

Cadbury
Celebrations

A stylized graphic of fireworks or bursts in shades of gold, brown, and purple, centered behind the main text.

Spreading Generosity
Every Diwali

ET Kaliedo Awards 2024: Persistent Long Campaign

Cadbury Celebrations

Since the pandemic, Cadbury Celebrations' message to its consumers has seen an evolution as the brand now encourages everyone to spread joy, generosity and kindness, while giving hope to those around them. And now, India waits for Cadbury Celebration's next ad for the festive season.

How has this happened?

2021

#NotJustACadburyAd



2022

#ShopForShopless



2023

#ThisAdIsMyStore



Cadbury Celebrations

How Cadbury Celebrations continued to spread generosity for Diwali:

The Strategy

2021



2022



2023

#NotJustACadburyAd

- Cadbury Celebrations partnered with Shah Rukh Khan to create an ad powered by AI which could be used by anyone— thereby encouraging audiences to support their local stores during Diwali.
- The AI-powered, hyper-personalised ads featured more than 2,000 grocery, retail, consumer electronics, home décor, clothing, furniture and jewellery stores across the country.
- A total of 130,000 ads were created featuring 2,000 stores which gained 94 million views across YouTube and Facebook.

#ShopForShopless

- Cadbury Celebrations helped make Diwali sweeter for street hawkers by empowering them. #ShopsForShopless is a campaign that aims to support street hawkers who have no permanent stores by creating virtual stores for them.
- The brand created a tech platform which connected and allowed customers to spotlight their favourite vendors/ hawkers.

#ThisAdIsMyStore

- With #ThisAdIsMyStore, Cadbury Celebrations gave talented homepreneurs the platform to shine by turning every Cadbury ad across all formats – including billboards, digital outdoors, mobile outdoors, online, print, and TV – into a shoutout for their business aka ghar ki dukaan.
- Each ad featured a unique QR code that redirects users to their local homepreneur's WhatsApp for Business chat, where they can discover and shop for homemade items.

Cadbury Celebrations

What the coverage looked like.

2021

#NotJustACadburyAd

Cadbury Celebrations reinvents 'NotJustACadburyAd' with SRK, wins hearts for promoting local businesses

The campaign executed by Ogilvy and Wavemaker blends Shah Rukh Khan's star image using AI to create customised ads for local shops

BestMediaInfo Bureau
25 Oct 2021 10:00 IST



Cadbury's reinvented 'NotJustACadburyAd' campaign for this Diwali featuring actor Shah Rukh Khan, is raising awareness from customers and advertisers alike for taking up the cause of supporting small businesses that took a severe hit due to the pandemic.

BEST MEDIA INFO



2022

#ShopForShopless

This Diwali, Cadbury Celebrations gifts permanent virtual store to hawkers

Cadbury Celebrations has launched #ShopsForShopless campaign to support hawkers in setting up their shops through a simple scan of a QR code.



Namit Singh Sengar · ETBrandEquity
Updated On Oct 3, 2022 at 06:54 PM IST

Read by:
4499 Industry Professionals



A still from the ad film

As the country gears up to celebrate Diwali, Cadbury Celebrations has rolled out #ShopsForShopless campaign. It celebrates the power of communities coming together through technology-enabled solutions.

The campaign aims to support and empower the street hawkers who don't own permanent stores.

The brand is leveraging QR code technology through which users can scan a Cadbury Celebrations pack to identify nearby hawkers and the products sold by them. It captures the insight that hawkers and operators don't have a store. They keep moving around and other challenges.

ET BRAND EQUITY.com



2023

#ThisAdIsMyStore

Cadbury Celebrations rolls out its Diwali campaign #ThisAdIsMyStore

The campaign is built around channeling prosperity towards smaller home-based businesses selling varied seasonal Diwali items

Written by BrandWagon Online
October 18, 2023 18:45 IST



The campaign was executed with the help of tech partner Delta X and production partner EarthSky Pictures

Cadbury Celebrations has launched its latest campaign #ThisAdIsMyStore ahead of Diwali. As per the company, the pan-India campaign puts the spotlight on thousands of small business owners, giving them the visibility they need to have a bumper Diwali.

FINANCIAL EXPRESS
Read to Lead

Cadbury Celebrations

How spreading generosity has aided Cadbury Celebrations Business objectives.

2021

#NotJustACadburyAd



The campaign has been recognised internationally, & has won a prestigious **Cannes Lion Grand Prix** award



1.3 lakh stores created their own version of the ad and promoting it on their own social media. The campaign trended on twitter with **11000+ mentions** during Diwali,



33 Mn packs (highest seen ever) were sold with a **30% growth in revenue**. the campaign saw a total **MEI value of over INR 1 cr.**



2022

#ShopForShopless



An approximate growth of 20% in business compared to Diwali 2021. **Over 3,500 hawkers** joined the initiative, and virtual shops opened across **10 key cities**.



Around **3.2 million unique scans** led visitors to our platform, there were **almost 1 lakh unique visitor registrations** and **over 60%** visitors discovered and connected with hawkers around them.



The narrative was covered by key publications such as CNBC Storyboard, ET Now, ET Brand Equity, etc., yielding MEI value of INR 1.07 cr.



2023

#ThisAdIsMyStore



25000 digital stores opened for women entrepreneurs



The campaign was covered by leading A&M media including ET BrandEquity, Exchange4media & Campaign India, yielding a total MEI value of **INR 16 Lakhs**