secondary:

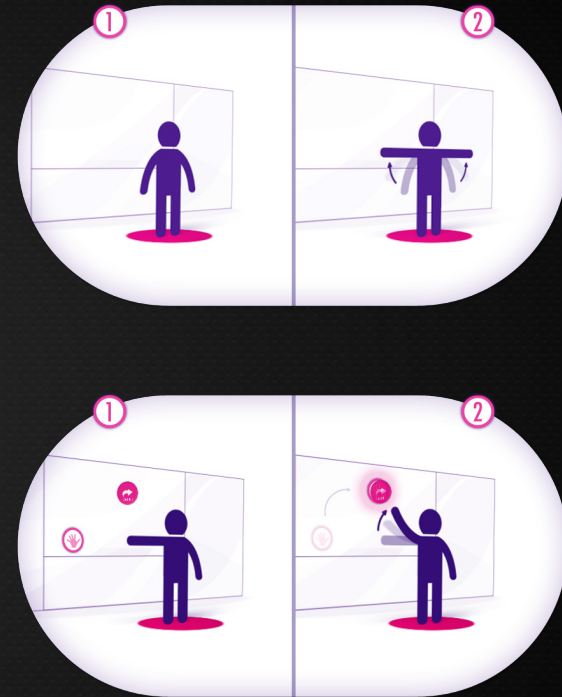
To leverage the coverage on a new digital experience for the consumer into PR for that crucial ROI.

Our Strategic Approach

After a several brainstorming sessions within the BNRV team, we'd ruled out most of the crazy irrelevant stuff and came to a gem of a conclusion: **the real insight** was that the way we open a slab has changed. The action itself.

We've gone from the old foil back in the day, to tearing the pack open, now finally to a peel and re-seal. So it came down to working out how to make a big deal about that action and making it as fun as possible, so that we remained true to the Cadbury's Dairy Milk expression of Joy. And by then it was easy to see we were going to end up doing something interactive with motion gesture, where we were going to get people to interact with a video wall.

Initially Cadbury were toying with the idea of a million Rand billboard that involved a giant mechanical zip, but one look at what was possible with the Kinect technology (and how we intended on putting together the campaign) and they were sold. Given the enormous coverage we've received on this, they made the right choice.



Execution



In focussing on the zip action of opening and reclosing the Cadbury packaging, we also knew that we would have to expand on that experience to both extend the duration of each user interaction and make that interaction into something that would make an impression on them. People weren't going to simply stand in front of a wall and gesture left and right to open and close a 3D slab of chocolate.

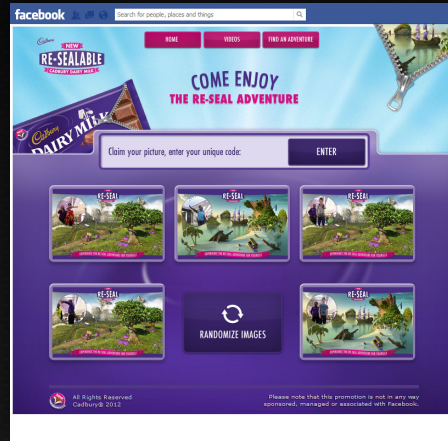
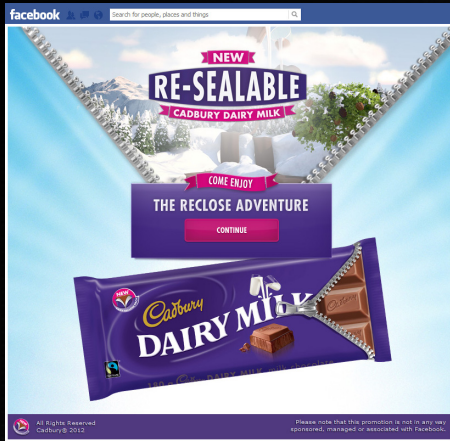
We then came up with the concept of creating a series of simple 'treasure' hunts in some uniquely imaginative virtual landscapes for the user to engage with. As a brand, Cadbury is centred around the word 'Joy', so we really always need to keep our digital activities as either an expression of joy or some new fun experience. We decided that this return to this style of Cadbury's branding, would allow us to entertain the consumer better with a visual language that they already associated with the brand.





Wicked Pixels and Resonate Audio were a natural choice to partner with to create the sights and sounds of the digital worlds we had in mind. We decided the nothing short of a full HD experience would be immersive enough for our worlds, so Wicked Pixels really had their work cut out for them... Some of the renders took as long as a week to complete. Resonate Audio came on board and provide us with an insane set of audio all derived from Cadbury's products, from recording wrappers in front of a fan for leaf sounds to dropping chocolate coated nuts in a bucket of water for just the right plop noise.

H-Factor did the physical build of the wall using some really sharp projection technology that would allow us to use the wall in some pretty high light environments. We knew we were going to be placing the wall in shopping centres across the country, but we couldn't guarantee what ambient light each wall was going to have to cope with. We also needed to ensure that we had the widest viewing angle possible, so that onlookers wouldn't be excluded from the experience.



In terms of the actual digital build, we soon decided that had to build everything in native Microsoft technologies rather than Freenect, as we just weren't getting the right levels of responsiveness out of the lower frame rates it offered.

Beyond all of this, we still had to broaden the reach of the campaign into the digital domain through social media extensions. To this end, we looked at connecting the wall experience to a microsite within a Facebook tab where users could select one of several photos snapped of them interacting with the wall and retrieve it from the microsite.

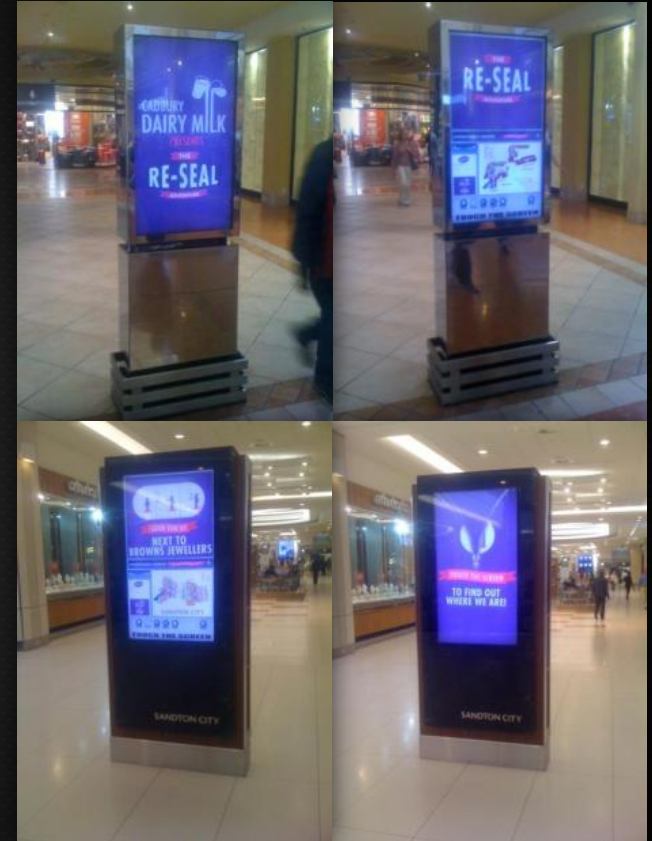
Surprisingly enough a simple combination of a 3G modem and some clever little mods on an app we found, we were able to keep the wall itself connected to the web. Using a visual keyboard, each user is able to supply and email address to which we then send a link to their chosen photo in Facebook. From there on, we are able to rely on the Facebook platform to handle all the sharing, etc.

View the app

https://apps.facebook.com/cadbury_re_seal/?fb_source=bookmark_apps&ref=bookmark&count=0&fb_bmpos=2_0



On top of this, an extensive in-mall digital media campaign was implemented. Interactive kiosks & large animated video walls created awareness throughout the malls and drove traffic to the activation site.



What Were The Results?

Inside of two weeks of a proposed 4 week run, the campaign had already achieved a **PR ROI of 15:1!**

Our four minute behind the scenes video was repeated three times on **Maggs on Media** on **eTV/eNews** as well as a radio interview on **Cape Talk**.

Print coverage included feature articles in **The New Age, SA Food Review, Food and Beverage Reporter, Packaging and Print Media, and International Independent Trader.**

The wall itself also featured on:

*totallymad.co.za, fastmoving.co.za, foodstuffsa.co.za, fastmoving.co.za,
iolretailzone.co.za, marketingupdate.co.za, supermarket.co.za, bdlive.co.za,
marketingupdate.co.za, eventsnow.co.za, eventsnow.co.za,
marketingworldmag.co.za, mediaupdate.co.za, IT-Online.co.za,
mysandton.co.za, cherryflava.com, dekat.co.za, and bizcommunity.co.za.*

To date, in excess of **10,000 people** have interacted with the wall, with around **1 in 15** chose to upload their image to the Facebook app, and **50+ hours** have been spent interacting with the wall.

And we still have **two weeks** left on the campaign...

Thank you 😊

View the behind the scenes video on youtube

<http://www.youtube.com/watch?v=SQwTwViNYOc&feature=youtu.be>