

Early Days

>>A LOOK AT HOW NEW BRANDS ARE PERFORMING IN THE

Product:
**HIGHLIGHTS WAFERS
AND MALLOWS**

Company:
**CADBURY AND
BURTON'S FOODS**

Launch date:
JANUARY 2005

Cadbury made its first foray into better-for-you biscuits at the beginning of the year, through its licensing agreement with Burton's Foods, with the launch of a range of malloWS and wafers under Cadbury's Highlights hot chocolate banner.

The move was also Burton's first crack at the sector and followed a two-year development programme.

Aimed at tapping into a key market of 25 to 45-year-old women who like to watch their weight but are reluctant to give up daily treats altogether, the newcomer rolled out to all the multiples, except Sainsbury, in January.

In the four weeks to March 19, the total brand clocked up 45% distribution of all possible outlets, a proportion that translates to \$671,000 in value [ACNielsen, 4 w/e to March 19, 2005], compared with 28% in its first four weeks on shelf [ACNielsen 4 w/e January 22, 2005].

The packs feature the familiar purple



Cadbury branding and logo, as well as a triangular flash promising consumers that each mallow or wafer contains less than 100 calories and 3g of fat. However, the sugar content remains high at 51.3g per 100g.

Out of the two, the wafers option has proved slightly more popular, with sales worth \$366,000 [ACNielsen, 4 w/e March 19, 2005]. In comparison, malloWS were valued at \$305,000 for the same period.

Sold in packs of six wafers or 10 malloWS, the rsp for each offering is \$1.29. Flavours include caramel, orange and raspberry.

Consumers buying into the new products

are younger to middle-age households, up to the early 50s, and tend to be larger households with children. The newcomer has proven particularly popular with established families with slightly older children, according to ACNielsen.

The range was backed with a \$3m round of marketing support, which kicked off in February, allowing the newcomer time to get on to shelves. Roll-out to the independent trade is planned for the last quarter of 2005.

More than 3% of ACNielsen's consumer panel have tried the range, with 18% of those returning for a second purchase.

THROUGH TRAFFIC... VIMTO'S SHLURPLE THE PURPLE...



Manufacturer Unilever UK

has turned the spotlight on its laundry brand new marketing campaign based on the idea that 'It's not dirt'. Launched in April, the campaign includes TV, press and PR.



MALTESERS

Budget undisclosed Manufacturer Masterfoods

Maltasers is trying to look at the funny side of the daily commute to work with a new uplifting ad campaign. The commercials feature women bouncing around on Maltaser-shaped space hoppers through a cityscape as they make their way to work.



VIMTO

Budget \$4m Manufacturer Vimto

Kicking off on May 1, Vimto campaign shows the effect After just a couple of sips, facial contortions over the