

Cassies 2006 Cases

Brand/Case: Lait au chocolat

**Winner: Grand Prix
Off to A Good Start—Gold
Small Budget—Gold**

Client Credits: Fédération des producteurs de lait du Québec

Nicole Dubé, Marketing Director

Agency Credits: BBDO Montréal

Martin Beauvais / Laurent Prud'homme, Creative Directors

Nicolas Dion / Laurent Prud'homme, Copywriters

Marie-Christine Côté / Marc Guilbault /

Martin Beauvais / Jennifer Varvaresso, Art Directors

Lyne Clermont, Account Director

Martine Cyr, Typographer

Michèle Blanchette / Nathalie Gauthier, Producers

Martin Lessard, Realisation / Conception

Cinélande, Production House

Guillaume de Fontenay, Director

André Turpin, DOP

Jean-François Talbot, Editor

Audio Z, Sound Z

Étienne Proulx, Special Effects

Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies 1997. The full set for Cassies 2006 can be downloaded from the Case Library section at www.cassies.ca

- Crossover Note 1. What a Brand Stand For.
- Crossover Note 2. Brand Truths.
- Crossover Note 10. Conventional Wisdom—should it be challenged?
- Crossover Note 11. The Eureka Insight.
- Crossover Note 17. Turning a Liability into a Strength
- Crossover Note 31. Transcending Advertising.

To see creative, go to the Case Library Index and click on the additional links beside the case.

EXECUTIVE SUMMARY

Business Results Period (Consecutive Months): June 2005 – December 2005
Start of Advertising/Communication Effort: June 2005
Base Period for Comparison: Calendar 2004 and Rest of Canada

The Milk Producers in Quebec are always looking for new sales opportunities. This campaign for chocolate milk broke all conventions, and delivered remarkable results. **Crossover Note 10**. For a little under \$200,000 it delivered \$2.5 million in incremental retail sales. And the creative became the talk of the schoolyard. **Crossover Note 31**.

SITUATION ANALYSIS

a) Overall Assessment

Milk is the nectar of life. It is the first food of a baby, and an essential part of growing up. It enjoys 98% household penetration, and a massive sales volume—28% of all beverage dollar sales in grocery stores (AC Nielsen). Milk’s challenge is to stay popular as kids grow up. They face a multitude of choices (water, juice, soft drinks, energy drinks, etc.). And at college age, you can add alcoholic beverages and coffee to the mix.

When compared to the rest of Canada, Quebec's chocolate milk sales were lagging. This looked like an opportunity, though it was not without its challenges.

a) Resulting Objectives

- Raise chocolate milk consumption in Quebec (see later for figures).
- Do this with a budget of a little less than \$200,000—roughly a 1% SOV in the cold beverage universe of carbonated soft drinks, juices, bottled water, and milk.

STRATEGY & INSIGHT

The decision was taken to attack the demographic question head-on and target 12-17 year-olds. This group, as well as being the most amenable to changing their habits, also represented a long-term consumption opportunity.

However, while chocolate milk is socially accepted, its coolness vanishes compared to soft drinks, energy drinks, sports drinks, etc. **Crossover Note 1**. They are linked to adult images, while chocolate milk has strong childhood associations. We reasoned that traditional advertising could hardly break through those associations. Only the teens themselves could.

We decided to have *them* destroy the childhood images. **Crossover Note 11**. This would take an irreverent attitude (very prized by young Quebecers) **Crossover Note 2** and a viral component. Moreover, experience with the “White Campaign”¹ demonstrated that great attitudes are not enough. You also had to change behavior, and we would do that by getting teens to interact with the product.

¹ [Editor's note] This was a famous and long-running Quebec campaign with wonderful research results for attitudes, liking etc.—but it did not reverse the slow long-term milk decline seen in many markets.

EXECUTION

The campaign started before the end of classes in June 05 and ran for six weeks until the middle of July. Throughout Quebec, 1,500 posters went up near schools, parks and public gardens announcing a wave of suspicious disappearances—of adorable chocolate creatures. Even hardened adolescents would find it difficult to ignore the fate of these cute little animals, and they were invited to visit mechantchoco.com to help find them.



Examples of posters

This was accompanied by two TV spots inspired by horror films. They showed the tragic end of two chocolate animals, cruelly transformed into chocolate milk by a horrible villain, all set to the lullaby *Fait Dodo*, and definitively laying to rest the childish image of chocolate milk. The ads were signed “Chocolate Milk, it’s frighteningly good” along with mechantchoco.com. They ran on specialty channels (MusiquePlus and Télétoon fr.) and shows like the Simpsons, Ramdam, Fou Raide.

Meanwhile, to ensure maximum coverage for the teaser phase, four squads of 2 people had driven through the main towns of Quebec on a “choco” scooter. They put up 30,000 other posters on telephone poles, and distributed 80,000 polaroids of missing chocolate animals. On the back of these polaroids there was a contest, with one of the four choco scooters as the prize. This, and all the other effort, was designed to get teens to the website.



But teens are mean! Once there, they found that saving the animals was no longer on the agenda. Instead, you could create your own chocolate milk using a chocolate animal and various torture techniques (crushing, chopping, melting, microwave). **Crossover Note 17.** You could also download the ads and get the chance to win one of the choco scooters. This all contributed to the viral tone of the campaign, which was vital, considering the light weight of the six week media campaign. To stretch this out, the draw for the scooters took place in week 8 (end of July) and the micro-site was maintained for twelve weeks through August.

BUSINESS RESULTS

In an overall milk market growing at about 2%, chocolate milk sales for 2005 were up 17%. This was double the growth in rest of the country, and compared to +3% Quebec growth in 2004. As a result, chocolate milk, representing less than 3% of dairy beverages in Quebec, accounted for 21% of new milk volume in 2005.

The incremental 1.75 million litres of chocolate milk, at an average price of more than \$1.50 a litre, brought in more than \$2.5 million at retail, with a campaign budget under \$200,000. The campaign was recognized at the Créa awards (the reference award show for advertising creativity in Quebec). The web site also received the *Coup de Coeur du Jury* and the *Grand Prize for Use of Internet in a Media-Mix Campaign* at the 2005 Boomerang Awards.

CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

This initiative did not have a heavy-duty research budget, and the best indicator of success is the sales performance relative to the rest of Canada. Also, 30,000 chocolate animals were tortured on the website, giving a clue to the impact.

While there is no research-based data to quote, it seems reasonable to say that the posters, and the website, and the TV spots with a horror-film edge, all brought a new range of associations to chocolate milk, displacing childhood images, and bringing in a dose of coolness. Certainly, the campaign has become the talk of the schoolyard.