CADBURY DAIRY MILK DRIVES SUPPORT FOR TEAM GB WITH POSTCARDS CAMPAIGN

To kick off the year of the London 2012 Games the UK’s number one chocolate brand, Cadbury Dairy Milk\(^1\) (CDM), is launching an exciting limited edition pack and on-pack promotion to support Great Britain’s Olympic athletes, as part of its status as the Official Treat Provider of the Olympic and Paralympic Games.

The limited edition Union Jack designed cardboard box pack, which has fantastic shelf stand-out, will feature on 120g and 230g of the CDM milk chocolate variant, as well as the £1 PMP, from 27\(^{th}\) February 2012. Each box contains a pre-paid and addressed postcard for consumers to write their words of encouragement to TeamGB’s athletes. Every consumer that submits a postcard is then entered into a prize draw to win one of 150 pairs of tickets to the exclusive TeamGB launch concert at the Royal Albert Hall, London on 11\(^{th}\) May 2012. There is also up to one million Clap-Banner noisemakers available to win.

In addition, the promotion will run across variants of CDM Fruit & Nut, Whole Nut, Turkish and Caramel via an on-pack flash promotion. Consumers can submit messages to TeamGB on the dedicated website www.cadburypostcards2012.co.uk and enter into the prize draw by typing in the unique code inside each pack.

The campaign is being supported PR, digital, radio press and outdoor advertising, as well as specific tailored in-store Cadbury POS for every channel, such as branded post boxes for larger outlets.

\(^1\) Nielsen MAT Total Coverage 05.11.11
Norman Brodie, General Manager London 2012 at Kraft Foods, comments: “Postcards is an idea that was executed at the 2010 Winter Olympic Games in Vancouver by the British Olympic Association and it proved a huge success with the athletes. We loved this idea as we believe this campaign will give the nation a wonderful opportunity to show its support for TeamGB and think that Cadbury Dairy Milk is the best brand to bring it to life in 2012. The eye-catching limited edition pack looks great on-shelf, with the card-board giving it a more ‘special’ feel, offering retailers a chance to really drive sales during the build-up excitement ahead of the Games themselves.”

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Notes to Editors

RRPs and SKUs:

RRP 230g £1.99, 120g £1.39, 18 bars in an outer

- CDM Milk 120g, 120g £1 PMP, 230g
- Fruit & Nut 120g & 230g
- Wholenut 120g & 230g
- Caramel 120g & 230g
- Turkish 230g