



Kit Kat Appetite Appeal Case Study

Background

Nestle is headquartered in Vevey, Switzerland and is one of the largest food and beverage companies in the world. The Kit Kat bar was created by Rowntree's of York, England which is now produced worldwide by Nestle, who acquired Rowntree in 1988 (except in the US where it is made under license by Hershey). Within two years of its launch, the Kit Kat bar became their leading product, a position that has been maintained ever since (producing 107 tons of Kit Kat bars a day)!

Convenience

Nestle holds the #2 spot in total chocolate/confectionery global market share. Chocolate bars are an impulse purchase at the convenience and grocery channel and targets every segment and demographic. A program was required to enable Nestle to capture this impulse purchase – for those who enjoy occasional chocolate indulgence.

Client Objective

- Create a merchandiser that captures the appetite appeal of the Kit Kat bar
- Unique and creative, allowing for immediate brand recognition, stimulating an impulse purchase
- Maintain brand leadership while increasing distribution and sales volume
- Design to be compact and allow for multiple placements in variety of retail environments
- Easy set-up to facilitate incremental store visits by sales personnel

Solution

The **Central** Group infused the bar's design elements into the display vehicle itself. The structure of this merchandiser incorporated maximum appetite appeal by mirroring the shape of the Kit Kat bars on all sides of the display as well as showcasing Kit Kat packaging and branding.

This solution provides the following:

- The merchandiser acts as a beacon instore, a highly recognizable novelty display
- Unique looking display appeals to shoppers
- Easy set-up allowed for cross merchandising opportunities and placement out of category
- Maintains brand price position without the requirement for discount

Performance

- 3500 placements resulting in incremental merchandising opportunities
- Maintained Nestle's desire for a fully sustainable 100% recyclable display
- Allowed for additional points of distribution
- Significantly enhanced brand value in convenience channel
- To date, this brand has experienced positive incremental sales growth
- Gold winner at the 2013 PAC Packaging Competition Awards
- Bronze winner at the 2013 OMA Global Shop Competition Awards



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