

Nestlé Launches New Campaigns for Three Best Seller

March 1, 2006

Nestlé has launched three new humorous 30-second TV spots featuring its Kit Kat, Aero and Smarties products whose previous award-winning campaigns have raised the brands to among the top five selling chocolate bars across Canada.

"We wanted to build from our current campaign success with spots that engage consumers in a way that's in line with the respective brand personalities," says Julien Coulter, account director at JWT, Toronto. "It's a fun category, so we wanted the creative to reflect that."

'Socialites', the 30-second Kit Kat spot, features the 'hardships' of a high-brow mother and daughter: spa treatments, coordinating their outfits with the family's pet Chihuahua and the terrible stress of attending parties. These are some of the exhausting tasks that warrant taking a break with a Kit Kat. The commercial ends with the announcer saying, "If they deserve a break, you certainly do."

Aero's 30-second spot catches two women indulging in the bubble-filled chocolate bar, wondering who could have come up with such a brilliant idea. Their conversation is abruptly interrupted by an annoyed co-worker giving them a 'you're late' look. Rolling her eyes, one woman says to her friend with a mouth full of melting Aero bar, "Someone hasn't felt the 'de bubbos' melt today."

The 30-second Smarties ad features two 30-something men sorting Smarties behind a stack of books in a law office library as an attractive co-worker walks by. Offering to tell their future with the bright coloured candies, she begins sorting as well. "I need to sort them to find the dominant colour...ahh red, could be love...hmm? No, anger," she says as she pulls out the red ones. "Yes, I see you getting very upset," she explains to one co-worker. As they exchange puzzled glances, she quickly swoops up all except the red Smarties, leaving the one man to ask his friend, "Are you upset?" - "She...said it could be love," he replies with a smile.

The national TV spots are airing in both English and French, with the French adaptation created by Enterprise-JWT, Montreal.

Creative team on Kit Kat with Martin Shewchuk and Paul Wales, creative directors includes: Ian Schwey, Andrew Shaddick, Jason Buback, Steve Mitchell and David Baggley.

Creative duo on Aero with creative director Shewchuk are Sarah Loranger, copywriter, and Jeremy Carr, art director.

Again with creative director Shewchuk, the Smarties creative team includes: Colin Winn, copywriter; Ben Steele and Jeff Wilbee, art directors.

French creative for all spots at Enterprise/JWT is by Maryse Parent, copywriter, and Manon Caille, producer