

Strawberry or spinach? New campaign for Nutrific's wheat biscuit promises 1000 ways to eat it

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Nutrific South Africa, alongside its full-service communications agency, Ninety9cents (99c), recently launched '*1 tasty cereal biscuit/1000 ways to eat it*', a campaign showcasing the myriad ways the 100% wholegrain breakfast biscuits can be enjoyed.

A complete through-the-line exercise, '*1000 ways to eat it*' encompasses radio commercials, in-store activations, taxi branding, PR, social media and a digital execution, the protagonist being the microsite; www.somanyways.co.za.

Dale Bedford, Marketing Manager at Nutrific, explains that as the breakfast cereal market is already very saturated, the decision was made to focus on Nutrific's versatility, rather than the product intrinsic.

"Nutrific is our best performing cereal brand, and consumers are familiar with its nutritional and taste profile. We opted instead to rather demonstrate its versatility by injecting a little creativity into the process...the goal is to show that there is a tasty variation for everyone."

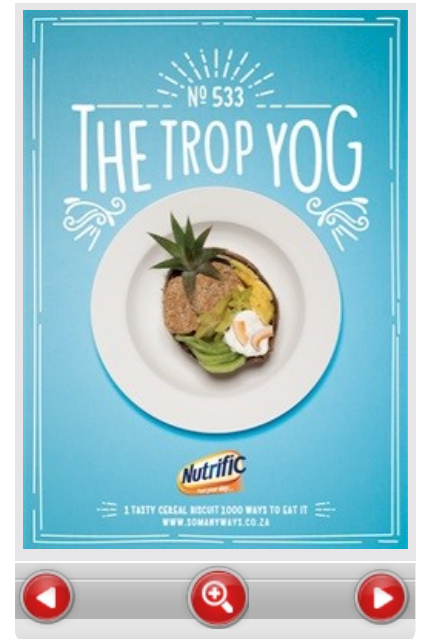
Sergio Ines, Creative Director at 99c, says: "The campaign's focal point is a microsite we conceptualised and designed together with specialist digital agency MILK. The first step was to create 1000 different ways one can eat Nutrific – with accompaniments ranging from milk to mascarpone – then to test, style and photograph each variation in our studio kitchen. The final recipes and images were then added to the microsite."

A comprehensive and predictive search function allows users to seek any ingredient they choose, pulling up all the recipes which feature that particular ingredient. Ingredients and serving suggestions can also be cross referenced.

"While challenging to conceptualise, style, photograph and retouch 1000 images - and not withstanding a few hiccups along the way - all parties pulled together to launch the campaign successfully. We've received great feedback and are seeing a huge spike in consumer-generated content, making the grey hairs worth it!" he laughs.

Ines believes that pulling off a campaign of this scale is not possible without a dedicated team and partners, and most importantly – a brave client.

"A good client-agency relationship makes the job much easier, but it's based on trust which you cannot lose or abuse. It's an honour that our client trusts us to execute this bold, multi-touchpoint campaign, and that we could cross the finish line together," concludes Ines.



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