



Cadbury's Digital-First Campaign

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Cadbury

- British multinational confectionery company founded in 1824
- Most known for Dairy Milk Chocolate and Creme Egg and Roses selection box

Cadbury Heroes

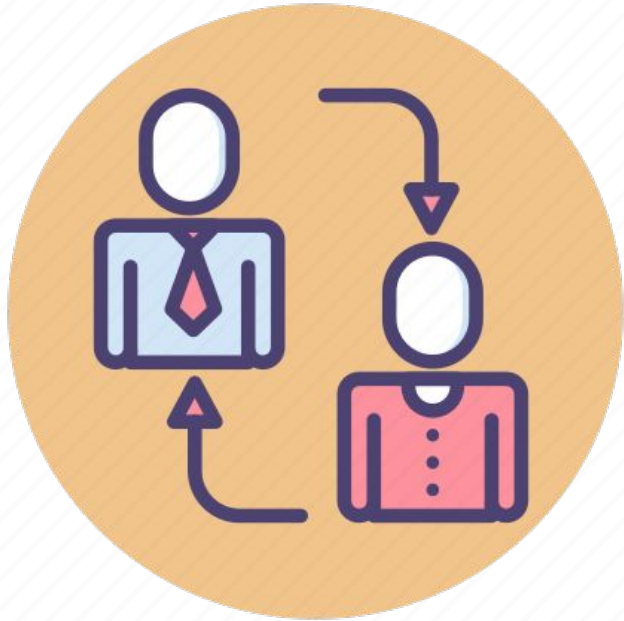


- Launching a campaign for Heroes miniatures
- Utilizing digital content with hope in engaging consumers
- First media marketing campaign since 2013

Families Reunited | Episode 1: Biker Dad | Cadbury Heroes



Goals



- “Create a deeper connection and richer consumer experience than they would get from a traditional media plan” -Campbell
 - Get consumers to engage with something that they think is engaging and links with the campaign
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Targeting

- New loyal consumers - Longer format to build more brand love and to catch people's attention since there is so much "noise" online
- Target modern families with teenagers, tap into the realities of modern life, reconnecting parents and teenagers by watching series and eating Heroes



Sources

- <https://www.marketingweek.com/cadbury-heroes-digital-marketing-campaign/>
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- <https://econsultancy.com/10-examples-of-cadbury-s-sweetest-marketing-campaigns-creative/>
- <https://www.foodbev.com/news/new-tv-advertising-campaign-for-cadbury/>
- <https://www.cosmopolitan.com/uk/worklife/a26893985/cadbury-new-heroes-chocolates-dinky-decker-crunchie-bits/>