

EVERYONE NEEDS A LUCKY BREAK

Kit Kat gives students a good luck charm by turning their product into a person-to-person direct mailing that engaged and nurtured the brand relationship.

With a name that sounds like Kitto Katsu (a “sure win” in Japanese), Kit Kats are often given as good-luck gifts to students studying for university exams.

Both a chocolate bar and a lucky charm, it should be noted that since 2000, Nestlé has launched over 300 flavours in Japan, including Purple Sweet Potato and Shizuoka Wasabi. It’s an infatuation that’s led to 5 million Kit Kats being consumed there every day!

To support students dealing with the stress of exams, Nestlé sold special-edition Kit Kats nationwide, and left space on the wrapper for friends, family and teachers to write words of encouragement, add a stamp and mail the chocolate bar. When it arrived, students discovered a plastic pyramid that, when placed on their smartphone, turned a YouTube video of Japanese pop-rock band DISH// into a singing, dancing hologram – amplifying the heartfelt messages of encouragement and support. And all that before they’d even cracked open the chocolate!

This campaign embraced an existing cultural ritual to amplify behaviour, engage and nurture relationships with an audience that has lots of confectionary choices. It encouraged person-to-person direct mailing in the form of the product integrating discovery and technology to further delight students. In turn, thousands of students went onto social media to share their experience, boosting the campaign with 33,304 tweets to increase sales by 150 per cent. No surprise that Nestlé sold out of the special-edition Kit Kats at an alarming speed. Now that’s sweet!



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