

KIT KAT

GRABBED ATTENTION

BY SPOOFING

AN EVERYDAY

MAILING



Royal Mail

MarketReach

BACKGROUND

When Kit Kat Chunky wanted to drive trial of their new product they knew they had to convince people of its difference – its true ‘chunkiness’.



SOLUTION

They mailed a postcard that perfectly resembled the notification card that the postman leaves behind when he can't deliver a package. The real card often states that the package couldn't be delivered because it was too big for your letterbox. In the spoof version this was because a Kit Kat Chunky was 'too chunky for your letter box'.

The notification card was sure to get noticed; after having been snatched up and laughed at, recipients were directed to their local newsagent to collect their package – a free Kit Kat Chunky.



RESULTS

The humorous twist on an everyday mailing delivered astonishing results. A reported 87% of recipients went to their local newsagent to collect their Kit Kat Chunky.

