

An effective communication tool marketing essay



This essay will explain the various communication tools that Cadbury has used in communicating the desired position to target market and will describe two TV ads communication campaign and online game communication campaign, meanwhile evaluate the company has effectively communicated the desired position based on these campaigns. A part from that, Cadbury has used three communication mix, advertising, sales promotion, and public relations.

Cadbury, provides one of the most successful example of how an advertising message can be modified from one campaign to the next to attribute new values to a brand giving consumers more reasons to buy Cadbury, the same creative message is then communicated through point of sale, merchandising, package design and public relations. Cadbury always look at creative and commercial success separately. It started with a drumming gorilla, the most successful advert of 2007. The video " went viral" on the internet, as users posted it on video-sharing sites and e-mailed friends. It also, if less memorably, boosted sales of Daily Milk by 9 per cent, helping Cadbury to reverse its fortunes after the confectioner had lost market position and was suffering from the fallout of a salmonella scare and also created bad public relations. Now Cadbury is hoping to repeat the trick with a new £3. 7 million campaign to come up with the third in its series of adverts for Cadbury. This advertising also can consider as reminder advertising because it keeps consumer thinking about the brand.

The advert features two children, a boy and a girl - wearing a dress in the trademark Cadbury purple - sitting for what appears to be a standard school photograph session. The fun starts when the photographer's light testing is

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interrupted by a ringing phone. The alarm phone from the boy's digital wrist watches transform into a full blown remix of the 1980s Freestyle hit, " Don't Stop the Rock." Two mischievous children performing bizarre " eyebrow dance moves" to an electro-funk soundtrack. One-minute television and cinema advertisement for Cadbury chocolates is thought to have been viewed more than four million times on YouTube in its first three weeks.

The commercial, released in the UK on January 23, has the potential to hook a new generation of fans while attracting the attention of those coming of age in the mid 1980s. Based on research (), it is twice the number of viewings racked up at the same stage by the firm's previous cult clip, in which a gorilla plays drums. According to YouTube, Cadbury Gorilla Advert in 2007 has 5 million viewers and Eyebrows Advert has 7 million of viewers, this is a huge amount of increased and it also leads customer awareness about Cadbury.

This advertisement brings a message content that consists emotional appeal because the idea is to create an antidote to the gloom to make consumers smile, a minute and a half of joy, and enjoyable as the product. The manager wants to ensure that this antidote is spread as far and wide. Therefore, Cadbury paid for 40 per cent of the population to see - 60 per cent recognized it and this came from digital exposure. First came the e-mails among friends linking to YouTube clips, then came to remixes and the spoofs. It is edging up to one million views and at one point it was the third-most-watched clip on the website, behind Barack Obama's inauguration speech.

Despite consumer goods marketing traditionally using the persuasion model (buy this because it works/tastes good). Cadbury believes that less direct advertising creates curiosity, such as the gorilla campaign, is most effective. The old Gorilla drumming ads is probably made people feel a bit curious, people probably wondered if it was actually a trained monkey or a man in a suit. People might or might not have noticed it was for Cadbury's chocolates, and if people did think like this, people might also have wondered why a drumming gorilla should make people want to buy chocolate. All these thoughts are Cadbury's objectives to create reminder of the brand to the publicity. 'Eyebrows' is a simple form of advertisement, most people smile when look at the idea, and that was the strongest indicator that Cadbury were on to something. In my opinion, "Eyebrows" is the new Glass and A Half Full Production from Cadbury Dairy Milk which will bring a smile to our consumers and customer. The Eyebrows campaign will be fully supported through the line with a large Digital and Public Relations campaign which will raise a few Eyebrows and lots of smile throughout the time the campaign is on air.

Sales promotion is the second communication tools used by Cadbury. Cadbury developed a website game that provides education to children with sales promotion at the same time. Traditionally, parents buy Freddo as treats for kids, brand awareness campaigns have been aimed at these parents, hoping they would continue to choose Freddo frogs based on passive advertising, TV and print. From an awareness point of view these campaigns worked, as awareness was at 99%. However, sales were on the decline. The reason is when it comes to treats today, parents still buy but it is the kids

who choose. Therefore, Cadbury starts to develop a unique brand entertainment channel for Freddo to again create a deeper awareness because people do not aware of the existence of Freddo game.

First, Cadbury will identify the target customer which is the parents and the children to remind them Cadbury Freddo is one of the choices to purchase as a gift. In my opinion, Cadbury is using determine communication objectives to convince the consumer to buy their product. Cadbury stopped marketing the brand product, chocolate frogs; and started marketing the brand character, Freddo. Freddo leaping onto the internet and inspiring children to learn new skills online developed under the theme of edu-tainment. Cadbury engaged teachers and child psychologists to bring this experience to life. In addition, they also give knowledge to the consumer and children to make them like the video game.

The video game called The Adventures of Freddo one and two, the adventures of Freddo website featuring animated storytelling, games and activities for young consumers. It has already attracted 160, 000 registered players for the first episode of adventures of Freddo in 2009. It allows children beings to explore Freddo online world they will uncover the first animated adventure - " The Secret of the Golden Keys'. Freddo, along with his friends Ashley, Hannah and Zac, set off on a quest through time to save their teacher Professor Jeffrey and defeat the monster Cane Toad Goaf. In my opinion, Cadbury are trying to make the children prefer Cadbury Freddo brand compare to the others brands and trying to get them into conviction and make them to play the game or purchase the Cadbury Freddo Chocolate.

The adventures of Freddo Two (The Mystery of Slater Island) followed the successful of first online adventure of Freddo the Frog. So now, Australia's iconic chocolate frog is back for a second season. Launching in the March 2010 school holidays The Adventures of Freddo of the Mystery of Slater Island introduces exciting characters and an engaging new way to become part of Freddo's universe. Once again, kids are along for the ride; completing immersive, educational games and activities that are sewn right into the storyline.

Cadbury also developed a 31 seconds tv advertisement that brings emotional appeal showing a story about Freddo Prince Frog. This TV advertisement has launched during " shared family viewing times" in the daytime and afternoon. In my point of view, Cadbury are using reminder advertising to keeps consumer thinking about Freddo. The reward of the game and TV ads has been massive growth in brand. The result shows that over 200, 000 kids registered, 500, 000 episodes watched, 3, 000, 000 games played, over 30, 000, 000 minutes spent on the site and 25% sale increased.

However, the Adventures of Freddo website has attracted criticism, it upset the health lobby who see it as promoting chocolate products to children. The Coalition on Food Advertising to Children disputed Cadbury's assessment of the campaign and said there were loopholes in the self-regulatory code. They concluded that the marketing its use of interactive games to lure children into the branded environment. Cadbury argues that the advertising messaging did not undertake direct marketing of foods to children.

Marketing activity to promote was targeted at parents. Parents are the

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gatekeepers. Kids are unable to go on the website without parents registering the kids. . In my opinion, the game and TV ads create or increases pester power of buying Cadbury Freddo chocolate.

The third communication tools used by Cadbury are Public Relations.

Cadbury has the art of building good corporate relation with the number of public including society. The first tools that used in the practice of public relations are creating event and giveaways. The Cadbury Freddo Roadshow at Auckland Zoo, children learn all about New Zealand's four endangered species of native frogs, and how to help to save them. Every visitor to the Freddo Frog Roadshow will receive an educational booklet for further studies. The second tools are sponsorship. Cadbury receive many requests every day for donations and support. One of the examples is Learning Links. Learning Links is an Australia charity and non-profit organisation formed to help children who have learning disabilities, difficulties and development delays and their families.

Cadbury also used public relations to counter poor publicity. For example the Adventure of Freddo game has attracted criticism from some quarters of the health lobby for targeting young children with chocolate. Internet marketing is renowned for its use of interactive games to lure children into the branded environment. Cadbury explains to the community that the site is an example of responsible marketing to children with no chocolate featured on the site. It does not market to children under 12. They are just creating an educational game for children who are under 12. Cadbury also provides identity media such as Freddo cartoon tattoo to children as a gift for purchasing a packet of Cadbury Freddo.

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In the other hand, Cadbury also created bad public relations in 2006. A rare strain of the Salmonella bacteria is detected and it affecting seven of its products, it has been caused by a leaking pipe. The Health Protection Agency established that 37 people, many of them young children had become ill after eating infected chocolate. More than a million of chocolate bars recalled. This creates bad public relations to the publicity.

[http://business.timesonline.co.](http://business.timesonline.co.uk/tol/business/industry_sectors/media/article5634660.ece)

[uk/tol/business/industry_sectors/media/article5634660.ece](http://business.timesonline.co.uk/tol/business/industry_sectors/media/article5634660.ece)

<http://www.aglassandahalfproductions.co.nz/milk-chocolate/cadbury-advert.html>

Theory

[http://www.telegraph.co.](http://www.telegraph.co.uk/news/newstoppers/howaboutthat/4634737/Dancing-eyebrows-advert-for-Cadburys-becomes-a-hit.html)

[uk/news/newstoppers/howaboutthat/4634737/Dancing-eyebrows-advert-for-Cadburys-becomes-a-hit.html](http://www.telegraph.co.uk/news/newstoppers/howaboutthat/4634737/Dancing-eyebrows-advert-for-Cadburys-becomes-a-hit.html)

Cadbury Eyebrows Raised in Electric Boogaloo

[http://business.timesonline.co.](http://business.timesonline.co.uk/tol/business/industry_sectors/media/article5634660.ece)

[uk/tol/business/industry_sectors/media/article5634660.ece](http://business.timesonline.co.uk/tol/business/industry_sectors/media/article5634660.ece)

ADD

THE PROVE of eyebrows has increase the number of viewer comparing with the godrila and truck add. (DONE)

Provide the public relations has increase the awareness ?

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Based on research (), the message that wants to bring to the public from this advertisement is “ Over at Glass and a Half Full Productions we noticed that wiggly potential of eyebrows and thought we would have a bit of fun with them,” said the Cadbury marketing director. In addition, like the other production ‘ Eyebrows’ is all about losing yourself and embracing that moment of joy...after all, everybody remembers pulling a silly face or getting up to no good as a child when backs were turned.