

Cadbury  
*Secret Santa*  
Postal Service



SEND FREE  
CHOCOLATE

SCAN QR CODE



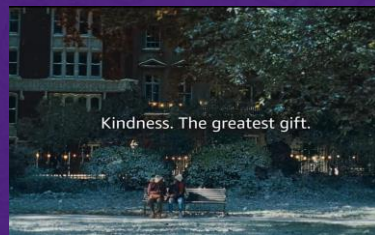
Stop weeping on the sofa,  
start gifting with a poster:  
How Cadbury won Christmas

The size of the Christmas prize =

**24%**

Of annual UK chocolate sales,  
Equivalent to **over £1B in value.**

# Christmas advertising landscape: The UK's Superbowl



(and a proper sob fest)



# Approaching the season differently

**FROM**

One-off campaign

TV centric

Make me feel



**TO**

Repeated rituals

Holistic (including TV)

Make me do

# Cadbury Secret Santa



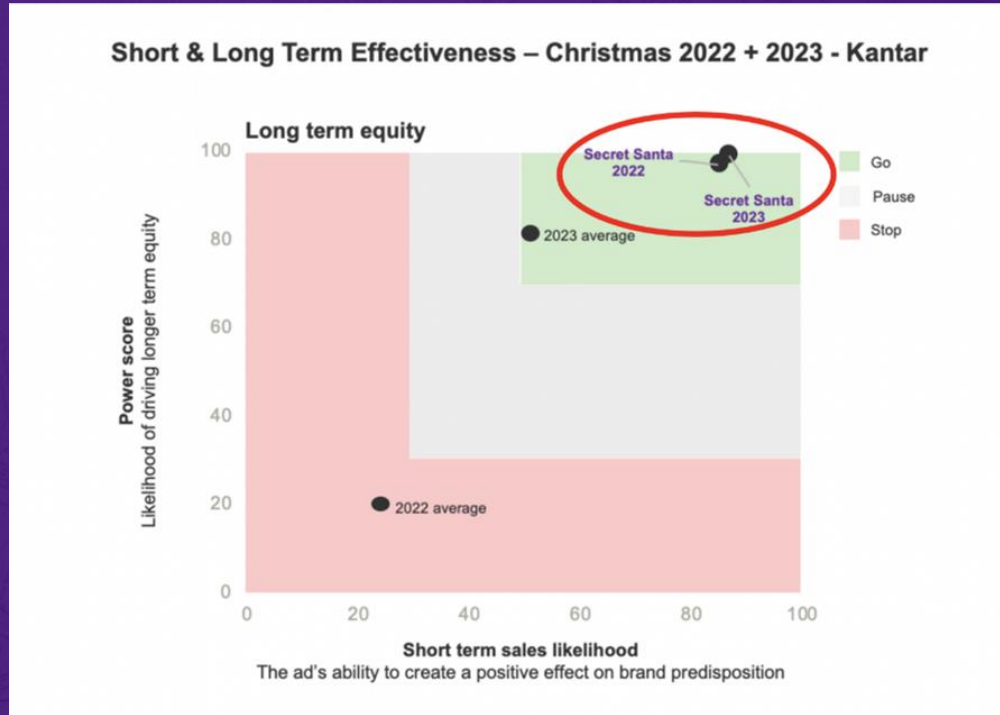
## Pop-up Postal Service



# The results

## Cadbury Secret Santa balanced the long and the short

It achieved close to 100% on long term equity and short-term sales likelihood in both years, with 2023 fractionally higher (measured by Kantar)

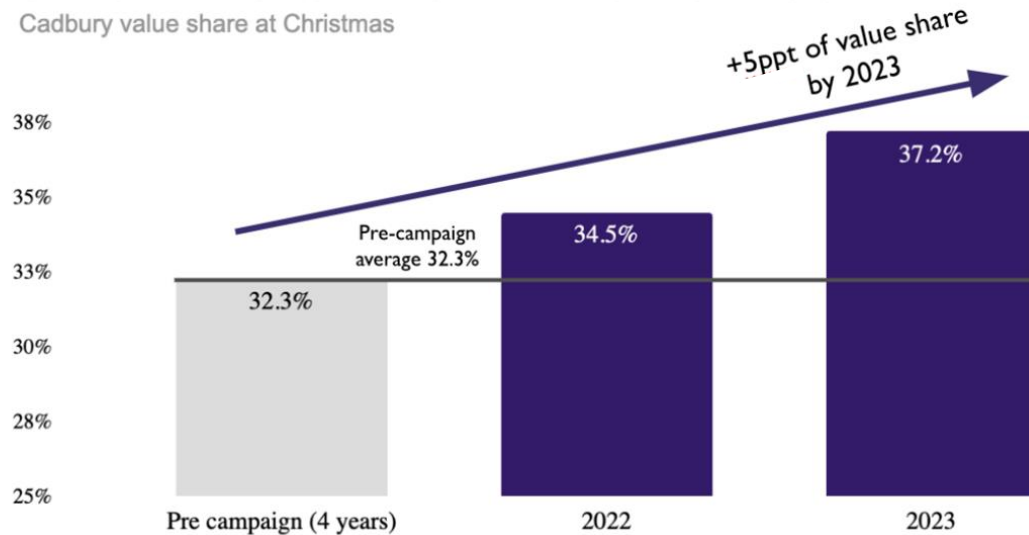


# The results

And we grew value share

## CADBURY VALUE SHARE GREW BY +5PPTS BY 2023

Cadbury value share at Christmas



Source: Nielsen