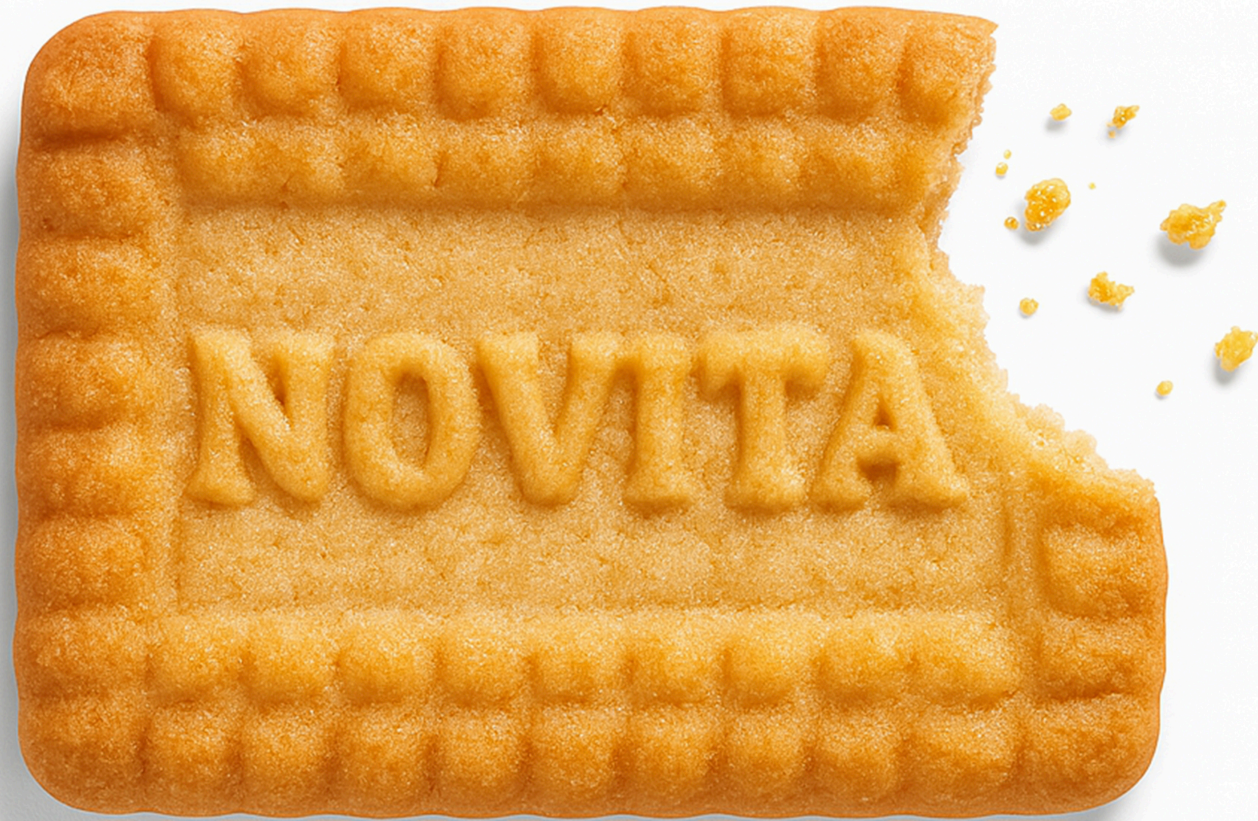




P R E S E N T S





'NO' IS ENGLISH FOR 'NO'. 'VITA' IS KISWAHILI FOR 'FIGHT'. TOGETHER, 'NOVITA' MEANS 'NO FIGHTING'.

WE CREATED A 'NO FIGHTING' RANGE OF BISCUITS THAT STOPPED US FROM BEING CANCELLED.

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P R E S E N T S



The 'No fighting' range of biscuits that stopped us from being cancelled.




### Context

NuVita is one of Kenya's most loved biscuit brands, known for great taste at great value. But when inflation forced us to reduce biscuit size, a famous Kenyan Tik Tok content creator kicked off a storm accusing NuVita of shortchanging Kenyans.

The fight 'vita' in Kiswahili, was truly on.

### Response

After tens of videos went up 'cancelling' NuVita, we chose to create a special edition range of peace-offering biscuits called 'NoVita' - The 'No fighting' range of biscuits. Gifted directly to the firestarter: Michiee002.


 michiee002  
Yes I'm game and I'll appreciate the packs



### Execution

We designed and created special edition NuVita packs renamed NoVita with peace offering symbolism subtly incorporated on the packaging. We then baked, packed and delivered NoVita packs directly to Michiee002 in an orchestrated crisis-aversion strategy. Our content coupled with her videos accepting our peace offering, extinguished the calls for cancellation. From NuVita, to Vita, to NoVita and back to NuVita.



 Alice Mari  
This is beautiful for Nuvita and guess what, i am back to buying them ❤️❤️Nuvita to the world

NEGATIVE SENTIMENT DROPPED BY

33%

POSITIVE SENTIMENT ROSE BY

39%


I N J U S T 1 W E E K





6 161103 945996 >


STORE IN A COOL DRY PLACE AWAY FROM ANY CONTAMINANTS

200ge

 bellahmalemo  
never knew nuvita got flavor

 Dorris Wanyagia  
It's definitely a truce 😊

 chesang.k  
Love it! 😊 It's a No Vita zone here 😊

 \_zey\_0  
We love a brand that listens and delivers ✨



PRESENTS



Dear Michiee002,

We finally made it to Tik Tok.  
The truth is, we're old school like that.  
After all, we've been baking biscuits  
since unga was 70 bob.  
True story, we actually increased the size  
of our 5 bob biscuit this Feb.  
From 12.5g to 15g.  
But we know that misunderstandings happen.  
So, here are some packs of your fave Nuvita  
for you and mum.  
Or should we say...  
NoVita  
Let's call it a truce and fight no more.  
If you are game, we will send the packs your way.

Yours deliciously,

Nuvita

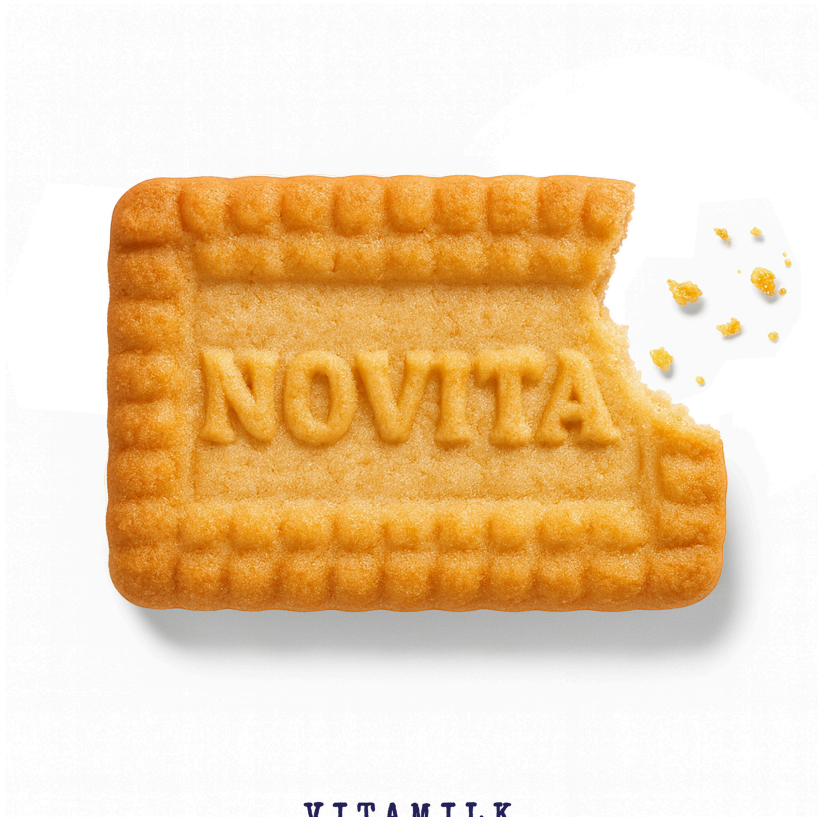


michiee002

Yes I'm game and I'll appreciate the packs



PRESENTS



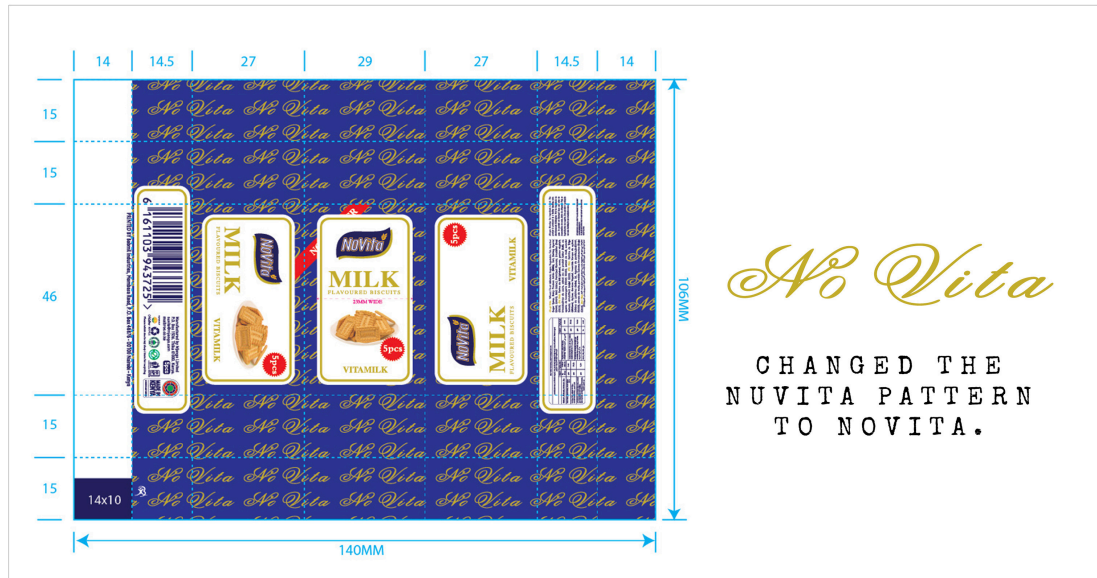
VITAMILK

WE BAKED A RANGE OF PREMIUM  
BISCUITS UNDER THE NOVITA  
CAMPAIGN AND PACKAGED THEM IN  
SPECIALLY DESIGNED PACKAGING.



WESTBURY'S

WE DESIGNED AND CREATED SPECIAL EDITION NUVITA PACKS RENAMED TO NOVITA.  
 BUT BEYOND THE NAME CHANGE, WE INCORPORATED SUBTLE PEACE MESSAGES:



*No Vita*

CHANGED THE  
 NUVITA PATTERN  
 TO NOVITA.



A DOVE ON THE  
 WESTBURY'S.



OLIVE BRANCHES  
 ON THE FLAPJACKS.

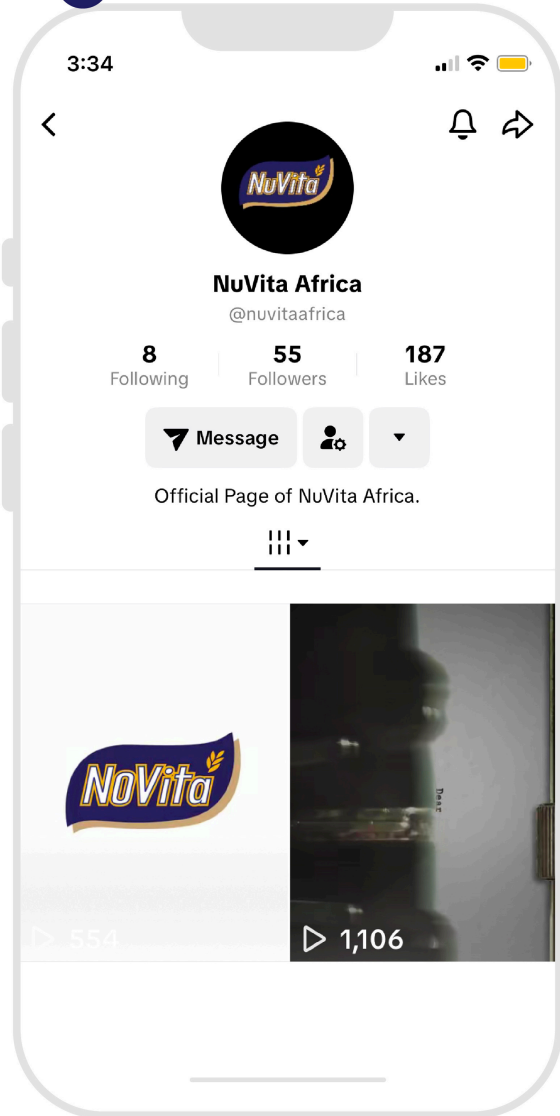


THE PEACE  
 EMOJI ON THE  
 SHORTBREAD.



THE PREMIUM BISCUIT PACKS SERVED AS OUR COMMUNICATION TOUCHPOINT,  
BUT ALSO INTRODUCED OUR WIDE RANGE OF PRODUCTS TO CONSUMERS  
WHO LARGELY KNEW JUST THE ORIGINAL NUVITA MILK BISCUIT.

1 OPENING A TIK TOK PAGE



2 DESIGNING THE PACKS



3 PRINTING THE PACKS



4 PACKING THE NOVITA BISCUITS



5 BAKING THE NOVITA BISCUITS



6 DELIVERING THE NOVITA BISCUITS



CREATING, CURATING AND CAPTURING CONTENT AT EVERY STAGE OF THE PROCESS TO MEET THE GEN-Z CONSUMER AT THE POINT OF SOCIAL MEDIA CONVENIENCE.