

Makeover for brand stalwart Chappies

Did you know? South African bubblegum icon Chappies has had its first makeover in 50 years in preparation for a major consumer relaunch in 2008. The Cadbury South Africa brand, which was created specifically for the SA market in the late 1940s, has been updated to boost its appeal to the current generation of the country's children.



The modernisation includes a new logo, new packaging and a face-lifted Chipmunk and two new flavours, Strawberry and Musk. Wicks have also been rebranded under the Chappies name, bringing the bubblegum range under one banner. The Chappies Rolls now also features grooves to allow for easy breaking and sharing.

Finally, no Chappies' modernisation would be complete without a string of "Did you Know" questions. To coincide with the relaunch, hundreds of new adventure-themed "Did you Knows" will be printed, according to brand tradition, on the inside of the Chappies' wrapper.

All of this activity builds on the success the brand has been enjoying. Sales grew by over 20% in 2007, was driven by the introduction last year of two new flavours (Peppermint and Cool Cherry) and a new 200 piece bag. "Cool Cherry has done particularly well and has quickly established itself as one of the top three Chappies flavours," comments Cadbury group marketing director Geoff Whyte.

Trade and consumer

The relaunch will be strongly supported from both a trade and consumer perspective. The communications programme includes a major new television and print campaign, in-store promotional activity, a nationwide school competition, and sampling drive. The brand has also invested in permanent point-of-sale material for Chappies, as well as branded tablecloths and jars from informal traders.

In addition, the brand will conduct a trader promotion in all wholesale stores, with the opportunity to win one of four adventure holidays each worth R50 000.

The new advertising campaign centres on escapism: the hero of each commercial is magically transported by Chappies to

dangerous, exotic destinations where, with the help of the brand, they save the day - very much in keeping with today's superhero and Indiana Jones zeitgeist.

“What Chappies stands for remains consistent but what kids are interested in and relate to has changed dramatically over time. The relaunch is about making Chappies as fun and exciting for the kids today as it was for their parents and grandparents” concludes Whyte.

One of the new Chappies' TV ads

File size: 2.8MB

In other Cadbury South Africa news, Cadbury Choclairs has been rebranded Cadbury Eclairs - a name change that also brings continuity across the range since the introduction of Cadbury PS Eclairs in 2006. In addition, the packaging has been improved and both variants are now available in a 60 unit bag, making the range more affordable for traders.

So, too, is the Endearmints brand also being relaunched, with a campaign including a new TV ad, trade and restaurant activations, and salon and taxi promotions.

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