

Promotional strategies for kit kat

[Business](#), [Marketing](#)



1. Marketing ID Lecturer Choose a product you believe is improperly advertised, marketed, packaged or priced?
2. What you would do differently?

Taking a break in today's fast-paced life is integral. The current pack is very clean, in-your-face, well branded, but it has nothing else to say. Before any design modification, I will spot the key visual equities that aid consumers identify the brand, I will just add in these elements for more interaction (Aaker 2004). I would refresh and rejuvenate the pack design rather than re-invent it because it is not necessary for loyal consumers to appreciate a pack transformation. To really get creative with the pack design I would replace the brand name with seasonal messages as well.

For example, on Mother's day I will design the packs creatively with an amazingly patterned embossed print on the wrapper with confetti which can say 'The Best Mom Ever'; a celebration break for the mothers. I can also depict the 'break' by creatively executing the barcode as well, perhaps by leaving space between the horizontal lines.