

Recapturing the spirit of Galaxy: the Choose Silk Campaign



Sarah Sternberg, Emma Thornton

Summary

Galaxy had long been one of the UK's favourite chocolate brands, renowned for its silky smooth taste and iconic advertising. But recently, the brand's growth had begun to slow, and the communications had strayed from its heritage.

To recapture the spirit of Galaxy, we embarked on a new communications campaign, to bring the Galaxy brand into the 21st century with a bang, and restore the brand's iconic status.

And it worked- the campaign has already been hugely successful, generating a healthy ROI in digital media, turning the brand's growth around, and giving Galaxy a clear direction for the future.

A brand with iconic heritage, but an uncertain future

Galaxy has long been one of the UK's favourite chocolate brands, made famous by its distinctive silky smooth taste, and its rich history of iconic advertising: the Galaxy girls who featured in the adverts were the embodiment of the brand: elegant, stylish and timeless.

But recently, the picture had grown less rosy: in 2011, Galaxy's growth had begun to slow; the brand had become reliant on promotions and borrowed fame, and had lost its no.2 position in the block market to Nestle.

How could communications help such a big, famous and iconic brand recover from hard times?



Learning from our advertising past

It was clear that the brand had strayed far from its advertising heritage, and had lost the associations that had made it great.

In its heyday, Galaxy advertising showcased elegant, confident women.

Recent efforts, by contrast, were passive and uninspiring, focusing on product attributes and simply reflecting the real Galaxy consumption occasion.

There was little evidence of the Galaxy girls that we had known and loved in current copy that depicted girls in slippers and pyjamas lounging on the sofa.

What's more, we knew that the current advertising, as well as feeling out of date, was becoming increasingly ineffective year on year at driving our brand values and crucially, at driving sales.

To steer the brand back on course, we needed to understand how we had arrived there in the first place.

Steering the brand back on course

Galaxy's recent advertising had resonated in its depiction of chocolate as a pleasure, sometimes a guilty one, that women want to keep all to themselves. The problem with this depiction was that it did not reflect the brand's values- gone were elegance, timelessness and style, and savouring the delicious taste of the chocolate, replaced instead with chocolate consumption that was a secret, hidden and most likely regret-inducing pleasure.

How could we make women feel most positive and empowered in choosing Galaxy, like the stars of the advertising in its heyday?

As always, the proof of the pudding is in the eating.



Finding the sweet spot

We undertook scientific research into the taste and eating experience of Galaxy, which revealed that the Galaxy taste journey is more involving, complex and emotionally resonant than its direct competitors.

The finer-milled chocolate produces a sustained in-mouth sensation which lingers longer, delivering that smoother, silkier sensation that suggests quality and luxury.

It was indisputable therefore, that Galaxy was a superior chocolate- delivering a smoother, silkier, and more lingering pleasure than its competitors.

With such a compelling product truth, the question became how we could communicate Galaxy's superiority in a way that truly resonated with consumers.

Simply, how could we persuade women to choose something better, and choose Galaxy?

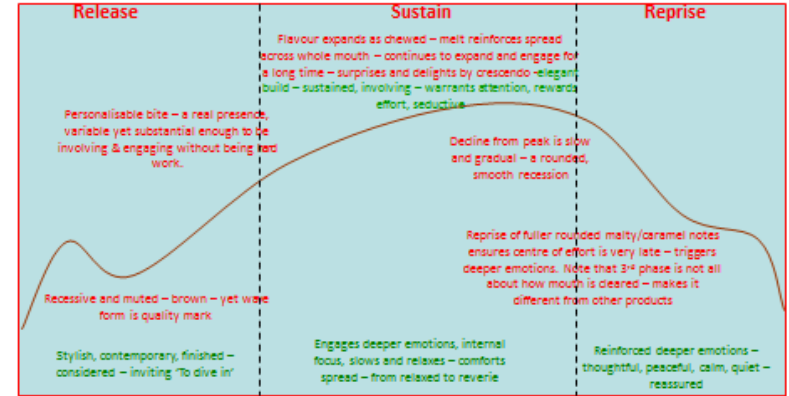


Shape Of Taste: Galaxy



Stimulus: Red

Triggered Emotion: Green



First Stimulus

Finish

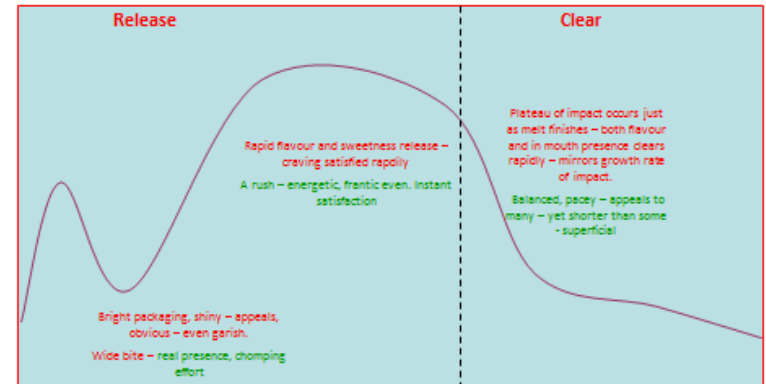


Shape Of Taste: CDM



Stimulus: Red

Triggered Emotion: Green



First Stimulus

Finish

With women and chocolate, it's complicated

It is a truth universally acknowledged that women's relationship with chocolate is complicated, but some in-depth insights work revealed a powerful and universal truth about women.

Traditionally, the confinement of women's roles in society has made it difficult for women to take pleasure for themselves. Therefore, when women choose to take pleasure, they need to be confident that it will be worth it, in order to overcome whatever societal expectations might stand in their way.

Rather than focusing on these societal expectations, and the negative possibilities that eating chocolate could engender (like guilt or secrecy in the current advertising) we needed our communications to focus on what made Galaxy chocolate worth overcoming conventions for. That is, the smooth, silky lingering taste, which makes Galaxy chocolate truly a pleasure worth taking.

Now we had a clear product truth, and a rich strategic insight - but how to translate this into the kind of iconic, powerful advertising that Galaxy deserved?

To determine Galaxy's future, we looked once again to the brand's past.



Travelling back to find our future direction

The positioning of Galaxy that we had come to- as a more refined, sophisticated pleasure - was not unfamiliar to a UK audience: indeed, the historic endline, “*Why have cotton when you can have silk?*”, was the perfect encapsulation of the new strategic thought.

In digging into Galaxy’s heritage, we had found our future direction.

Why have cotton when you can have silk?

Finding our new Galaxy girl

And who could embody this sense of sophistication, whilst also channelling the confident, elegant, inspiring Galaxy girls of our past advertising?

In dramatising our strategic thought, we travelled even further back in time to find just the right girl, who could represent the duality of the Galaxy personality, showcasing effortless elegance with playful ingenuity- Audrey Hepburn was the quintessential Galaxy girl, perfectly personifying everything the brand should stand for.

With our Galaxy girl in place, and historic endline resurrected, we crafted a simple narrative of female confidence, daring and ingenuity, showcasing Galaxy chocolate as a pleasure worth overcoming obstacles for.



Making our ad unmissable

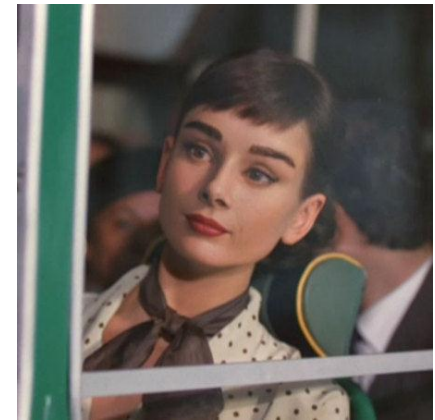
We invested significant budget into making a beautiful, show-stopping film which used cutting-edge technology to bring Audrey Hepburn to life .

We worked with director Danny Kleinman at Rattling Stick together with Framestore to make Audrey as life-like as possible, and set our story of female confidence and ingenuity in the 1950s on the stunning Amalfi coast.

With such an exciting ad, we needed a media plan to match- we launched with a bang, featuring in the ad break of Mr Selfridge, and showcased our 60” ad during our first week across the most popular TV shows- by the end of that week, we had achieved 245 equivalent TVRs and had reached 68% of all adults.

The TV was accompanied MPUs and pre-rolls, and print and proximity OOH shot by renowned photographer Mary McCartney, which featured in national papers, as well as female-focused women’s weekly magazines.

Overall, we invested £7.2 million in media, and achieved a reach of 95%, making the campaign truly unmissable.



Activating and Launching with a bang

To generate excitement and buzz, we engaged lifestyle and chocolate bloggers, as well as key lifestyle media titles such as *Stylist*, *You Magazine* and the *Daily Mail*, and invited them to a special launch event at the Ritz, revealing the new Galaxy girl and premiering the finished film. We also gave our 2 million strong facebook fans a preview of the advert, and launched a competition for winners to attend our internal launch party.

For our internal launch, it seemed entirely fitting to honour the queen of cinema with an outdoor, drive-in screening of one of Audrey's classic films in the heart of London. We invited along key celebrity influencers to enjoy the evening, and specifically women who share our Galaxy girl attitude, such as Daisy Lowe, Emilia Fox and Denise Van Outen.

The campaign was accompanied by sampling 600,000 products during the launch period, getting the British public to experience the superior taste of Galaxy chocolate for themselves.



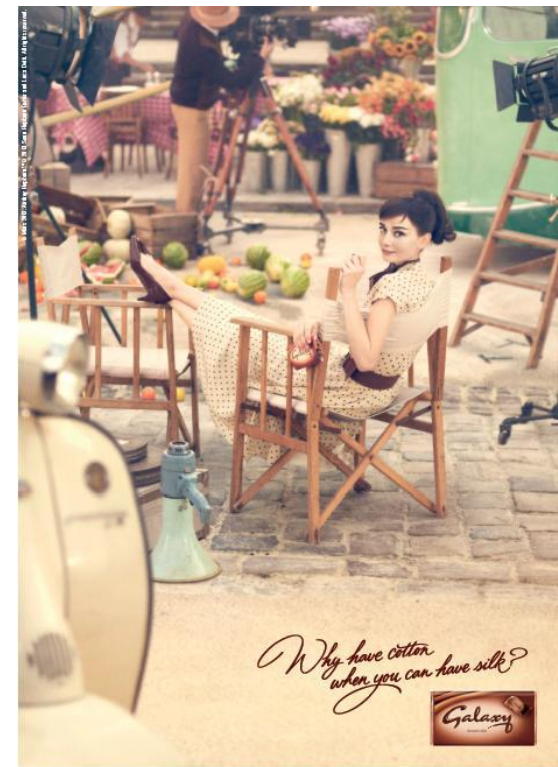
Activity in social, in print and at launch



Galaxy Chocolate 3 March '14
Galaxy Chocolate 28 February '14
Galaxy Chocolate 28 February '14



Galaxy Chocolate 2 March '14



Galaxy Chocolate 3 March '14
29,676 people like this.



Galaxy Chocolate 28 February '14
26,842 people like this.

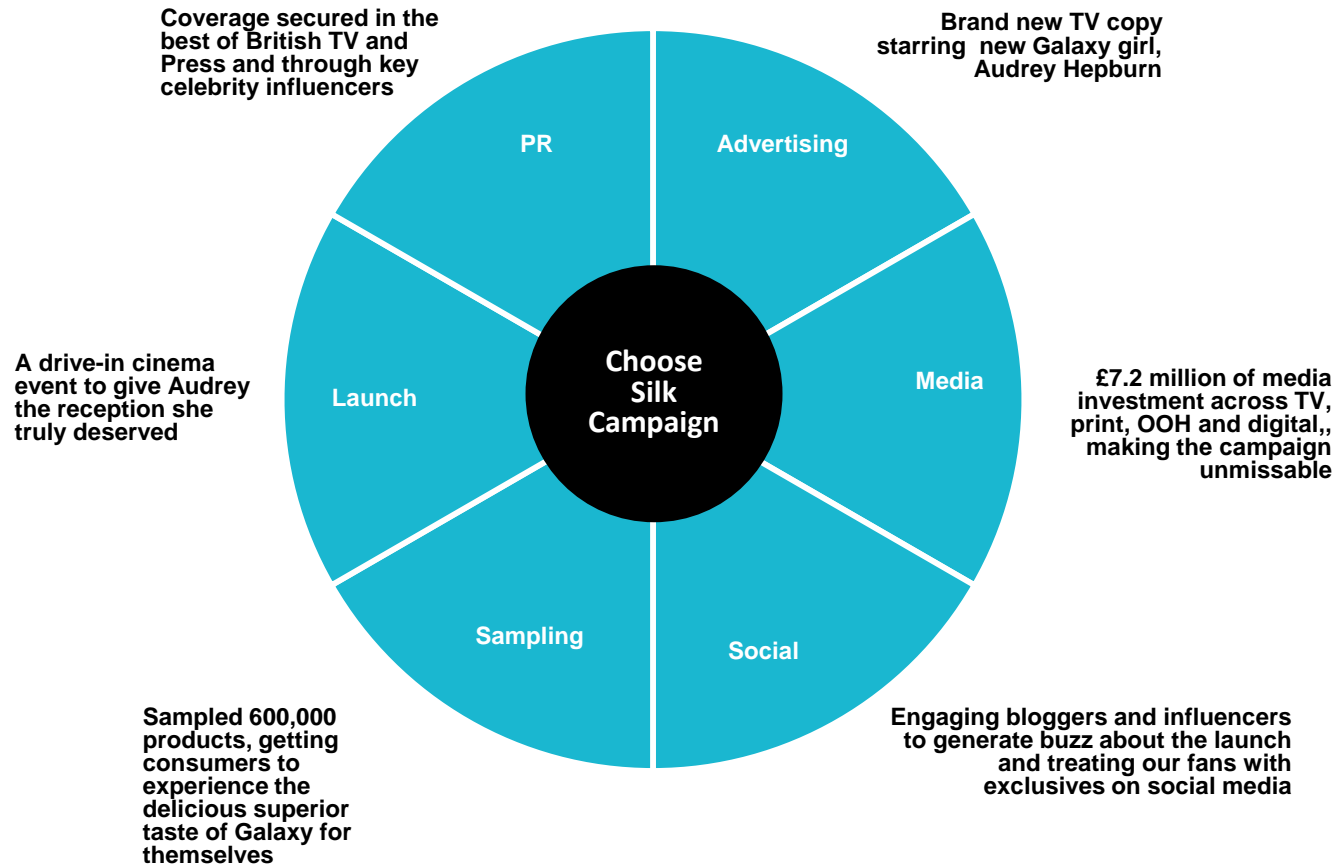


Galaxy Chocolate 28 February '14
23,427 people like this.



Galaxy Chocolate 2 March '14
5,346 people like this.

How the Campaign Looked as a Whole



Results

Whilst the campaign has been live for less than a year, initial results are impressive.

In just the first 3 months of the campaign, the combined TV ad, print and digital activity delivered an ROI of £1.25 (Source: Kantar World Panel). The accompanying facebook element alone generated an ROI of £4.70, with total digital activity returning £2.10, suggesting successful campaign integration across touchpoints.

There was significant interest in the campaign from our trade partners and media, with over 50 pieces of media coverage generating 49,008,000 opportunities to see, resulting in a PR ROI of £7 (Source: Freud PR). We were also featured in Marketing magazine's top 10 most liked ads of 2013.

Initial sales results are also promising. Whilst we don't have a robust ROI figure yet, Galaxy contributed to the significant 17.3% growth of MARS block chocolate at the end of 2013, which outgrew the total block category by 5.1% (source: IRI). The Galaxy milk block, the SKU featured in the advert, is in 8.5% CSV growth year on year (source: IRI) Crucially, 2013 ended with MARS block chocolate regaining its no. 2 position in the total UK chocolate market.

Michael Magee, Vice President Marketing Mars Chocolate UK commented: "We pride ourselves on creativity that connects with consumers – our new strategic focus on Galaxy's superiority and the revival of the iconic Audrey Hepburn are a testament to our renewed commitment to, and investment in Galaxy, our largest chocolate brand".

Whilst it's still early days, we feel confident that our quest to revive Galaxy's heritage has been a success. In resurrecting a truly iconic star, we have more importantly revitalised the brand's true personality and transformed the brand in the eyes of the public; reminding consumers that Galaxy really is a pleasure worth taking.

**Total digital ROI of
£2.10**

**Contributed to MARS
total block value
share of + 17.3%**

**Galaxy Milk block in
8.5% CSV growth**

**Recovered no. 2
position in the
market**