

# Cadbury take a walk down memory lane with RYOT Studio



Cadbury wanted to deliver their best Christmas, enabling festive generosity by showcasing Christmas wishes coming true and consequently bringing Cadbury to the forefront of consumer's minds during the busiest retail period.

## Premium content

Cadbury sponsored HuffPost's popular 'Christmas Hub', which included festive articles and trusted HuffPost advice and perspectives for the Christmas period. RYOT Studio created and filmed four 'Wish' events in the lead up to Christmas, including a Christmas tree light show in Kent, and a Christmas carol flashmob in Edinburgh. The events were designed to reflect acts of generosity and create a sense of community – a sentiment Cadbury was keen to be associated with.

## Unified ad solutions

The resulting videos were then amplified to a wider audience through Native and video using Verizon Media's ad platform.



Reaching audiences through





## Better business outcomes

Cadbury saw great content and brand outcomes following the Christmas campaign.

Through the HuffPost channel sponsorship, we attracted 5.3M unique users through the channel – 125% to target. An average 2 minutes and 42 seconds were spent on the channel – +35% vs. the industry engagement benchmark.

**5.3M**  
unique  
users

**+35%**  
vs. industry  
benchmark

On Cadbury's branded content, the video content achieved a VTR +20% higher than industry benchmark, highlighting the engaging, quality content from the RYOT Studio team.

Brand metrics saw a significant increase too, with Cadbury top of mind after exposure to the campaign with +25%pts increase in awareness amongst parents at the busiest time of the festival calendar.

The campaign helped to position Cadbury as a brand that knows Christmas best, with a +7%pts increase against this statement. Message association saw an increase and intent to purchase increased following exposure to the campaign amongst 25-44s.

**+10%**  
message  
association

**+7%**  
increased intent  
to purchase

“

**We are very proud of the innovative nature of the campaign, delighted with the results and feel we have made positive steps in cementing Cadbury Buttons as being synonymous with shared moments of joy.**

**Catherine Young**  
Senior Brand Manager, Cadbury

Trust + innovation =  
better business outcomes.

### Contact us

Speak to your Verizon Media representative, email us at [info-uk@verizonmedia.com](mailto:info-uk@verizonmedia.com) or visit [verizonmedia.com](http://verizonmedia.com).

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