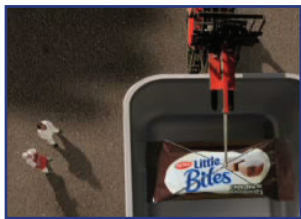


Little Bites

cinemarketing activity

Cinema was used as the lead medium for the launch of Top Taste Little Bites. The release of Shrek The Third and other high profile family blockbusters provided an ideal platform for the integrated campaign.



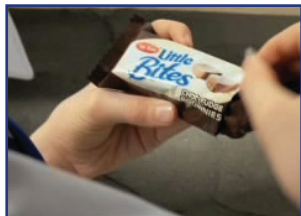
Objectives:

To launch the new Top Taste Little Bites to families and maximise trial opportunities.



Promotional Activity:

The integrated cinema campaign encompassed on-screen advertising coupled with Admotion foyer lightboxes and extensive exit sampling at a wide range of locations during the opening weekend of Shrek The Third. At selected locations Little Bites trial packs were also included as a gift in a Shrek themed Combo available at the Candy Bar.



To further drive the association with cinema and family movies, a unique family movie ticket offer was also created in conjunction with Greater Union and Village Cinemas. A cut-out coupon appeared in a one page advertorial in both Woman's Weekly and Woman's Day magazines and the offer was also promoted in store and on pack. The Little Bites family movie offer entitled families to a discounted family movie pass available at the box-office.



Results:

The family cinema visits created an ideal occasion to advertise and introduce the brand to families in a fun and engaging environment.