LINDT TAKE A MORE TASTEFUL APPROACH TO ADVERTISING

SETTING THE SCENE:
Lindt & Sprüngli is one of the most prestigious and luxurious chocolate brands in the UK, and as such, wanted to team up with an equally prestigious magazine brand in order to promote their Excellence Range in 2004. Lindt’s core objective was to raise awareness. The cover mount on HELLO! magazine allowed Lindt to be trialed by a huge audience of acknowledged chocolate fans.
CONFECTIONERY: LINDT

OUTCOME OF THE CAMPAIGN:
Lindt had worked with HELLO! in 2000 to cover-mount a 65gm chocolate bar – to great success. Maintaining their relationship with the HELLO! reader Lindt were able to continue their presence within HELLO! by offering a box of Lindt Lindor chocolates to new subscribers. In 2004 Lindt chose to cover-mount their new Crunchy Caramel chocolate bar. It was a great success.

What were Lindt’s main objectives for the activity in HELLO!?:

In Spring 2004 Lindt were about to embark on a major consumer awareness campaign for their Excellence range of chocolates. They felt confident that a sampling exercise would convince consumers of the quality of Lindt chocolate and this would lead to increased brand awareness and ultimately drive sales. By cover-mounting 450,000 bars on UK & Eire copies of HELLO!, Lindt were able to realise these objectives and reach a discerning and affluent audience.

What attracted them to HELLO!?
Lindt chose to work with HELLO! as they felt HELLO!’s brand values best matched their own. Both Lindt and HELLO! are exceptionally well known brand names and are synonymous with indulgence, extravagance and excellence.

How did Lindt find the HELLO! advertising team's creative work and service?
Lindt have been working with HELLO! for a number of years, and have come to expect exceptionally high levels of commitment, professionalism and creativity in their dealings with the HELLO! team. The results achieved from the cover-mount exercise exceeded expectations, and Lindt are committed to working with HELLO! in the future.

WHY HELLO!?
HELLO! readers are indulgent and extravagant. They frequently treat themselves to things that they don’t need and have the disposable income to be able to frequently indulge in decadent purchases.

- One in five HELLO! readers eat Lindt chocolate (Index 143).
- Almost a third of all HELLO! readers are HEAVY consumers of chocolate bars (Index 118).
- A further 10% of HELLO! readers are HEAVY consumers of assorted chocolate boxes (Index 155).

Source: TGI Apr ‘03-Mar ‘04.
CONFECTIONERY

Advertising Effectiveness
FRONT COVER PROMOTION

KITKAT KUBES

THE SWEET TASTE OF SAMPLING

SETTING THE SCENE:
In Summer 2004 Nestlé were re-launching their latest brand extension KitKat Kubes and wanted to work with an established magazine brand offering a high circulation in order to allow maximum sampling opportunities.

The cover-mount on HELLO! magazine allowed KitKat Kubes to be sampled by a huge audience who were already familiar with the KitKat brand and acknowledged chocolate fans!
CONFECTIONERY:
KITKAT KUBES

OUTCOME OF THE CAMPAIGN:
Over 500,000 KitKat Kubes were cover-mounted onto UK & Eire copies of HELLO! to great success and Nestlé were absolutely delighted with the results.

What were KitKat’s main objectives for the activity in HELLO!?:
Nestlé linked up with HELLO! to help fulfil their primary objective which was to create awareness of their relatively new brand product KitKat Kubes. Activity in HELLO! was timed to tie in with a major above-the-line advertising campaign and allow consumers the opportunity to trial the new product which would help to drive future sales.

What attracted KitKat to HELLO!?:
HELLO! provided KitKat Kubes with an ideal opportunity to gain rapid access to an upmarket female audience. Being published on a weekly basis, HELLO!’s cover-mount activity could be highly targeted to appear at exactly the right time within the overall advertising and promotional campaign. The red and white iconic logos of both HELLO! and KitKat allowed the two brands to gain maximum standout on the news-stand as well as simultaneously linking the brands together in the subconscious mind of the consumer.

How did KitKat find the HELLO! advertising team’s creative work and service?
From concept to reality the KitKat Kube cover-mount promotion with HELLO! was turned around in a matter of weeks. The entire HELLO! team worked efficiently on the KitKat initiative and the speed at which this promotion developed from the initial idea to final sign-off is testimony to the capabilities of all those involved.

WHY HELLO!?
HELLO! readers love chocolate. They frequently treat themselves and consume a greater than average amount of chocolate on a weekly basis. As such, HELLO! proved to be the ideal title with whom KitKat Kubes should work.

• The costs involved in cover-mounting products to HELLO! magazine vary according to whether the product is either poly-bagged or blister-packed.

• Blister packing (as in the case of KitKat Kubes) is the more expensive of the two options.

• In addition a client needs to bear the cost of providing 450-500,000 units of the product itself (for a fully national distribution including Eire) to be mounted on the front cover.

WHY KITKAT KUBES?
• Over 1.2 million HELLO! readers are KitKat consumers (Index 113).

• Almost a third of all HELLO! readers are HEAVY consumers of chocolate bars (Index 118).

• A further 10% of HELLO! readers are HEAVY consumers of assorted boxed chocolate (Index 155).

Source: TGI Apr ‘03-Mar ‘04.
SETTING THE SCENE:
In Autumn 2003, Wrigley’s were looking to launch the latest of their Orbit chewing gum brands, Orbit Ice White, with the strap-line “Helps Keep Teeth Clean and White”. Wrigley’s wanted to promote the whitening properties of new Orbit Ice White and communicate to readers that regular use of this product would allow consumers to achieve a stunningly white smile. As many celebrities are renowned for their immaculately white smiles, Wrigley’s wanted to work with a magazine that was synonymous with celebrity and HELLO! was the obvious choice.
CONFECTIONERY: ORBIT

OUTCOME OF THE CAMPAIGN:
Orbit Ice White’s presence within the pages of HELLO! spanned a total of 35 weeks, ensuring that the Ice White brand was kept front of mind and inextricably linked to achieving the whitest of smiles in the mind of the HELLO! reader.

What were Orbit’s main objectives for the activity in HELLO!?
Orbit Ice White wanted to gain a sustained presence within HELLO! magazine, an iconic title known world-wide for its coverage of A-List celebrities. In order to promote the Ice White brand and its associated properties, Orbit wanted to invest in prolonged activity with their chosen magazine partner. Sponsorship of HELLO!’s illustrious beauty pages allowed Orbit a unique presence than spanned over 8 months, all within the allocated budget. This sponsorship activity, combined with the competition pages and exclusive reader offer that ran simultaneously within the campaign period, reinforced Orbit’s claim to be the pre-eminent chewing gum brand for keeping teeth clean and white.

How did Orbit find the HELLO! advertising team's creative work and service?
HELLO!’s creative team worked closely with Mediacom to ensure that Wrigley’s Ice White sponsorship activity would gain maximum presence on the beauty pages within HELLO! The Orbit colour scheme naturally complemented the existing beauty editorial pages and the competition pages were also specially designed to blend seamlessly to the editorial page.

The communication was extended through competition pages and reader offers, and a special feature on celebrity smiles was created specifically for Orbit.

WHAT ATTRACTED ORBIT TO HELLO!?
With Orbit Ice White’s claims to help keep teeth clean and white, and its subliminal association with creating the perfect “celebrity-worthy” smile, HELLO! proved to be the natural choice. HELLO!’s beauty pages regularly feature the beauty secrets of the A-List stars, whose looks would not be complete without the obligatory A-List smile. By taking ownership of this popular site, Orbit Ice White could communicate in a relevant environment to upmarket, image conscious readers on a weekly basis, the benefits of the Ice White brand.

WHY HELLO!?
• With widely respected beauty columnist Nadine Baggott, it’s no wonder that HELLO!’s beauty pages are extremely popular with readers.
• Catering to all ages and interests, these 12 dedicated pages a month provide an insight into the beauty secrets of the rich and famous, and ways in which our readers can emulate the beauty styles of their favourite stars.
Setting the scene:
In early 2004 Mars launched the Mars Delight chocolate bar. Having carried out extensive research Mars found that while women enjoy the taste of the traditional Mars bar, they also enjoy chocolate with both a lighter texture and a smaller, bite-sized format. The new Mars Delight bar met these requirements of chocolate-lovers in the UK: while it mirrors the taste of Mars bar, it is in the form of two 20g bars of milk chocolate-covered rippled wafers, combined with caramel and chocolate cream. A cover-mounted bar on Hello! magazine allowed Mars Delight to be trialed by a huge audience of potential recruits and fans!
CONFECTIONERY:
MARS DELIGHT

OUTCOME OF THE CAMPAIGN:
Mars had worked with HELLO! in 2003 to cover-mount a pack of five mini Mars bars, which was a great success. Because of this success, and in order to continue their relationship with the HELLO! reader, when Mars were looking to carry out a large sampling exercise with the new Mars Delight, HELLO! was the obvious choice. So, in November 2004, Mars cover-mounted 450,000 bars of Mars Delight on UK & Eire copies of HELLO! magazine. In order to promote the cover-mount that week header cards appeared on the HELLO! stands in Tesco stores and shelf talkers in other retailers. The success of the Mars Delight cover-mount is highlighted by the fact that for the week of the promotion HELLO! saw a circulation uplift of 12.5% compared to the average for the six month period.

What were Mars Delight’s main objectives for the activity in HELLO!?
Mars Delight was four years in development, and was seen as an integral part of the Mars re-launch program which had commenced in 2002. Mars felt that a large but targeted sampling exercise would be the ideal way for them to promote the new Mars Delight line. By cover-mounting Mars Delight bars on 450,000 copies of HELLO! magazine, Mars were able to reach a substantial size sample, and a predominantly female, chocolate loving audience - all in the space of one week.

What attracted Mars Delight to HELLO!?
HELLO! provided Mars with an ideal opportunity to gain rapid access to an upmarket female audience. Both Mars and HELLO! are exceptionally well known brands, with HELLO! accepted as the premium brand within the glossy weekly magazine sector.

How did Mars Delight find the HELLO! advertising team’s creative work and service?
“We were delighted to sample new Mars Delight with HELLO! magazine last year. HELLO! magazine was an excellent partner for Mars Delight as it supported our objective of positioning Mars Delight as the confectionery bar that helps you make the most of an already enjoyable moment!

What could be nicer than getting a copy of your favourite HELLO! magazine and finding a delicious chocolate bar to eat as you enjoy it!”

Liz Forder
Marketing Manager, Mars Delight, Masterfoods.

WHY HELLO!?
● The costs involved in cover-mounting products to HELLO! magazine vary according to whether the product is either poly-bagged or blister-packed.

● Blister packing (as in the case of Mars Delight) is the more expensive of the two options.

● In addition a client needs to bear the cost of providing 450-500,000 units of the product itself (for a fully national distribution including Eire) to be mounted on the front cover.

WHY MARS DELIGHT?
● 695,000 HELLO! readers are Mars bar consumers, 31% of HELLO! readers.

Source: TGI October 03 – September 04