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## Cadbury Dairy Milk Unwraps Mithaas with ‘Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye’



**INDIA, July 19, 2018:** Cadbury Dairy Milk, India's favorite chocolate brand, announced the launch of a new campaign 'Kuch Achha Ho Jaaye' building on the iconic 'Kuch Meetha Ho Jaaye'. In today's fast paced world, most of us tend to overlook the goodness and kindness inherent in us. As a brand, we wanted to shine the spotlight on these spontaneous little acts, celebrate them and the wonderful human connection that they result in. The campaign aims at celebrating the generous instinct in everyone and showcasing as to how such moments go on to strengthen human relationships. Through the Generosity campaign, the brand in India now explores the theme of *Achhai* (goodness), building on its strong proposition of *Kuchh Meetha Ho Jaaye*.

Commenting on the launch of the campaign, **Anil Viswanathan, Director - Marketing (Chocolates), Mondelez India** said, "For many years now, Cadbury Dairy Milk has represented a

*plethora of emotions, from shared values such as family togetherness, to shared good feelings and collective joy. On the brand's 70th year in India, the new 'Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye' campaign, will aim to recapture the Cadbury Dairy Milk spirit, strengthen connections with consumers and shine a spotlight on people that go the extra mile for others – the people that embody the Cadbury Dairy Milk spirit with little acts of kindness that bring people closer together. The Generosity campaign has won many accolades in markets like the UK and Australia, and we hope to revive the spirit of generosity with 'Kuchh Achha Ho Jaaye, Kuch Meetha Ho Jaaye' in India."*

Mondelez India, the country's undisputed Chocolate Market Leader and India's favorite Chocolate Cadbury Dairy Milk, have always been ahead of its times with its campaign illustrations and unforgettable taglines that continue to strike a chord with the consumers, even today. One of its most successful and long-standing campaigns, 'Kuch Meetha Ho Jaaye' continues to enjoy consumer love and adulation and successfully ties in with every day consumption occasions from post-dinner dessert, successful exam results to celebrating friendships. *Kuchh Achha Ho Jaaye, Kuchh Meetha Ho Jaaye* will help build on the strong brand equity and emotional connect of the immensely successful campaign.

This new campaign fronted by a new heartwarming TVC will be further amplified through digital & social activations, PR and innovative outdoor activations. The activations will nudge more people to bring out their goodness and create moments of connections enabled by Cadbury Dairy Milk.

#### **ABOUT THE CREATIVE**

The new television commercial features two brothers as the central characters. The younger brother is shown kneeling down in front of an empty Cadbury Dairy Milk wrapper and praying for the chocolate to reappear. He genuinely believes that his prayer can work and help realize his dream. The elder sibling is shown to be studying and observing his younger brother's antics. The elder brother, out of goodness in his heart, sacrifices his chocolate and replaces the empty wrapper with his own. As the younger sibling opens his eyes, he is surprised and awed to see a bar of chocolate, in all its completeness right in front of him. He runs to his brother to show that his prayers have been answered, while the elder brother, the orchestrator of the miracle, acts innocent. The mother who has been a silent spectator so far, figures out the elder kid's generous act of giving up his own chocolate bar for his younger brother. The creative signs off with the new tagline "Kuch Achha Ho Jaaye. Kuch Meetha Ho Jaaye"

Link to the TVC: <https://www.youtube.com/watch?v=HctFehbv8-E>

**Sukesh Nayak, CCO, Ogilvy India** said, "This film launches the new positioning of Cadbury. It's a beautiful story that lands generosity. Something that I feel the world needs a lot these days. This story is

a moment captured on a regular day between two brothers. Told with a simple human charm, straight from the heart. It doesn't stop at this. There is a whole lot planned to bring alive this thought. Digital, on-ground, experiential. It is Cadbury's attempt to bring forth the inherent goodness in people. Capturing the spirit in a way that only Cadbury can.

#### **Agency Details:**

**Agency:** Ogilvy India

**Creative team:** Piyush Pandey, Sukesh Nayak, Neville Shah, Yogesh Pradhan, Minal Phatak

**Planning team:** Ganapathy Balagopalan, Jasmeeta Mehta

**Account management:** Hephzibah Pathak, Prakash Nair, Neha Shah, Navika Jain, Vishaal Nair

**Production house:** Breathless Films

**Director (film):** Vinil Mathew

**Producer:** Swadha Kulkarni

**Director of photography:** Tuomo Virtanen

#### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

#### **About Mondelez India Foods Private Ltd.**

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been creating moments of joy in India for 70 years. The company started its journey to define the taste of chocolate for India and Indians in 1948 with Cadbury Dairy Milk. Today, Mondelez India is a part of Mondelez International, a world leader in biscuits, chocolate, gum, candy and powdered beverages. With products in four categories – chocolates, beverages, biscuits and candy – it is the undisputed chocolate category leader. Some of the company's chocolate brands in India are: Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse and Cadbury Gems. The beverage portfolio consists of the much loved Cadbury Bournvita and Tang. Cadbury Oreo and

Bournvita Biscuits is a part of its biscuit portfolio and Halls and Cadbury Chocclairs Gold make up its candy portfolio.

Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh in addition to a vast distribution network across the country.

