

Agency

Buzzman

Client

Mondelez International

Product

Milka Chocolate Bars

Title

Milka Last Square

Country

France

Background

In 2013, Mondelez asked Buzzman to find a new way to express the brand's message "Dare to be tender."

Rather than just talk about tenderness, Buzzman wondered if they could get people to be tender, using the chocolate itself as media.

Idea

A square of chocolate was removed from over 10 million Milka chocolate bars distributed first in France, then in Germany. Now anyone who bought a Milka bar had a choice. They could either claim back that last square themselves or they could be tender and send it to someone they were fond of with a personalized and suitably tender message. All they needed to do was go to LeDernierCarre.fr and type in the code printed on the inside of the product wrapper. Then they wrote their message and left it to Milka to mail the last chunk for them.

Milka had to change its entire manufacturing process to make chocolate bars with one square missing but the results justified the decision.

Results

The campaign collected results never seen before. More than 500,000 visits were made to the website with an average time spent of 2.25 minutes per visit and more than 95,000 sharings on social networks. 220,000 squares of Milka chocolate were mailed. The videos were watched three million times. 700 articles were written about the campaign in over 117 countries, potentially reaching 70 million people and leading to CAN\$1.9M in earned media.

Insight

What a wonderfully innovative way of using mail. The digital revolution has led to an increasing amount of fulfillment mail. You go to Amazon, buy the book and then they mail it to you. This idea seems to tap into that general understanding of how online shopping works to do something genuinely sweet.

First of all, it's funny in itself that the item being redeemed, one square of chocolate, is of only marginal intrinsic value. The postage will have cost a lot more than the chocolate. However, it's the emotional value of that last small square mailed to a loved one which resonates massively.

This is mail at the very heart of an integrated brand campaign and worthy of the Gold Lion it won at Cannes in the Direct category. As well as the story being told in 700 articles around the world, it seeped out into social media as both senders and receivers of the last square commented, shared and blogged about it.

If brands are serious about wanting to establish real relationships with their core customers – their brand ambassadors – then mail is how to do it.

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10 million bars of Milka were produced with one square missing.



Printed on the wrapper was a code.



Shoppers could either have the missing square mailed back to them.



Or they could write a tender message to someone they knew.



Milka then mailed the last square to that person along with the loving message.



220,000 squares of chocolate were mailed in France and Germany.