

Client Name

Project Name

12.01.2012

V.1

Empower

Cadbury Bournvita: helping mothers care for
their children.





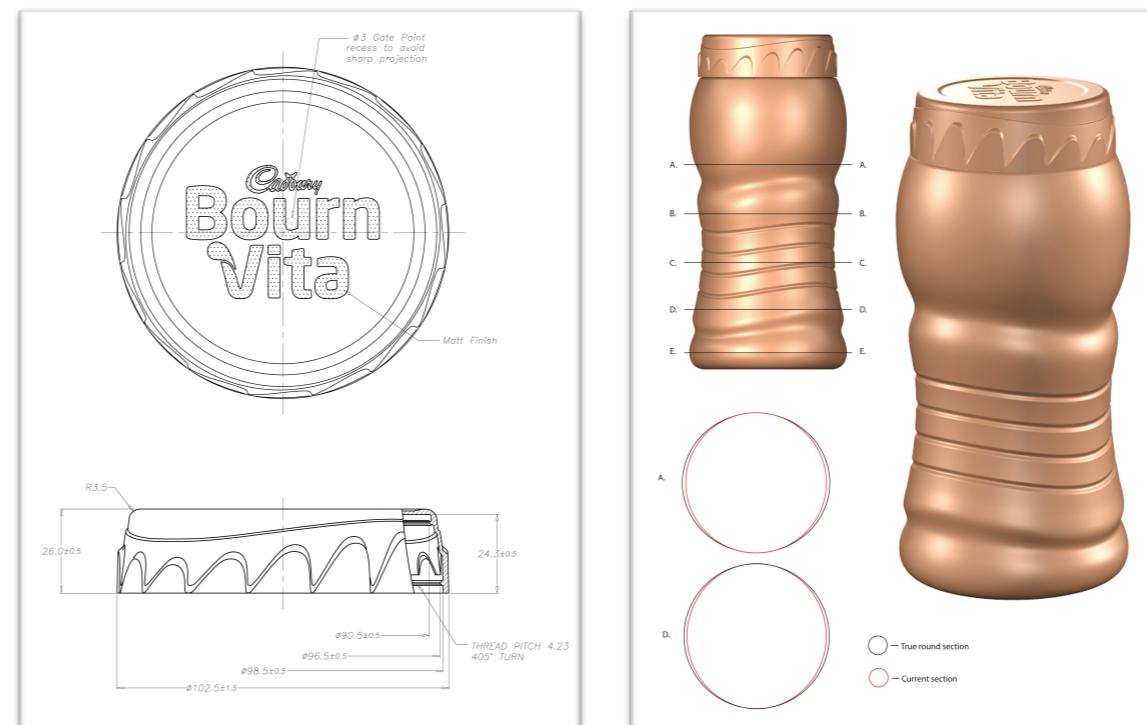
After more than fifty years in market, in India, MFD brand Bournvita was beginning to show its age.

Cadbury needed a brand reinvention to drive increased growth over the next three to five years and recapture category leadership.



We facilitated workshops, interviewed consumers and undertook manufacturing and retail audits...

“Let the Shakti shine!”; the new positioning, based around the ancient Hindi concept Shakti, implies strength, energy and empowerment.



Stronger, more engaging and more ergonomic; the new pack structure is altogether more effective.

Its new non-orientated cap eases manufacturing, requires 25% less material and is airtight - essential in India's potentially very humid climate.



Shakti powered by nature & science

**The new visual expression speaks clearly to mothers,
assuring them Bournvita is a brand they can trust.**

The new graphic design, featuring children jumping for joy on a warm, sunburst background, underscores Bournvita's Shakti-boosting benefits.



**Within the first seven months following launch,
Bournvita experienced a 24% increase in sales.**

Alongside increased sales, the new 3D pack structure saved approximately £640,000 in manufacturing costs and 404 tons of material.