

Marketing

Kraft brings back a new 'Young Expert'

March 16, 2006

A captive audience of stuffed animals is the twist in a new TV spot for Kraft Singles.

Created by JWT in Toronto (and adapted for Quebec by Enterprise-JWT in Montreal), the ad, with 15- and 30-second versions, shows a mother peeking in on her young daughter giving a lesson to a "class" on the calcium benefits of the cheese slices. The mother discovers she is talking to her group of stuffed animals seated on the bed.

"School" is the third spot of the "Young Experts" campaign that features kids as spokespeople, says Mark Hansen, group account director at JWT. "The magic of these spots is the charm of using a child to speak in very adult language and tell us about the nutritional value of Kraft Singles."

While there are concerns about taking the same approach with each spot, he says "as soon as you get some traction on a campaign, you've got to walk this line of ensuring that you maintain the good things, yet you also keep it fresh. That's definitely going to be one of our challenges moving forward. We've got to try and surprise the viewing audience, have them take notice of what we're doing."

The two-year, made-in-Canada campaign for Kraft Singles has also run in the U.S., starting with "I Knew That," depicting a daughter telling her father about the nutritional benefits of a grilled cheese sandwich he is making.

Every spot is pre-tested and the first ad did so well with Americans that Kraft decided it would be foolish not to run it in the U.S., says Hansen. That original ad was adapted with voiceover because of the different nutritional claims south of the border, but now two versions of each ad are shot, with the child actors saying different lines for each country. "Kraft is really looking for more North American solutions with what they're doing," says Hansen.

For now, the campaign is just TV, he says, though it has included print in the past. JWT is currently working on another spot for 2007, he says, and looking to be more integrated. "It's a wonderful opportunity to take this thing that's been so powerful in television and work it into other mediums."