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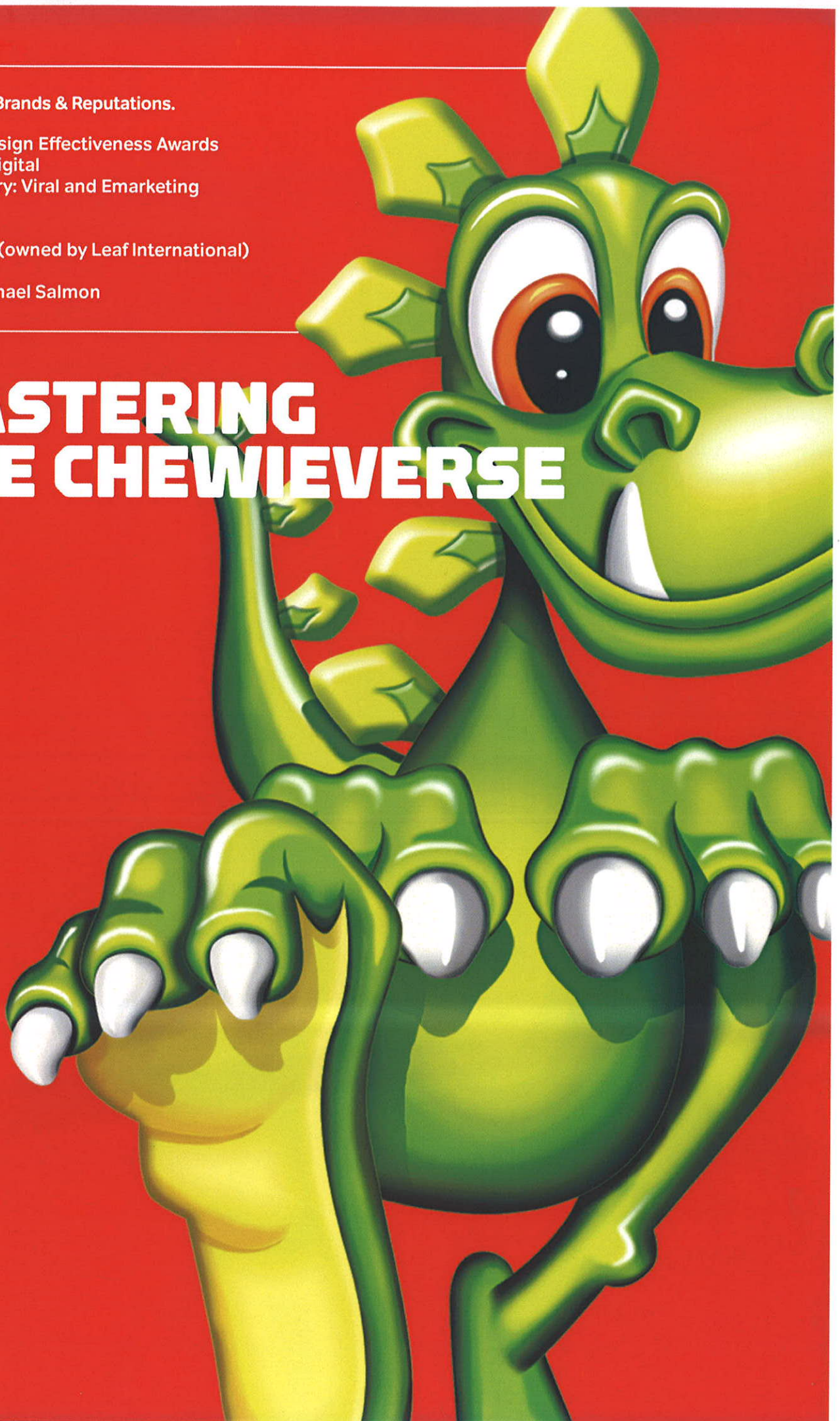
**TAYBURN** Brands & Reputations.

Entry for Design Effectiveness Awards  
Category: Digital  
Sub-category: Viral and Emarketing

By Tayburn  
for Chewits (owned by Leaf International)  
July 2011  
Author: Michael Salmon

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# MASTERING THE CHEWIEVERSE



## Executive Summary (222)

If you were a child of the eighties you may fondly remember the Chewits adverts of the era. Back then the sweets brand was a prolific TV advertiser and its memorable adverts depicted a monster character munching on everything from the Taj Mahal to Barrow-in-Furness bus depot, before finally finding satisfaction in a packet of Chewits. Simpler times.

Today, regulations banning marketing products high in salt and sugar from ad breaks in TV programmes aimed at u-16s have been in place for 4 years. Instead, Chewits concentrates marketing spend online, introducing the brand and its mischievous mascot to a younger audience, whilst re-engaging with a nostalgic audience.

At the heart of the digital marketing is the creative approach and interaction between consumers and brand mascot 'Chewie the Chewitsaurus'. A comprehensive digital programme centred on Chewie and his world has achieved impressive results for an iconic British sweet brand that had lost its way.

Since the launch of the project in Jan 2010, progress has been spectacular. Chewits has received 160,000 visits to the website, gained almost 80,000 Facebook fans and achieved more than 1.9 million plays on Chewits games. Market research indicates that this digital activity has directly increased brand awareness and has also led to the brand becoming the chewy sweet of choice amongst its target audience. Something to chew over.

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**...PROGRESS HAS BEEN SPECTACULAR.  
CHEWITS HAS RECEIVED 160,000 VISITS  
TO THE WEBSITE, GAINED ALMOST  
80,000 FACEBOOK FANS AND ACHIEVED  
MORE THAN 1.9 MILLION PLAYS ON  
CHEWITS GAMES.**

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## Project Overview

### Outline of project brief

The long-term brand objective for Chewits is to become Britain's favourite chewy sweet for kids. In order to achieve that objective, Tayburn was tasked with raising awareness amongst a younger audience, making Chewits become memorable to that audience, whilst also fostering brand loyalty.

Short-term, 2010 was the year in which Chewits sought to make meaningful contact with potential customers online, enticing prospective customers into a position where Chewits becomes more than an impulse sweet selected at point-of-sale but, rather, a regularly bought favourite of kids.

- **Business Objective 1:** To develop a loyalty programme with a programme of year-round activity. To achieve 10,000 fans on Facebook by end of 2010.
- **Business Objective 2:** To demonstrate measured brand awareness and brand preference amongst loyal customers, when compared to rivals.

SEGMENTED AUDIENCE OBJECTIVES AND KPIS					
AUDIENCE	MALE & FEMALE 6-10	FEMALE TWEEN	MALE TWEEN	PARENTS	NOSTALGICS
<b>Key challenge</b>	Key audience segment. Increase brand awareness and create opportunities for audience to engage with Chewie.	Key audience segment. Increase awareness through Facebook. Drive fan loyalty.	Make Chewits and Chewie a personality that tween-age boys are happy to engage with. Align activity to something that is cool amongst their age group.	Gain parental approval that Chewits is a trusted brand that parents are happy for their child to be eating.	To get people who remember the brand from the seventies and eighties to re-engage with Chewits, as they will be the parents & relatives of today.
<b>Activities</b>	Drive audience to website and Chewits adventure games.	Use invisible narrator updates to promote audience growth. Target specific promotional campaigns at audience. For example, valentine's competition.	Online partnership with Match football magazine. World Cup vodcasts on YouTube and Facebook. Promotional campaigns such as favourite flavours.	Promote Chewits sports courses to parental audience. Emphasise brand values of 'fun' and 'active'.	Promote old, nostalgic Chewits adverts to audience segment. Re-ignite the strong brand equity.
<b>KPI</b>	Achieve 80,000 plays of adventure games by end of 2010.	Achieve 40% audience share on Facebook.	Achieve 10,000 Facebook embeds of world cup vodcasts. 25,000 players of World Cup fantasy football game. Achieve 20% audience share on Facebook.	Achieve 20% of sport course bookings from digital activity.	Achieve 5,000 views of nostalgic Chewits adverts.

## Description

In a market consisting of chocolate, gum, cereal bars and sugar confectionery, there is an ever increasing choice for kids. It is therefore important that any confectionery brand carves out a position in the market by being distinctive and memorable. Chewie embodies the Chewitsaurus character in a form that kids enjoy and interact with. With advertising regulations banning marketing products high in salt and sugar from ad breaks aimed at u-16s, Tayburn created a comprehensive digital strategy with creative engagement at its heart.

## The Strategy

Online, young people consent to invite Chewits into their world. It is a place where they talk, share and play with friends. Kids communicate with Chewie much like a friend. It is their domain and a powerful, persuasive place.

The strategy was set to develop quality interactions between Chewie and his audiences on appropriate digital channels. These interactions would help push audiences along a loyalty ladder towards brand advocacy.

## A stepped approach to loyalty



## **Overview of market**

The UK confectionery market generated revenues of \$12.4 billion in 2006, with estimated growth of 11.2% by 2011 (source: Datamonitor). Chewits compete with established brands such as 'Starburst', 'Fruitella' and 'Skittles' in the chewy sweets category.

In a market consisting of chocolate, gum, cereal bars and sugar confectionery, there is an ever increasing choice for kids. It is therefore important that any confectionery brand carves out a position in the market by being distinctive and memorable. Chewie embodies the Chewitsaurus character in a form that kids enjoy and interact with both in animated form but also in communication and activity.

### **Project launch date**

January 2010

### **Size of design budget**

c.£40k (does not include build of digital elements).

## Outline of design solution (500)

Tayburn's role was to develop a creative and appealing online offering, centring on the brand mascot. The delivery of the campaign took place on a number of digital channels, in line with our strategy to entice consumers on a journey towards brand advocacy.

Our initial creative challenge was to bring Chewie into the 21st century, making him suitable for the digital environment.

Over the years he's been a 3D clay model, a luminous green, pot-bellied cartoon and a cutesy, flat graphic! He is now a slimmer, better proportioned version of himself. His once flat appearance now has a computer-generated 3D depth, bringing him in line with the style of other popular contemporary characters.

### Chewits website



[www.chewits.co.uk](http://www.chewits.co.uk)

The website was central to the Chewits story. It provided the background to Chewie in presenting his 'world'. The animated gaming website, took cues from Chewits' adverts of old, where the user takes control of Chewie, guiding him around famous UK landmarks in search of his favourite chewy snack.

## Chewits Facebook

facebook

Email  Password  [Log In](#)

Keep me logged in [Forgotten your password?](#)

[Sign Up](#) Facebook helps you connect and share with the people in your life.

**Chewie the Chewitsaurus** Like

Food/Beverages

Wall [Everyone](#) · Chewie the Chewitsaurus

**Chewie the Chewitsaurus**  
Chewers your wait is finally over. After being inundated with ♥ this month, it is time to reveal the winners! The lucky winning chewers are (drum roll please) Ellie Bromley, Debra Hainsworth, Belle Smyth, Deborah Swain, John Tooth, Lorna Peppiatt, Ryan Davis, Geri Gibson, Lian Langton, and Arron Grange. Congratulations!  
Friday at 01:49 · Like · Comment

[Freya Robertson, Lorna Peppiatt, Stephen Godfrey and 7 others like this.](#)

[View all 10 comments](#)

**Chewie the Chewitsaurus** Fear not Darcy, plenty more chews in the sea... dont give in, always a chance round the corner for fans to win tasty treats  
Friday at 14:35 · Flag

**Horven Hangle** cant believe i never one i never win  
Saturday at 10:15 · Flag

**Chewie the Chewitsaurus**  
Chewits Valentine's competition - NOW CLOSED.  
Thank you for all your love ♥  
The champions will be announced soon.  
15 February at 04:12 · Like · Comment

[Melissa 'squishy' Loveridge, Tasha Cann, Amy Bennett Kane and 9 others like this.](#)

Wall

Info

Chewie Games

Posts

Photos (24)

Video

More -

**47,815**  
people like this

Likes

[MATCH Magazine](#)

[Chewits](#)

[Premier Sport](#)

<http://www.facebook.com/ChewietheChewitsaurus>

Facebook is fundamental to our engagement and loyalty strategy. It is where we communicate with, grow and retain our fan-base. A promotional calendar was employed and campaigns included:

- A fan-led campaign which encouraged Chewits to revive its Ice-Cream flavour.
- A NPD insights-programme backing the brand to launch its new Cola flavour.
- 'Vote for the Chewitsaurus party', which achieved 13,000 fewer fans than the Conservative party page during the General Election.

### The role of the invisible narrator

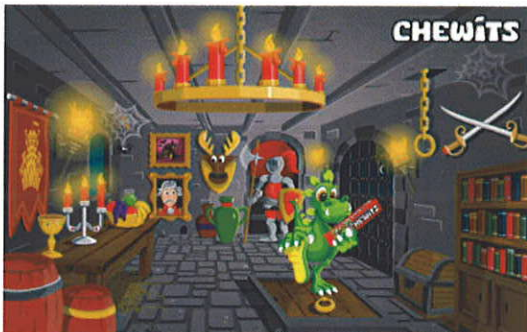
The ability to speak to fans through Facebook allowed Tayburn to provide a little personality injection. Chewie is a mischievous, cheeky, adventurous character who needed to communicate in online scenarios, so he has a secret weapon ... an invisible narrator! Inspiration came from 1950's-style radio serials. The narrator added drama and excitement, in comic-book style, with a knowing and dry humour.

'Calling all Chewits chompers! Chewits, purveyors of your favourite tongue-tastically tasty treats, want to hear from you! Post your pick of irresistibly irresistible new flavours you'd like to savour from Chewits and you could win your height in delicious chews! For more details, visit [www.chewits.co.uk](http://www.chewits.co.uk). Until our next adventure...'

'Taste alert, taste alert... scrumilicious Strawberry, Xtremely Sour Apple, fantastical Fruit Salad, blissful Blackcurrant – flavours to tickle those tiny tastebuds while you chew your way through the summer. But which flavour do you favour – the Chewiverse wants to know! Take our poll now and find out which chews are the choice of our network friends everywhere. Until our next adventure...'

'Citizens chewers of the world, we call upon you for help. We're digging around to find out where our beloved Chewie hails from. Every Chewitsaurus needs a sleepy suburb or mental metropolis to call home, but where do you think he was 'Born to be Chewie?': Chewkesbury? Chew Quay? Manchewster? Get your grey matter chewing on that one and post below. Until our next adventure...'

### Games



<http://www.chewits.co.uk/adventuregames/>

The adventure games feature Chewie getting into a spot of bother in a castle and a spaceship. To help him escape players must complete a series of puzzling tasks; testing their reasoning skills.

The games were launched on the website and were seeded on gaming websites. Fans eagerly took on the challenges. Tayburn developed a viral application enabling users to challenge their friends – up to 32 at a time – within Facebook. Comments on the game are invited and players actively share hints and tips to each other.



## Where to buy Chewits

### Wondering where to buy Chewits?

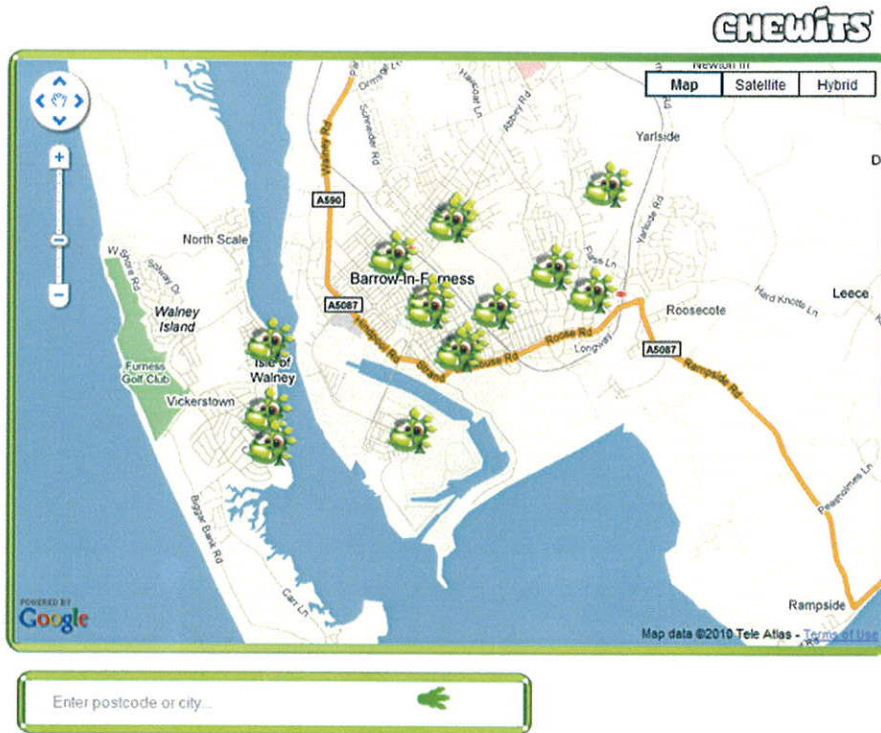
Simply enter your UK town, city or postcode below. Click the claw and Chewie will point you in the right direction!

### Other places worth visiting...

[Home](#)

[Chewie on Facebook](#)

[Adventure Games](#)



<http://www.chewits.co.uk/wheretobuy/>

Commercialising our online activity is imperative. We created an innovative mash-up of a Google map and a database of stockists to create the 'Where to buy Chewits' application. This application has been integrated into all activity, ensuring that fans know where to find the chewy treats in over 20,000 locations.

## Online partnership with Match magazine



<http://match.fantasyleague.com/>

In order to capitalise on the World Cup, Chewits embarked on an online partnership agreement with Match (a football magazine aimed at boys 6-16). The campaign encouraged Chewits fans to 'Roar when England score' during the World Cup. The partnership produced excellent content and results.

## Summary of Results

### Business Objectives

#### Business Objective 1

To develop a loyalty programme with a programme of year-round activity. To achieve 10,000 fans on Facebook by end of 2010.

#### Result

By the end of 2010, 32,000 fans had joined the Chewits' Facebook group, engaging in campaigns. By 28th June, this group had grown to 79,839 fans. (Facebook analytics).

#### Business Objective 2

To demonstrate measured brand awareness and brand preference amongst loyal customers, when compared to rivals.

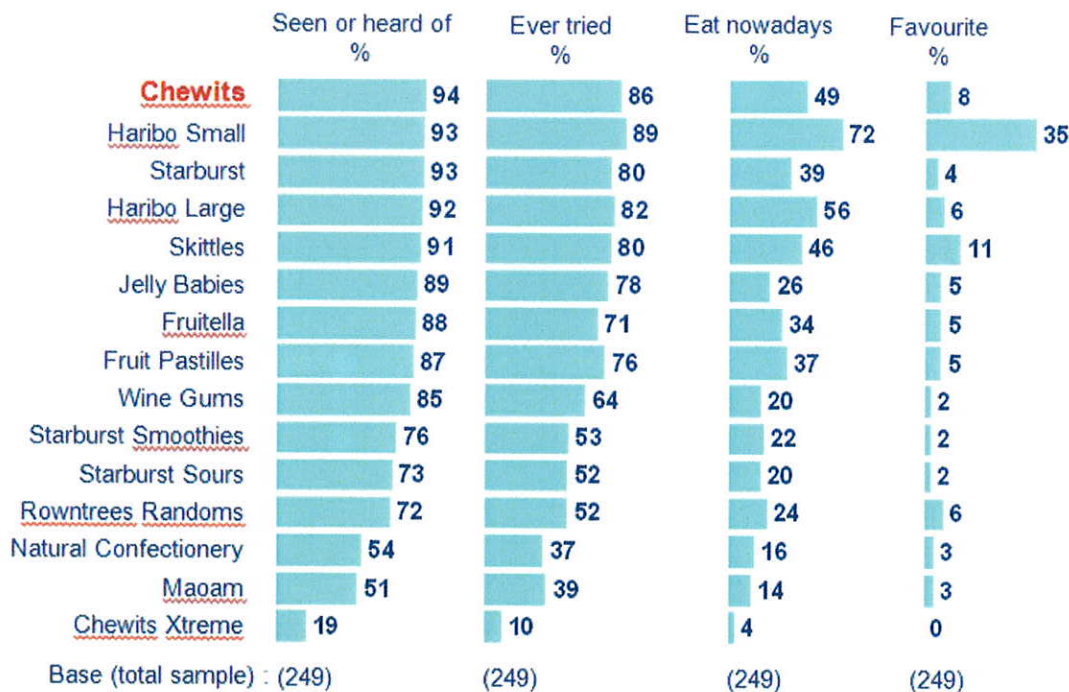
#### Result

Market research indicated that 94% of sample had seen or heard of Chewits, compared to market rivals Starburst (93%), Fruitella (88%) and Wine Gums (85%). 86% of group had tried Chewits and 49% continued to eat the sweet on an on-going basis, with 8% of the sample stating that Chewits was their preferred brand.

## Summary of market research findings

In August 2010, One MS undertook a qualitative and quantitative evaluation of brand status. A summary of findings follows as below:

- Which of the following sweets have you seen or heard of?
- Which of these sweets have you tried, even if it was only once?
- Which of these sweets do you eat nowadays?
- And, which **one** of these sweets is your favourite?



Various attitudes were measured to indicate both brand awareness and brand preference. Positive indications of brand awareness and preference are listed below:

- More older children purchasing from local shops (greater independence), whilst younger kids biased towards supermarkets (shopping with parents).
- Older children displaying greater independence in choosing sugar confectionery. Younger kids still subject to the influence of their elders.
- 94% of the sample has seen or heard of Chewits (when compared to Starburst 93% and Fruitella 88%).
- 52% of children aged 7-10 continue to eat Chewits (against Starburst 39% and Fruitella 34%).
- 45% of children (twens) aged 11-14 continue to eat Chewits (against Starburst 39% and Fruitella 34%).
- The sample was presented with various statements and asked to indicate which of the statements was appropriate to a brand. 36% of the sample stated that Chewits are 'really cool' (compared to Starburst 35% and Fruitella 27%). 35% of the sample stated that Chewits 'really know what kids want' (compared to Starburst 27% and Fruitella 20%).

(SOURCE: One MS field research. Sample of boys and girls aged 7-14 who eat sugar confectionery at least once per week. Sample size 249).

## SEGMENTED AUDIENCE OBJECTIVES AND KPIS

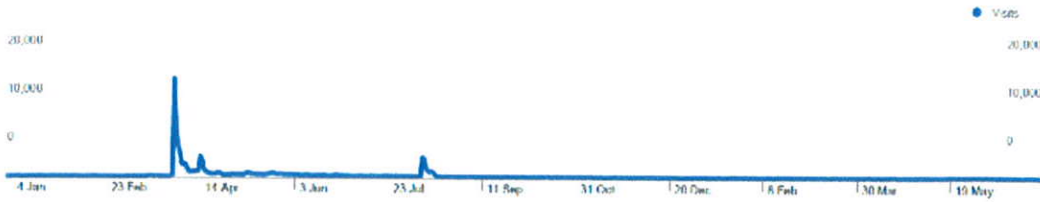
AUDIENCE	MALE & FEMALE 6-10	FEMALE TWEEN	MALE TWEEN	PARENTS	NOSTALGICS
<b>KPI</b>	Achieve 80,000 plays of adventure games by end of 2010.	Achieve 40% audience share on Facebook.	Achieve 10,000 Facebook embeds of world cup vodcasts. 25,000 players of World Cup fantasy football game. Achieve 20% audience share on Facebook.	Achieve 20% of sport course bookings from digital activity.	Achieve 5,000 views of nostalgic Chewits adverts.
<b>Summary of results</b>	Game plays – in the period from March-Dec 2010, months achieved 131,116 UK plays and 1,729,713 plays worldwide. [Source: Google Analytics]	Facebook growth – from 250 fans in Dec '09 to 32,000 fans by end of Dec 2010. Facebook profile breakdown – 56% female 13-17 against KPI of 40%. [Source: Facebook analytics]	23% male 13-17 against KPI of 20%. Match partnership: 30 Facebook vodcasts received during the campaign and embedded onto 22,000 Facebook pages. Fantasy football game played by 64,506 players, 7mins 24secs average time on site [Source: Match magazine]	Direct Traffic from digital. 14,716.00 (27.72%)	Achieved 363,666 views of nostalgic adverts from Jan-Dec 2010. [Source: Yahoo analytics]

### Other influencing factors

- PR: A PR campaign operated by Euro RSCG helped announce campaign developments such as the launch of Chewits games, Where to buy application etc. Call-to-action for all PR activity was to the Chewits website where the design had direct influence in pushing visitors along the loyalty ladder.
- Sports courses operated by Premier Sport and sponsored by Chewits were promoted through the digital campaign. Similarly, and in a reciprocal nature, children taking part in sports courses were made aware of the Chewits website and games.

### Research resources

- One MS field research. Sample of boys and girls aged 7-14 who eat sugar confectionery at least once per week. Sample size 249.
- Datamonitor report. UK confectionery market 2010.
- Google analytics: Chewits.co.uk



Site Usage

161,253 Visits

43.36% Bounce Rate

921,755 Pageviews

00:04:52 Avg. Time on Site

5.72 Pages/Visit

85.77% % New Visits

Facebook analytics



Wall

- Info
- Chewie Games
- Photos
- Video
- Polls
- Notes
- Links
- More

About

Welcome to the official Chewits Facebook page. Unleash the taste adventure!

80,166 people like this

Chewie the Chewitsaurus



Food/Beverages



Wall

Chewie the Chewitsaurus · Top posts



Chewie the Chewitsaurus

Claw biting stuff today at Wimbledon chewers... Massive congrats to Novak Djokovic, commiserations to Rafael Nadal.

Sunday at 11:00 · Like · Comment

Lucy Brown, Jarmila Kozmova, Tamsin McDougall and 24 others like this.

View all 4 comments



Ashleigh Tinks Saxon Same Amelia.

Sunday at 11:27 · 1 person



Amelia Macdonald cool there yummy

Monday at 00:18



Findlay Hart

Like extreme sports?

Chewits Xtreme and Team Extreme have got some really cool shows going on in July.

Check out [www.facebook.com/ChewitsXtreme](http://www.facebook.com/ChewitsXtreme) and [www.chewitsxtreme.co.uk](http://www.chewitsxtreme.co.uk)

WARNING! DON'T BITE OFF MORE THAN YOU CAN CHEW!



Chewits Xtreme

[www.facebook.com](http://www.facebook.com)

Chewits Xtreme - Welcome to the official Chewits Xtreme Facebook page. For Xtreme chewers only! | Facebook

01 July at 04:27 · Like · Comment

Chewie the Chewitsaurus likes this.



Chewie the Chewitsaurus