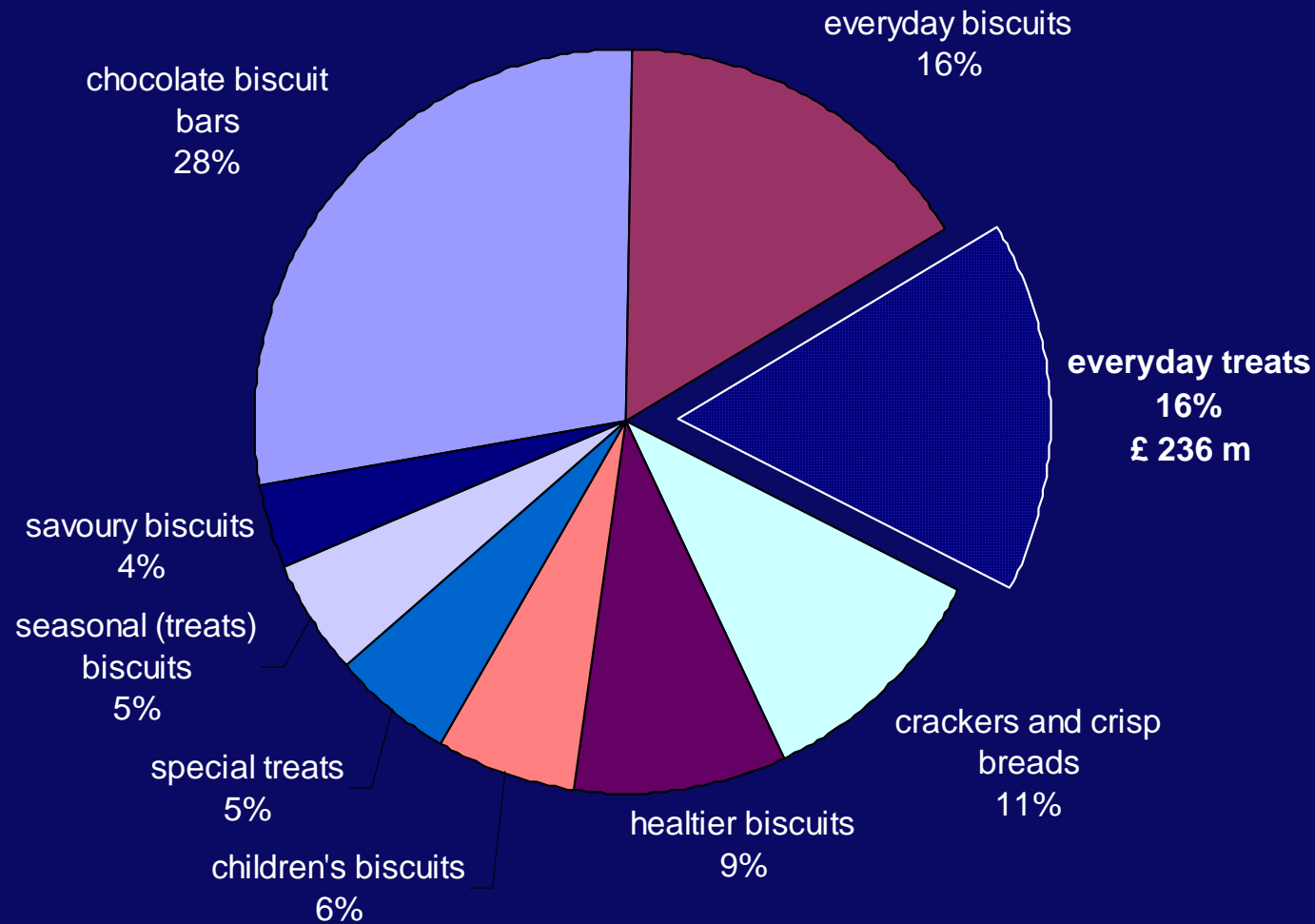


The Market Place



Total Biscuit Market: £1.517 billion, 2001





The Market Place

- Jaffa Cake brand is valued at £25 million
- Main Competitors:
 - Cadbury's Jestives
 - McVitie's Chocolate Homeweats
 - Fox's Church Creams
- Customers:
 - 25-44 year old Houswives/ Parents
- Consumers:
 - Children, Young adults
- TV, Print and Radio

Current Advertising Channels



- 7 years without advertising support before 1999
- £5 million campaign for 2002
 - 70% TV adverts, (CITV & others)
 - 25% Print, (OK!, Heat)
 - Radio Ads for World Cup (Virgin, Heart)
- Competitors Spending (2001):
 - Cadbury's Jesters £1.25 million on Press
 - Mc-V Homeweats £1.28 million on TV
 - Fox's Biscuits £1.125 million on TV and Press



Advertising

- Objectives:
 - Turn light user into heavy users
 - Develop emotional bond: 'Jaffa Cake Experience'
 - Reposition the Jaffa Cake brand
 - Shift focus on the Jaffa Cake Core brand
- Sponsorship & Radio Ads
 - market Jaffa Cakes as a „low-fat-energy snack“
 - Marketing sweets as healthy is dangerous!

Jaffa
Cakes

Example: Print Advertising



placed in „Heat“ & „OK!“, targeting female customers; housewives, high involvement

© publicis, 2002

<http://www.andidas.com/>

Example: TV Advertising

Jaffa
Cakes



© publicis, 2002

<http://www.andidas.com/>



Sales Promotion

- Method
 - Volume generating promotion
 - „Buy One get One free“
- Short-term Effectiveness
- In Store/ POS
 - Types of retailer
 - Shelf Space
- Innovation
 - Seasonal Packaging Designs
 - flavour and eating method (with tea or hot chocolate)



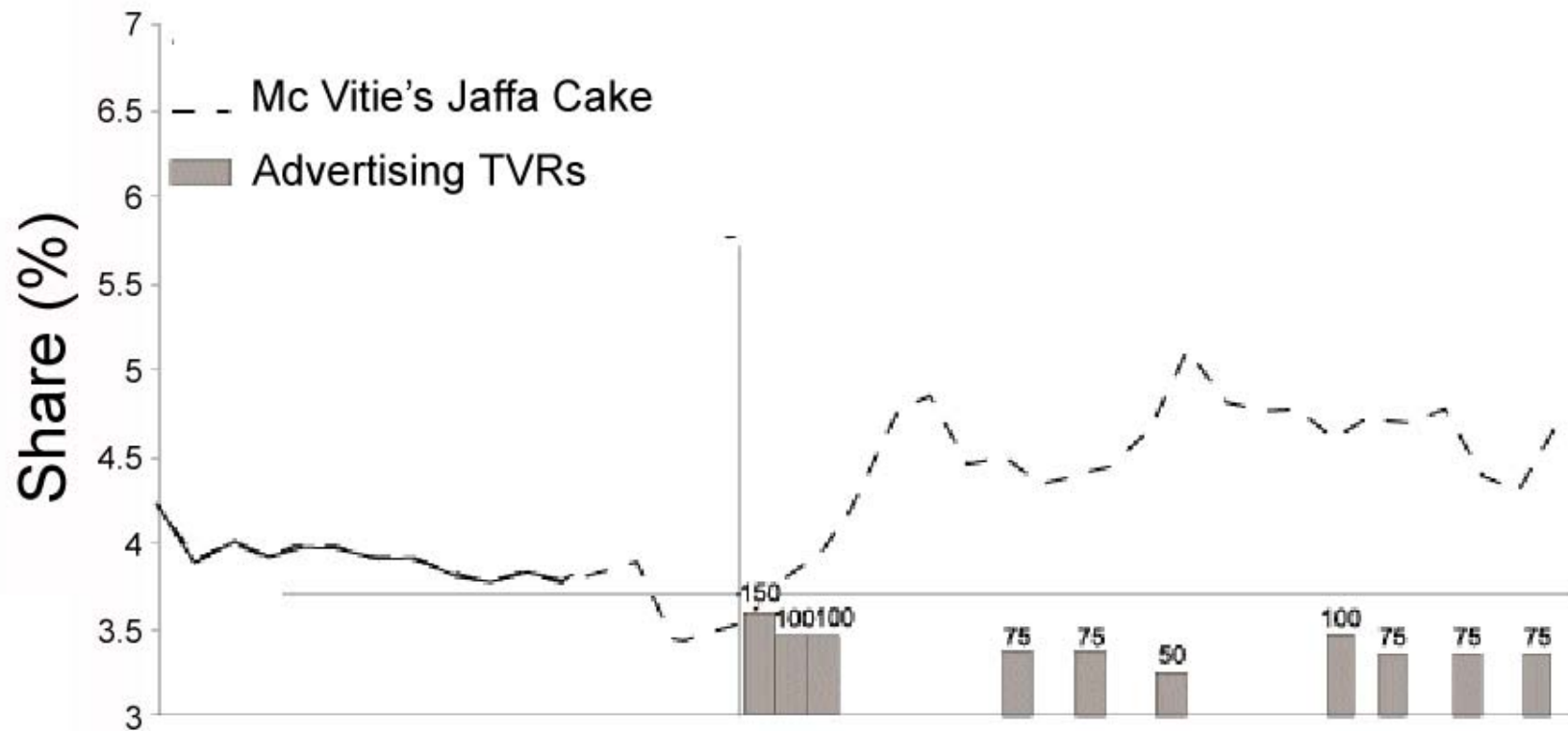
Integration

- Good Balance & Channels
- IPA Grand Prix 2000 for its advertising effectiveness
- Man.United/ World Cup Sponsorship:
Low fat energy snack
- Independant Television Commission
- Packaging
 - target younger children (primary school)
- Internet, new media
 - Online games, advertised on the packaging



How to measure success

McVitie's Jaffa Cakes' 1999 Base Share of EDT Segment



- Source: IPA



Future Trends

- Positioning:
 - healthy? More brand extensions?
- Limited Editions (KitKat)
 - New taste
- TV Programme Sponsoring,
 - as a snack to be eaten in front of TV?
- Advertise Jaffa Cakes on Cinema in conjunction with Sales?