

# KIT KAT JAPAN

Japan is one of the most densely populated countries in the world, and with an aggressive retail market, getting shelf space isn't an issue – it's keeping it.

Every Spring, the Japanese send good luck messages to students prior to taking their school entrance exams. Kit Kat is pronounced 'Kitto Katsu' which translates into 'surely win'. From this, the company is always thinking of new and innovative ways to stay on brand and keep consumers excited in the product.

## OBJECTIVE

Kit Kat Japan wanted to spread the love to family and friends through the chocolate bar, for Kit Kat to remind people of the good omen of good luck and inspire the country to send students Kit Kat bars to say, "Kitto Katsu, you'll surely win on your exams".

## METHOD

According to Cédric Lacroix, who manages Nestle in Japan and Korea, nearly 5 million Kit Kat bars are eaten daily by the Japanese. To ensure their campaign had immense impact on the staggering population of 127 million, they turned to the largest institution in Japan, the post office. Japan has over 20,000 post offices across the country and this was best way to reach as many people as possible. From this, the partnership between the Government, Japan post and Kit Kat introduced Kit Kat Mail – a Kit Kat consumers could buy at the post office and write a personalised, heartfelt message to send to family and friends.

Post offices around the country were covered in Kit Kat branding and point of sale to promote the innovative and thoughtful campaign.





## RESULTS

The campaign results were an unprecedented success and proved the Japanese enjoy spreading the love between fellow friends, family and colleagues. In total, the campaign generated over \$11,000,000 worth of free publicity for the brand. The act of sending one short and sweet message was all it took to spark conversation about the confectionary brand.



Sources:

Konbini, Kitto Katsu: Why the Japanese love Kit Kat bars so much, 2017  
 Popai, Grocery Display Effectiveness Study, 2013

## CONCLUSION

Packaging plays an important role in capturing consumers' attention and launching them into action. Through innovative packaging, Kit Kat Japan turned what was once just another chocolate bar into something synonymous with good luck. With Brands having approximately 0.9 seconds to convince shoppers to see their display, Kit Kat Japan used both packaging and point of sale display to the enth degree in an attempt to promote a feel-good message. Incorporating consumer engagement into the packaging is a fresh idea to get people involved with the campaign and have a great story to share with family and friends.