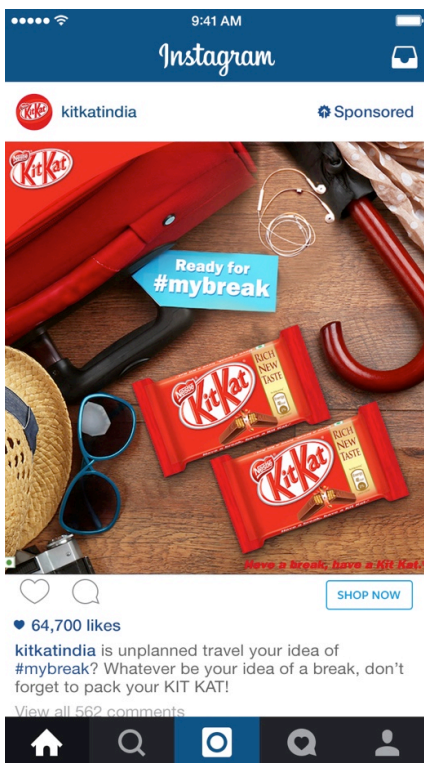




Creative Celebrations With Chocolate

The global confectionery brand used Instagram to connect with a passionate audience in India, to drive brand awareness and message association.



lift in ad recall



lift in message association

STORY

A finger-licking favorite

Each year, 12 billion KitKat fingers are consumed around the globe. KitKat is one of Nestlé's most successful chocolate brands in India, with the brand recently releasing a premium "slow churned" chocolate, KitKat Senses.

GOAL

Magnifying the message

Nestlé wanted to use Instagram to amplify its 'Celebrate the Breakers' campaign, to drive awareness and message association (using website clicks and video views) among passionate 15 to 34-year-old Instagrammers.

SOLUTION

A break-through campaign

This year, Nestlé launched a new global advertising campaign to provide a fresh take on the well-known tag line 'Have a break, have a KitKat'. The new concept focused on 'Celebrate the breakers', to recognize the many different types of breaks that 'breakers' take. The concept was captured beautifully using animated videos where each break was brought alive using KitKat fingers.

For Nestlé in India, Instagram was the ideal platform to tell this story visually. Over a period of 7 weeks, the brand shared a series of photo ads with the hashtag #mybreak, featuring people enjoying different kinds of breaks, like snoozing at their desk, listening to music and partying all night. As Instagram is already a place where people go to share their experiences and moments throughout their day, KitKat's photos resonated strongly with its audience. The successful campaign saw a 42-point lift in ad recall and 6-point lift in message association.

“ At Nestlé, we strive to engage with consumers across touch points that are meaningful to them. That's why we partnered with Instagram, because as a visual storytelling platform it allowed us to connect with people on a more personal level and share our creative in a relevant and timely way.

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Chandrasekar Radhakrishnan
Head of Communications & eCommerce
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