Cadbury Dairy Milk launches its loudest campaign to date

Cadbury Dairy Milk is today announcing the launch of ‘Keep Singing Keep Team GB Pumped’ – a campaign that aims to get the nation singing to show their support for Team GB. The seven-month musical support for British athletes is the latest activation of Cadbury’s London 2012 Olympic Games sponsorship and will burst into song from September.

Keep Singing Keep Team GB Pumped will aim to keep Team GB motivated throughout their months of arduous training, by engaging the British public to sing iconic power anthems to them in a number of innovative ways. Legendary tracks such as Simply the Best, The Final Countdown and Gold will be used to keep Team GB pumped in their training schedules, aiming to spur them on to win medals during the London 2012 Games, and in turn bring the nation closer to its athletes.

The campaign will launch online in September, recruiting singers through social media with online video content, followed by a TV Campaign airing on 3 October and running for 6 weeks. The integrated campaign will also include radio partnerships, events and digital media with extra support on-pack and in-store, rallying the British public to keep singing. Cadbury Dairy Milk will also be sponsoring the third season of the US television sensation ‘Glee’ throughout the campaign, showcasing music performances on TV and online.

The campaign will release six tracks over seven months and culminate with a finale in March 2012, which will feature a medley of the six songs created by the British public and a performance to the athletes of Team GB in London.

Keep Singing Keep Team GB Pumped follows Cadbury’s ‘Spots v Stripes’ activation of its London 2012 sponsorship, which has run since August 2010 and provides another way for people to get involved in the London 2012
Games with the Tier 2 sponsor. Cadbury Spots v Stripes has now reached over ten million people and will continue to get people playing games right up until The Olympic Games themselves.

Commenting on Keep Singing Keep Team GB Pumped Matthew Williams, Marketing Activation Director said: “We are very excited about Keep Singing Keep Team GB Pumped; it’s an innovative and engaging campaign which encourages people to actively get involved with the Olympic and Paralympic Games – something that we’ve been encouraging people to do since the middle of last year with Spots v Stripes. By giving people the opportunity to motivate the athletes via one of the most loved brands in Britain, Cadbury Dairy Milk, we are providing another unique experience.”

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