

## **NESCAFÉ Taster's Choice Israel new label launch**

**CLIENT NAME:**

NESCAFÉ Israel

**WORK TITLE:**

NESCAFÉ Taster's Choice Israel new label launch

**Title Part 2 (Your Clever Description):**

The Removable Label

**Short Description of Work:**

We glued the old label on to the new one using an easily removable adhesive, giving consumers the pleasure of discovering the new label themselves.

**Background for Editors**

**NESCAFÉ Taster's Choice Israel is launching a new label with a one of a kind campaign.**

Changing the design of a product label may sound like a simple task, but for a leading brand like NESCAFÉ Taster's Choice, who has kept the same label for the past 22 years, it is an important and critical step. The big question is how will the brand lovers react, accustomed to the package with the familiar face of a man drinking coffee when they find out he is gone? And how do you tell them that the taste is still the same? NESCAFÉ Israel and Glickman Shamir Samsonov Publicis advertising agency have found a unique, never before seen way to convey the message. For the first time in Israel, the old label will be affixed to the new one using a special technology, with easily removable adhesive, giving consumers the pleasure of revealing the new label themselves. That way, each of them will immediately understand that the label has changed, but the product remains the same. The campaign will be supported by TV and digital ads, PR and point of sale at the stores that appeal to consumers and guide them to peel off the old label, and discover the new design.

**Tags:**

NESCAFÉ Taster's Choice, new label, Glickman Shamir Samsonov Publicis, design

**Youtube Link:**

<https://www.youtube.com/watch?v=yXD6rVPIHjI>

<https://www.youtube.com/watch?v=ARTn9KPoSrQ>

(file with no Hebrew titles added)

**Facebook Link:**

<https://www.facebook.com/Nescafe.IL/videos/10212624665664552/>

**Air Date (3 sep. 2017)****Where first aired/ran:**

POS

**Credits:**

Creative Director: Yotam Sharon

Copywriter: Ronen Levin

Associate Partner: Hanan Glickman

Account Manager: Keren Shechter-Wissman

VP Digital: Roy Gefen

Production Manager Miri Salhov Modai

Client: NESCAFÉ Israel

**Email Subject Title (make it interesting):**

This is how you launch a new label

**Email Text (Based On the text above)**

Changing the design of a product label may sound like a simple task, but for a leading brand like NESCAFÉ Taster's Choice, who has kept the same label for the past 22 years; it is an important and critical step. So, this is what they did.