

Promise reignites Cadbury Tumbles with a single-take 60" TVC and refreshed pack designs

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Promise was approached by Cadbury South Africa to create a TV commercial along with a full pack renovation for the Tumbles range. The target market is guys between the ages of 25 and 35 who enjoy a combination of sweet and savoury treats, such as nuts and chocolate combined, that are often consumed in group settings.

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The challenge with this piece of work was that the agency had to show the product playing an active role in the commercial, without it feeling like an expected "consumption moment" amongst guys watching sport or generally hanging out together. A big challenge was also to ensure that we didn't just have a commercial that was entertaining to watch on its own and simply had the brand/product slapped onto the end of it.

The consumer take-out for the ad needed to be "the fun ends when the tumbles run out". To this end, the agency is thrilled with the final outcome of the TVC, which is supported by refreshed pack designs completed by the Promise design team.

The commercial was directed by Erik van Wyk of Bouffant. Marc Watson, CD Promise, notes, "We felt that the commercial needed to be taken in one take to be believable. This was a highly technical process. More than 17,000 Cadbury Tumbles had to be weighed to get only 8 Tumbles with the correct weight and circumference to be able to flow through the machine and trigger each phase of its journey. Eric is an absolute purist and worked hard to ensure the commercial delivered just as intended."

Greg Banach, Marketing Director of Cadbury Chocolate, notes: "We are delighted with the end result. We believe that guys will watch the ad and wish that it was them making this machine. The fact that Tumbles power the machine makes the brand central to the communication, whilst still having an ad that is interesting and engaging to view."

The refreshed pack designs are now in-store and the TVC is currently breaking as a 60" launch version, with cut-downs to follow after sufficient frequency of the 60" has been reached.

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