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## MARKETING DAILY NATIONAL NEWS

### Kraft Canada shoots KD at kids

**Kraft Canada** has launched an animated television spot for its Kraft Dinner product.

The spot continues the company's well-established "Gotta Be KD" theme, which in recent years has produced commercials depicting teenagers and young adults preparing Kraft Dinner in bizarre ways.

The new spot keeps the tag line but uses 3-D animation to target a younger demographic. It begins with a school bus full of kids arriving at a park to view a geyser. When no adults are looking, several of the children throw Kraft Dinner noodles and sauce mix, milk and butter into the geyser, causing an eruption of Kraft Dinner.

The spots were designed by Toronto's **JWT Canada**, with help from **Hatch Studios**.

"Kids are a big consumer of Kraft dinner and they love the fun and playfulness of it and they have their fun ways of making it. When KD is served, there's a little bit of freedom involved—kids can help make it and they can eat it the way they want," says **Tracy Sloga**, group account director, Kraft for JWT. "The advertising reflects the fun and playfulness of the product."

The spot hit the air last week on YTV.



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