

New brand campaign for **Snackworks**

Late last week, the company responsible for South African brands such as Bakers, Pyotts, Provita, Baumann's and Willards, Snackworks unveiled new packaging and a 180-degree new brand campaign.

Snackworks

"The relaunch will inject fresh personality into the brand and entrench the company's position as a leading supplier of biscuits and snacks in Southern Africa," said commercial director Mike Cathie. "The fresh, new look shows that our traditional brands, which are over 160 years old, can compete with the best of the latest and younger brands and reflects the changing demands of our target market."



Biscuits for emerging market

Bakers biscuits advertising strategy will focus on television commercials, outdoor billboards, sampling and specific activation campaigns, with the return of the Blue Label Marie television commercial, after many years off-air.

There is also new power-packaging for Zoo, Tennis, Jolly Jammers, Jambo's, Marie, Eet-Sum-More, Strawberry Whirls, Romany Creams and Chockits biscuits. Boudoir biscuits are also back, after months of perfecting the recipe. This includes the new, smaller, more affordable 70g Blue Label Marie and 50g Toppers packets, aimed at satisfying the emerging market's growing demand for these brands. The biscuits will be priced at key price points, offering local traders a more affordable pack.



"Informal traders and consumers show clear preference for the brand, due to its strong brand equity. We want to share our brands with a broader segment of consumers," said Douglas Place, emerging markets marketing manager.

The brands will be supported in key wholesalers around the country with point of sale merchandise and activated at South Africa's biggest taxi ranks.

Health market grows



According to Jeanne Rosenberg, Bakers marketing manager, health and wellness remains a top priority for the young and the old, but that does not mean consumers have to indulge in tasteless snack-time treats. "The new Provita packaging takes its traditional design and pairs it with a positive, contemporary look."

New packaging, ad campaign

Mini Cheddars will launch an advertising campaign in May and Willards is also debuting new packaging.

"The new packaging does a better job of communicating with consumers. The new packs bring the brand to life on shelf and ensure consumers are better informed of the taste; new flavours will also be revealed soon," said Julia Dawson, Willards marketing manager.

Dawson reveals that the brand is behind a significant corporate initiative, Dance Against Drugs, to combat drug and alcohol abuse amongst learners in South Africa and raise awareness on how this is crippling the South African youth. "An overwhelming 15% percent of our population has a drug problem and one in two school children admit to experimenting with drugs. Recent studies highlight the average age of drug dependency in South Africa is 8 years and dropping every year. The company is determined to lead the fight against drug use in South Africa by using a medium that talks to the youth of today. Hip Hop is the perfect answer.

"We wanted to avoid the usual, often ignored, commercial messages into schools. Through hip hop, we communicate to children in a language and an art form that they understand and consider cool."

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