

## Kit Kat Chunky Cookies & Cream Launch

Agency: ZenithOptimedia, RMG Connect and JWT

Client: Nestlé

### Campaign

The launch of Kit Kat Chunky Cookies and Cream was the first all-digital campaign run by a Nestlé brand. The campaign centred around a new sport – “Chunga” and teenage boys were encouraged to ‘Break the Boredom’ using Kit Kat Chunky. A five-part mockumentary called 'Chunga-Struck' became the centrepiece of the campaign, providing a back story to this curious sport. The films recruited consumers for The Chunga Championship – a web based game where consumers could challenge and compete against their friends, other players in real-time and Hans Fagerlund – the games’ greatest player (created by the brand) who was given his own presence on social media and gaming sites such as MySpace.

### Results

Nestlé’s foray into an all digital campaign proved a great success and judges were high in their praise. The campaign results were impressive with 58% of all Aussie teen boys online engaged with Hans; a total of 44,000 Chunga game plays and an average playing time of seven minutes.



iab.australia  
awards