

TRY A LITTLE TENDERNESS

An integrated campaign with heart squarely hits its target.

Looking to find a new way to express the brand's message "*Dare to be tender*," Milka's agency wondered if they could get people to be tender using the chocolate itself as media.

A square of chocolate was removed from over 10 million Milka chocolate bars distributed first in France, then in Germany. Now anyone who bought a Milka bar had a choice. They could either claim back that last square themselves or they could be tender and send it to someone they were fond of with a personalized and suitably tender message. All they needed to do was go to LeDernierCarre.fr and type in the code printed on the inside of the product wrapper. Then they wrote their message and left it to Milka to mail the last chunk for them.

Milka had to change its entire manufacturing process to make chocolate bars with one square missing but the results justified the decision.

The integrated mail campaign, with direct mail at its very heart, collected results never seen before. More than 500,000 visits were made to the website with an average time spent of 2.25 minutes per visit and more than 95,000 sharings on social networks. Two hundred and twenty thousand squares of Milka chocolate were mailed. The videos were watched three million times. Seven hundred articles were written about the campaign in over 117 countries, potentially reaching 70 million people and leading to CAN\$1.9M in earned media.



COMPANY: Mondelez International | Product: Milka Chocolate Bars | COUNTRY: France | AGENCY: Buzzman
TEAM: Creative Director: Georges Mohammed-Chérif | Art Directors: Clément Séchet, Daniel Evans | Copywriter:
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