



HOT OFF THE PRESS FROM JOYVILLE

FOR IMMEDIATE RELEASE

Cadbury Dairy Milk and Woolworths team up for a joyful campaign to launch the new Marvellous Creations

The success story continues with new *Cadbury Dairy Milk Marvellous Creations Banana Candy, Peanut Drops and Choc Biscuit* - this time chocolate lovers will decide if the product stays on shelves or not, the vote is yours!

Just when you thought you'd seen it all, Cadbury Dairy Milk continues the magical Joyville story with the launch of a brand new addition to the best-selling Marvellous Creations range – introducing new *Cadbury Dairy Milk Marvellous Creations Banana Candy, Peanut Drops and Choc Biscuit*, available exclusively at Woolworths stores Nationally from July 10.

For this chapter, Cadbury Dairy Milk has partnered with Woolworths to create an innovative TVC and will also support the launch with a 360 degree campaign encompassing TV, PR, OOH, POS and digital. The campaign idea, conceived by Saatchi & Saatchi Sydney, asks chocolate lovers to get involved and vote on whether the new Marvellous Creations should stay on shelves or not.

The Joyville chefs think this could be their best creation yet, but they're a bit biased so chocolate lovers are encouraged to jump online to www.Joyville.com.au and vote on whether they love the new Marvellous Creations as much as Joyville does.

The 15 second campaign TVC goes to air Nationally on July 10 and sees the fusion of the Joyville and Woolworths brand messages.

As the TVC opens, the Joymobile is seen driving down a winding country road before the driver hits a purple button on the dashboard and a mysterious box gently slides out the back door and is left behind on the road. Next, a Woolworths truck pulls up and the driver hops out to investigate the mysterious package – as he opens it, a purple light illuminates his awe struck face as the joyful contents are revealed!

The final frame unveils the new *Cadbury Dairy Milk Marvellous Creations Banana Candy, Peanut Drops and Choc Biscuit* against a purple backdrop, surrounded by piles of the delicious and unexpected new ingredients along with a call to action to vote.

The digital execution of the 'vote to keep me' campaign from Visual Jazz Isobar takes users on a fun journey via a quirky Joyville Facebook game. A Joyville chef is standing on a trampoline ready for launch and a YES or NO button sits underneath with a meter that registers the users built up clicks. As the meter fills up, the chef will bounce higher and higher until being launched into the sky and taking a joyful journey to land at his final destination, depending on which way the user has voted. The results will be revealed on August 7.

Ben Wicks, General Manager Marketing Chocolate for Cadbury Dairy Milk, said he is excited by the new campaign which demonstrates the power of customer collaboration and cross-platform innovation.

“We are proud to be working with Woolworths on a market-leading campaign that creatively weaves the Joyville story with the Woolworths fresh food people messaging to deliver a TVC and 360 degree campaign that is quirky, playful and unique. We are confident our customers will absolutely love this new Marvellous Creations product and vote to keep it as part of the range permanently,” he said.

This announcement follows hot on the heels of the recent launch of two exciting new Cadbury Dairy Milk Marvellous Creations - Clinkers, Raspberry Chips and Marshmallows; and Clinkers, Gummi Bears and Choc Biscuit which are already flying off shelves at supermarkets across the country.

The new *Cadbury Dairy Milk Marvellous Creations Banana Candy, Peanut Drops and Choc Biscuit* is available in both 290g blocks and 50g bars at Woolworths stores Nationally from July 10.

Campaign credits:

- **Production/Post Production:** The Feds
- **Director:** Craig Rasmus
- **Creative:** Saatchi & Saatchi
 - Executive Creative Director: Damon Stapleton
 - Creative Director: Matt Gilmour
 - Art Director: V Wassim Kanaan
 - Copy Writer: Jon Burden
 - Group Account Director: Catherine Harris
 - Senior Business Director: Brent Kerby
 - Account Director: Celia Wallace
 - TV Producer: Claire Colohan
- **Digital:** Visual Jazz Isobar
- **Media:** Carat
- **In-store/POS:** Oxygen
- **PR:** Royce Communications

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