

THE POWER TO BREAK RECORDS – APRIL 2010

INTRODUCTION

Fore Good Group took over the sole distributorship for Duracell® in Southern Africa in July 2009. Local team set their sights on regaining lost market share and sparking renewed interest in the *low involvement* battery category. Part of this was to turn Easter into a major seasonal driver for the brand. An innovative experiential initiative that would leverage PR was taken - *Duracell, the Power to Break World Records*

OBJECTIVES

Reengage all stakeholders and keep the brand top of mind vs. competitors. Align to international guidelines & create interest and talk-ability in addition to turning Easter into a major seasonal driver - *bringing back the bunny*, one of the most recognised and loved brand icons in SA. Create massive brand awareness and visibility for Duracell. Include in-store and social networking component supported by above-the-line. Finally, introduce a CSI component focusing on a worthwhile cause and ultimately give back to community.

CHALLENGES

- Target wide multi-demographic target audience - Tech-Savvy Brand Buyers, Brand Loyalists, Technophobes and Device Driven Purchasers.
- Research showed that we needed to leverage affinity with the brand icon and create seasonal demand (own Easter)

STRATEGY

World's largest chocolate Easter bunny was born. Campaign strategically aligned to the brand essence of Duracell and created the type of activation that would be highly recognised and well received by target audiences.

VEHICLES

- | | | |
|-----------------------------------|---------------|------------------------|
| - Publicity (Reveal & Breakdown) | - Radio | - Social Media |
| - In & Out of Store Experiential | - Trade Comms | - Internal Comms |
| - POSM Off Location Display Drive | - Broadsheets | - Incentive Programmes |

RESULTS

- | | |
|---|---|
| - Guinness World Record (Over 3 tonnes) | - R6.5m local press exposure (mostly TV) |
| - Int. TV Exposure (CNN, Sky, BBC, NBC, Fox etc.) | - Helped Duracell reclaim #1 brand value position |
| - 2 nd highest value month | - +58% value growth vs. SPLY |

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WORLD RECORD: The Duracell chocolate bunny was built using three tons of chocolate and stands at an enormous 3.82 metres at the Sandton City centre court.

The world's biggest chocolate bunny

