

# Nestlé ITR revamps KITKAT "Live Your Break" campaign



The updated communication strategy is designed to meet the needs and wants of Millennial and Gen Z travelers as they return to traveling post-pandemic

Nestlé ITR has reimagined the successful "Live Your Break" campaign created for its iconic KITKAT brand. The original campaign, introduced in 2017, identified four strategic breaker communities: Adventure, Wellness, Urban and Festival), which were specifically selected to highlight the experiences Millennial consumers looked for when they travelled.

The updated communication strategy is designed to meet the needs and wants of Millennial and Gen Z travelers as they return to traveling post-pandemic. The campaign, which previewed to retail partners at this year's TFWA World Exhibition & Conference, will debut at key international airports in early 2023.

"We believe that there's never been a better, or more relevant, time to tell our consumers to #LIVEYOURBREAK. KITKAT is synonymous with breaks – and travel is once more becoming the ultimate break in the routine of our daily lives.

'Live Your Break 2023' will bring to life the emotive reasons people choose to travel, with a world of imagination, flair and excitement to be discovered and shared through a range of airport-exclusive KITKAT products," explains Tamara Spada, Marketing Manager, Nestlé ITR.

The reconceptualized campaign has identified four new traveler profiles: the Urban Explorer, the Thrill Seeker, the Social Connector and the Wellness Unwinder. Shoppers will be targeted with visuals (both product- and lifestyle-based) centered on the KITKAT Senses Range. These visuals will present the products as aspirational choices that deliver an indulgent yet attainable and exclusive break within the travel environment – and are different from the everyday breaks experienced in the domestic arena.

Lifestyle images will feature the tagline "Break in a World of Flavour" and depict travelers across city and country landscapes. Product images will carry the tagline "Bring Home an Exclusive Break." All are connected using colored "waves" that sweep in and out of the visuals. The different shades will represent the corresponding pack colors of KITKAT Senses Tablets, along with key ingredients such as almonds, hazelnuts, caramel pieces and dark chocolate swirls.

The KITKAT Live Your Break 2023 strategy will incorporate NITR's Digitally Connected Shopper approach, featuring visuals, activations and engagement techniques present at all strategic touchpoints and digital channels at the heart of the campaign.

360-degree communication tools will target consumers across their full travel journey, with differentiated messaging implemented pre-trip, at the airport, during their trip and upon return to the airport. The campaign's main objectives are to build curiosity, generate awareness of what is available and inform travelers of the exclusive opportunity to purchase products unavailable elsewhere.

"Our 2023 Live Your Break strategy combines three key messages: Break in a World of Flavour, Bring

Home an Exclusive Break, and Only Available in Airports, all presented to travellers throughout their journey touchpoints in a targeted and connected way, using a combination of advertising, branded POS and a full digital engagement toolkit.

"We are confident that this bright, colourful and meaningful campaign will further drive growth within the premium and gifting confectionery categories, while creating shared brand experiences that enrich and enhance our consumers' travel journeys," adds Spada.