

ENTRY NAME: CELEBRATING SUCCESS OF PASSING WITH A CADBURY CHOCOLATE

CATEGORY: A 09 BEST USE OF INTERNET / NEW MEDIA

ENTRY FORM

**A 1. Describe the communication goal for this media entry (50 words maximum)**

The traditional Indian custom is to celebrate moments of joy and success with Indian homemade sweets. The communication goal was to make the consumers celebrate these moments with Cadbury Dairy Milk Chocolate (CDM) instead of homemade sweets. (Market size: Homemade sweets - Indian rupees 1600million; Chocolate market - Indian rupees 50million)

**B 1. Innovative media strategy (100 words maximum)**

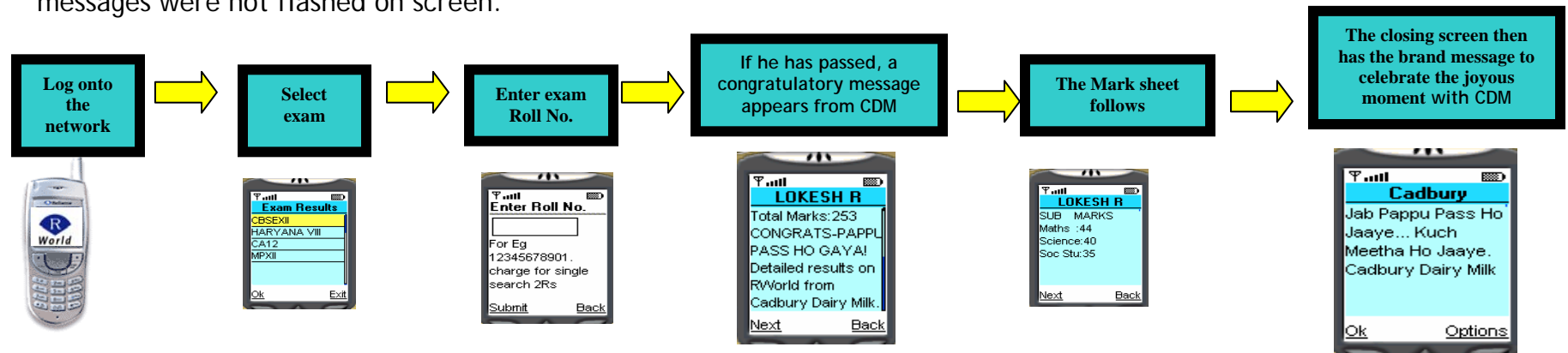
The media strategy was based on two consumer insights. The first insight is that the most significant joyous moment for a family is one that involves the children. The second insight is that the consumer decides on what Indian homemade sweet to celebrate with, immediately after he receives the joyous news.

We hence decided to tie up with examination results as it proved to be the most apt occasion involving children. Mobile phones was chosen as the medium of execution as it offers the ability to prompt action immediately after receipt of the news.

**B 2. Engaging creativity (75 words)**

The consumer logs onto the mobile network, selects the exam and enters his exam roll number. CDM informs him if he has passed the exam followed by the mark sheet. The final signoff has the brand asking him to celebrate his success

with a sweet as usual, except in this case the sweet is CDM! In the event of failure in the exams, all the brand messages were not flashed on screen.



### B 3. Encompassing the audience (75 words maximum)

This idea ensured that the brand message reached the consumer exactly at the point of action, when he would be deciding on what Indian sweet to celebrate the joyous occasion with. Moreover making available the exam results on the mobile handset for the first time made the brand closer to the consumer who would have otherwise had to travel all the way to his school/college to check the results.

### B 4. Effectiveness (50 words maximum)

The tie up with 30 examination results and the promotion of this service across various touch points, resulted in 39 million consumers logging onto the service on the mobile and receiving the results alongwith the brand message at the relevant decision making moment.