



Client Barry Callebaut

Industry Catering Chocolate Maker

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Project

- Point of sale
- Promotional marketing
- Direct mail

Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate, supplying many high street names, as well as chocolatiers and catering companies. There is an element of seasonality in sales, influenced by various events and fluctuations in the 'bulk' price of chocolate. Barry Callebaut wanted to counter a potential sales dip with a cash and carry promotion to encourage purchase to existing and potentially new customers.

The Challenge

- To bring the bagged 'callets' product off the shelf and into the consumer view
- To inform the target audience about the product (beads of chocolate, ideal for melting and tempering)
- To create appeal and encourage purchase

Overview

Zone developed a POS unit for in-store uplift and communication plus direct mail to enhance awareness of Barry Callebaut 'callets'. By means of a discount offer and utilising the strong branding of Barry Callebaut, Zone created shelf-appeal and encouraged purchase. There was an additional prize draw to win a tempering course with runner up prizes of tempering DVDs.