

Nestlé finds natural blue colorant - blue Smarties back

Following Nestlé's move to incorporate non-artificial colours into its products, it undertook an extensive search for a natural blue colorant. This discovery has allowed Smarties to answer consumers' demands and bring the much-loved blue Smarties back to the range.



The re-launch campaign includes a desire to create meaningful moments between mom and child and heighten creative and educational play. The campaign encourages consumers to learn about colours, counting and stimulating creative expression using the colourful sweets and its equally fun packaging to allow the imagination to take over.

The refreshed eco-friendly packaging makeover sports a clearer, cleaner design with less clutter and improved visual cues relating to the offering.

In-store campaign

In order to inspire this creativity and encourage fun amongst children, the brand has conceptualised an in-store campaign titled the Blue is Back 'Box-a-thon' with an 'under the sea' theme. To participate, consumers must purchase a 'blue is back' pack and utilise 'out-of-the-box' thinking to create something with the pack in celebration of blue. By uploading entries to the mobisite, consumers stand to win weekly prizes.

"The campaign aims to communicate that we are listening to our market and have found a way to bring blue back to the range while stimulating imagination and rewarding kids for being creators. It activates and engages consumers while promoting team work and inventive thinking," says Ravi Pillay, head of corporate communications at Nestlé.

Schools' programme

Additionally the brand has committed to building strong relationships between it, schools, educators, parents and learners. This will be executed through a school's programme in partnership with the Pick n Pay School Club. The focus of the school's programme is to recognise and develop the artistic spirit in learners. Schools will receive activity booklets, educational posters and teacher's guides to assist teachers in executing the set activities as well as take home guides for parents.

"We want to assist with the creative development of young children from Grade 1-3. This initiative will reach over 513 000 learners and will range across a number of subjects including; life orientation, arts & culture, literacy, mathematics and technology," adds Pillay.

The campaign will be supported by in store point-of-sale material as well as on-pack, radio and online elements.

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