

## **GOAFEST 2009 - SILVER - Best Use of Internet and New Media for Cadbury**

### **Communication Goal:**

The Indian tradition is to celebrate any good news with 'MEETHA' (homemade sweets) as an expression of success & happiness. 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)

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### **Innovative Media Strategy:**

Occasions like arranged marriages, new job, interview calls, financial gains are events when even an average Indian shares and celebrates with sweets. Media strategy was based on the insight that consumer decides on what homemade sweet to celebrate with, immediately when he receives the good news.

With the brand preposition of, "Kuch Meetha Ho Jaye" (Let's celebrate with something sweet!), the strategy was to own the platform that breaks happy news & address the insight of recency. And in modern age of convenience, consumers extensively depend on Internet & mobile for information seeking - choice making & arrival of good news.

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### **Engaging Creativity:**

Special layouts across financial consultancy, matrimonial & job search services were designed prompting the happy news to every single individual by name, yet at mass scale.

Therefore, with matrimonial services, whenever an ideal partner match was found for someone; specially designed automated email & SMS was sent addressing by name of the individual - "Dear Mr. Gandhi, Congratulations! You have found your match; first let's celebrate with Cadbury Dairy Milk, Kuch Meetha ho Jaye!"

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### **Encompassing the Audience:**

We worked with the countries top internet & mobile services with expertise in dynamic management of profiles (subscription base). The gesture of celebrating with CDM was so highly appreciated, that portals received more than A MILLION IMPROMPTU THANKS REPLY, though unasked.

The activity surpassed the limitation of high duplication and abysmal click through, observed otherwise in any digital campaign; here every communication was addressed to different individuals by their names.

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### **Effectiveness:**

CDM delivered happiness to over 20 MILLION people (around 50% of active internet user base -India).

Consumer metrics on CDM as an alternate to homemade sweets touched as high as 63% from 38%

Significant movement in larger SKU (10%) was observed, indicating higher family & occasion based consumption than before.

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