

Cadbury SA appoints Promise to take Astros to a higher plane

Issued by [Promise](#)

29 Apr 2009

Promise was recently appointed by Cadbury SA to relaunch the Astros brand. This much-loved brand was launched in 1997. The product is renowned for its delicious multi-dimensional taste, encompassing colourful candy outer shells with a mouth-watering Cadbury chocolate inner surrounding a biscuit centre. Astronomy and all its emotive allure is a key theme attached to the brand persona. To deliver the results expected from this brief, the agency created a full brand activation via a multiplicity of media channels.



The agency output spanned from a TV commercial, an in-studio brand activation on KTV to refreshed pack designs for the Astros product and attached collateral.

Marc Watson, Creative Director at Promise, notes: "In this activation, from the get-go we wanted to involve our consumer base in a different and engaging manner, as opposed to simply providing an information campaign. The platform of the campaign (a cellphone game) is activated upon purchase of a pack of Astros. Through purchasing the product instore, kids were prompted to SMS the unique code on the pack to download the game.

"The Astros pinball game has six levels and an astronomic theme that aligns with the brand persona. Kids can then play to achieve the highest possible score to win. The scoreboard of finalists will be entered into a draw for the Grand Prize, which is a trip to the USA to watch a real live shuttle launch, and visit the Kennedy Space Centre and Epcot Centre at Disney World.

"Communicating the downloadable game mechanics was done via FSU's instore, as well as a television commercial and activations via kids TV channels in-studio.

"In addition to the activation, the agency designed new activation-period product packs as well as a post-activation refreshed pack design.

"We are delighted with this activation and feel that it sits perfectly within the brand's DNA. What has made this project equally rewarding has been the successful collaboration with partners such as Masters & Savant, Praekelt, Luma (who designed and created the game), Barrows in Durban and of course our client Cadbury South Africa. We have no doubt that Promise has provided an activation and brand refresh that sets a solid platform for future activities."

Mike Middleton, Cadbury Chocolate Marketing Director, comments: "We are very excited about this promotion as it takes our consumers to a whole new level of interaction with our brand. The game was specially designed for Astros and we anticipate that it will be loads of fun for the kids to play over and over again."

"Cadbury also thoroughly enjoyed working with Promise on this project. The agency has provided world-class creative that aligned perfectly with our brief," concludes Middleton.

▪ **Promise appoints Nic Kostouros as ECD** 8 Sep 2023

▪ **Promise wins Digital Agency of the Year** 30 Jul 2023

▪ **Coca-Cola appoints Promise to launch Creations across Africa** 8 Mar 2023

[Promise](#)

promise We're an integrated through-the-line agency making clients famous with strategically sound, expertly crafted work delivered with utmost professionalism.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>