

CADBURY & BRAND

COMMUNITY ENGAGEMENT
6 MONTHS | DIGITAL & OUT OF HOME | NATIONWIDE



OBJECTIVE: Enhance local brand sentiment by using Cadbury's global "Bring on the Joy" platform to drive awareness of Paralympics New Zealand and collect public messages of support for the Rio 2016 Paralympic Team.

CREATIVE:

- Confetti is the universal symbol of joy and its use when presenting NZ Paralympians will emphasize celebration

MEDIUM:

- TVC, social media and OOH advertising featuring 6 Paralympians immersed in confetti in a sports scenario
- Call to action to leave a message of support for the team on a Cadbury micro-site; incentivised with prizes
- Public messages collated into books and presented to team at the official Send-Off, prior to departure for Rio

RESULTS:

- Video Reach: 1,735,023 (145% of target)
- Video Views: 549,905 (147% of target)
- Website Clicks: 6,306 (126% of target)
- Messages of support: 936 (187% of target)

