

BRITANNIA[®]
THE ORIGINAL
BOURBON
CREME BISCUIT WITH CHOCOLATE

RE—LAUNCHING BRITANNIA BOURBON



BRITANNIA BOURBON SET UP THE PREMIUM CREAMS MARKET IN
INDIA WITH ITS LAUNCH IN 1955 –
THE ORIGINAL CHOCOLATE CREME BISCUIT

However, with Oreo's entry in 2011...

- Britannia Bourbon share(volume) fell from 25.7%(2016-17) to 18.1%(2022-23)
- Oreo commanded a 29.3% share!(2022-23)

CADBURY OREO HAD TURNED A YESTERYEAR 'LEADER' INTO A 'HAS-BEEN'

WITH AROUND 5X THE MEDIA SPENDS of Britannia Bourbon & 2 LEADING CELEBS (MS Dhoni and Ranbir), Oreo recruited new trialists much faster than Britannia Bourbon.



Also, Oreo's engaging ritual of 'Twist-Lick-Dunk' hooked the audience

TWO SETS OF TARGET AUDIENCE WE NEEDED TO CONVINC

PRIMARY:

OREO CONSIDERERS AND THEIR 'DESIRE FOR INDULGENCE'

- Non-crème biscuit consumers were upgrading to premium crème biscuits, especially Oreo, that was recruiting new triers fastest@5%
- We had to excite these potential consumers to try Britannia Bourbon instead of Oreo

SECONDARY:

CURRENT OREO CONSUMERS AND OUR NEED FOR THEM TO 'RE-EVALUATE' BRITANNIA BOURBON

- We had to entice the current Oreo consumers to prefer Britannia Bourbon instead
- So, we had to find a stronger hook for Britannia Bourbon over other crème biscuits

Thus, the CHALLENGE was to REVITALISE BRITANNIA BOURBON to GAIN VOLUME SALES despite-

- Britannia Bourbon being an old brand that had nothing new to offer
- Oreo's celebrity backed advertising
- Oreo being deeply embedded in hearts and palettes of India
- With Britannia Bourbon's estimated spends just around 1/5th that of Oreo

OUR LEARNING

Consumer Data revealed that CHOCOLATE WAS THE RECRUITING FLAVOUR upgrading new triers into premium crème (81% of the category)



Oreo was succeeding in recruiting these new trialists faster than Britannia Bourbon



And this despite Britannia Bourbon being the original crème biscuit

Was there an ownable way of staking claim on 'chocolatey-ness?'

OUR LEARNING

WHEN WE SPOKE TO BRITANNIA BOURBON LOYALISTS, A SIMPLE PRODUCT UNIQUENESS SHONE THROUGH-

Britannia Bourbon was essentially **“3 layers of chocolate”** –
'Chocolate crème sandwiched between two chocolate biscuits'

“The biscuit shells as well as the crème in between is chocolatey”

“I like Britannia Bourbon because it is so chocolatey, there is flavor in biscuit as well as the cream”

“Here, there is chocolate in biscuit shells as well”



ADDITIONALLY A SIMPLE PACKAGING TEST THAT HAD THE SAME BRITANNIA BOURBON BISCUIT IN THREE DIFFERENT WRAPPERS, EACH WITH INCREASING DEGREE OF 'CHOCOLATEY' CODES – REVEALED THAT THE BISCUIT THAT CAME OUT OF THE MORE 'CHOCOLATEY' WRAPPER WERE SEEN AS MORE CHOCOLATEY

“I liked the biscuit coming from the second pack more because it has more chocolate in it”

“I feel the second biscuit that you gave was more chocolatey”

If a simple packaging test could reveal such a response... Imagine what a campaign could do.

STRATEGIC INSIGHT:

People eat with their minds first

THREE LAYERS OF
CHOCOLATEY-NESS

Britannia Bourbon:
'CHOCOLATE
CHOCOLATE
CHOCOLATE'

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