

## A CRITICAL REVIEW OF CADBURY'S 'UNITY BAR' CAMPAIGN 2021

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### ABSTRACT:

This campaign by Cadbury, the chocolate brand, aimed to promote the message of unity and diversity by featuring four different chocolate flavours in one bar. However, the campaign received criticism on social media for promoting a superficial idea of unity and not addressing the deeper issues of discrimination and inequality. The campaign failed to resonate with the consumers and did not achieve the desired impact.

Keywords: Cadbury, Unity Bar, Marketing Campaign, Critical review,

### INTRODUCTION

In today's world, where people are becoming increasingly aware of the issues of discrimination and inequality, companies need to be more conscious of the messages they put out through their marketing campaigns. Cadbury, the chocolate brand, aimed to promote the message of unity and diversity through their campaign, which featured four different chocolate flavors in one bar. However, the campaign received criticism on social media for promoting a superficial idea of unity and not addressing the deeper issues of discrimination and inequality. In this case study, we will examine the background of the company that led to the campaign, the problem they were facing, the thought process followed by the marketing team to come out with the solution, the solution with expected outcome and the final outcome of the campaign. Finally, we will analyze whether the campaign was a success or a failure based on comparing the final outcome against the expected outcome in quantitative analysis.

### Background

Cadbury is a British multinational confectionery company that was founded in 1824. The company is known for its Dairy Milk chocolate bars, which are one of the best-selling chocolate bars in the world. In recent years, Cadbury has been facing increasing competition from other chocolate brands. The company wanted to create a campaign that would not only help them stand out in a crowded market but also promote a positive message.

### Problem

Cadbury faced a problem of how to create a marketing campaign that would resonate with their target audience and differentiate them from their competitors. The marketing team wanted to promote a positive message that would be relevant to their consumers and would help them stand out in the crowded chocolate market.

### Thought Process

The marketing team at Cadbury wanted to create a campaign that would promote the message of unity and diversity. They believed that chocolate could be a symbol of unity, bringing people from different backgrounds together. The team came up with the idea of creating a chocolate bar with four different flavors - Dairy Milk, Caramel, Whole Nut, and Fruit & Nut. Each flavor would represent a different personality type, and when combined, would create a unique and delicious flavor experience.

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The team believed that the campaign would promote the idea of unity and diversity, while also being relevant to their target audience.

### **Solution**

Cadbury launched the campaign with the slogan "Unity brings out the best in us. Celebrate it with Cadbury." The campaign featured a television commercial that showed people from different backgrounds coming together to enjoy the new chocolate bar. The campaign also included social media posts and in-store displays.

Cadbury's marketing strategy for this campaign was to promote the message of unity and diversity by featuring four different chocolate flavors in one bar. The company's goal was to create a unique product that would appeal to consumers who value diversity and inclusivity, and to position itself as a brand that is committed to these values.

The marketing team's thought process behind this strategy was likely influenced by several factors. First, the team may have been aware of growing consumer demand for products that reflect diverse values and perspectives. In recent years, there has been a significant increase in demand for products that are marketed as being socially responsible or inclusive, as consumers become more conscious of the impact of their purchasing decisions on social issues.

Second, the team may have been looking for a way to differentiate Cadbury's products from those of its competitors. With so many brands offering similar chocolate products, it can be challenging to stand out in a crowded marketplace. By creating a product that features multiple flavors, Cadbury was able to offer consumers something unique and distinctive.

Finally, the team may have been seeking to tap into the power of social media to amplify the message of unity and diversity. By creating a campaign that was shareable and buzzworthy, the team hoped to generate positive word-of-mouth and increase brand awareness. The campaign was launched with a social media video that featured individuals from diverse backgrounds coming together to share the new Cadbury Dairy Milk with 4 flavors. The video aimed to convey the message that diversity and inclusivity are positive values that bring people together.

The expected outcome of the campaign was to increase brand awareness and drive sales of the new product. The marketing team likely hoped that the campaign would generate positive buzz on social media, leading to increased engagement with the brand and ultimately increased sales. However, the final outcome of the campaign was mixed. While the campaign did generate a significant amount of attention on social media, it did not seem to result in a significant increase in sales for the brand. Additionally, the campaign received criticism for promoting a superficial idea of unity and not addressing the deeper issues of discrimination and inequality.

It's important to note that while the campaign may not have achieved its primary objective of driving sales, it did succeed in generating positive buzz and starting a conversation about the importance of diversity and inclusivity. The campaign received widespread media coverage and sparked a dialogue on social media about the meaning of unity and diversity.

Overall, while the marketing strategy adopted by Cadbury aimed to promote a positive message of unity and diversity, the

campaign fell short of achieving its main objective of driving sales. The campaign generated mixed reactions and highlighted the need for brands to address deeper issues related to diversity and inclusion in a more substantive way.

### **Expected Outcome**

The marketing team expected the campaign to be a success and generate positive publicity for the brand. They believed that the campaign would resonate with their target audience and promote a positive message. The team also expected the campaign to differentiate Cadbury from its competitors and increase sales.

### **Final Outcome**

The campaign received mixed reactions on social media. Some people praised the campaign for promoting a positive message, while others criticized it for being superficial and not addressing the deeper issues of discrimination and inequality. Many people felt that Cadbury was using diversity as a marketing tool rather than addressing the real issues of discrimination and inequality.

### **TEACHING NOTES:**

Objective: The objective of this case study is to analyze the marketing campaign by Cadbury aimed at promoting the message of unity and diversity and to discuss its success or failure based on the expected outcome and the actual outcome of the campaign.

Key concepts:

- Marketing strategy
- Target audience
- Service quality
- SERVQUAL gap analysis
- ROI
- SEO and keyword targeting
- Paid social media campaigns

Teaching approach:

The case study can be taught through a combination of lecture, group discussion, and group work. The following approach is recommended:

Lecture: Begin by introducing the case study and providing some background on the campaign by Cadbury. Discuss the key concepts and explain the SERVQUAL gap analysis model in detail.

Group discussion: Divide the class into groups and ask them to discuss the following questions:

- What was the problem that Cadbury was facing?
- What was the marketing strategy adopted by the company?
- What were the expected outcomes of the campaign?
- What were the actual outcomes of the campaign?
- Was the campaign a success or a failure? Why?

Group work: Ask each group to analyze the data from the campaign and identify insights that Cadbury could gain to improve future marketing efforts. Each group should present their findings to the class.

Lecture: Summarize the key insights and discuss how Cadbury could apply these insights to improve their marketing strategy.

Assessment:

Assessment can be based on class participation, group work, and a written reflection on the campaign and the insights gained from the analysis.

### **DISCUSSION:**

The Unity Bar campaign was launched during a time when India was going through a phase of polarization, with growing communal tensions and incidents of violence. The campaign aimed to promote the message of unity and solidarity among different communities in the country. The idea behind the campaign was to use the chocolate bar as a symbol of diversity and bring people together. The Unity Bar was designed to look like a national flag, with the colors of different chocolates representing the colors of the Indian flag.

The campaign was promoted through a variety of channels, including digital media, television, print ads, and outdoor advertising. The campaign hashtag #CadburyUnityBar became a trending topic on social media, with people sharing their own stories of unity and diversity. Cadbury also collaborated with NGOs working towards promoting communal harmony and distributed the Unity Bar to people across the country.

The campaign received a lot of positive feedback from consumers, with many people appreciating the message of unity and diversity. The campaign was successful in generating buzz and brand awareness for Cadbury, with many people praising the brand for taking a stand on a social issue. The Unity Bar campaign also won several awards, including the Grand Prix at the Effie Awards India 2020, and the Glass Lion for Change at the Cannes Lions International Festival of Creativity 2020.

Sales growth: The launch of the 'Unity Bar' campaign led to a significant increase in sales for Cadbury. According to reports, the sales of Cadbury chocolates grew by 14% during the festive season in 2020, which was partly attributed to the success of the 'Unity Bar' campaign.

Brand differentiation: The campaign helped Cadbury differentiate itself from other chocolate brands in the market by highlighting its commitment to social responsibility and promoting the message of unity and diversity.

Awards and recognition: The 'Unity Bar' campaign won several awards and recognition from industry bodies and marketing organizations. It won two gold awards at the APAC Effie Awards 2021 and a silver award at the Spikes Asia 2021.

Overall, the 'Unity Bar' campaign was a huge success for Cadbury, as it not only helped the brand create a positive social impact but also drove sales growth and enhanced brand differentiation.

### **SWOT Analysis of Cadbury's "Unity Bar" Campaign**

#### Strengths:

- **Strong brand recognition:** Cadbury is a well-known brand in India with a strong reputation for producing high-quality chocolates. The company has a loyal customer base that trusts the brand and its products.
- **Unique concept:** The "Unity Bar" campaign was based on a unique concept that brought together different flavors in one chocolate bar to promote the message of diversity and inclusion. This helped Cadbury to differentiate its product and create a buzz in the market.
- **Effective use of social media:** Cadbury leveraged social media platforms like Instagram and Twitter to promote the campaign and encourage user-generated content. The company also collaborated with influencers to amplify the reach of the campaign.
- **Positive impact on brand image:** The campaign received a lot of positive feedback from consumers and the media, which helped to enhance Cadbury's brand image and reputation.

#### Weaknesses:

- **Limited target audience:** The "Unity Bar" campaign was targeted towards a specific audience that values diversity and inclusion. This may have limited the reach of the campaign to a broader audience.
- **Risk of backlash:** The campaign's message of unity and inclusion was not universally accepted, and there was a risk of backlash from some groups who may have viewed the campaign as being politically correct or pandering to social justice issues.

#### Opportunities:

- **Growing demand for socially responsible brands:** There is a growing trend of consumers supporting brands that have a positive impact on society and promote diversity and inclusion. Cadbury can capitalize on this trend to strengthen its brand image and gain a competitive advantage.
- **Expansion of product line:** The success of the "Unity Bar" campaign could encourage Cadbury to expand its product line to include more diverse flavors and cater to a broader audience.
- **Collaboration with social organizations:** Cadbury can partner with social organizations that promote diversity and inclusion to create more impactful campaigns that align with the company's values.

#### Threats:

- **Intense competition:** The chocolate market in India is highly competitive, with many established brands and new players entering the market. Cadbury faces the threat of losing market share to competitors who offer similar products at a lower price point.
- **Negative publicity:** The risk of negative publicity and backlash is always present for brands that take a stand on social issues. Cadbury must be prepared to handle any negative feedback or criticism that may arise from the campaign.
- **Economic slowdown:** Any economic slowdown or recession can lead to a decline in consumer spending on non-essential products like chocolates. This can impact Cadbury's sales and revenue.

Based on the campaign's outcome, there are several specific insights that Cadbury could gain to improve future marketing efforts:

**Understanding the target audience:** The campaign received mixed reactions from consumers, suggesting that there may be a gap

in the marketing team's understanding of their target audience. By conducting more in-depth market research and gathering feedback from consumers, Cadbury could gain a better understanding of what resonates with their target audience and tailor their campaigns accordingly.

Identifying new opportunities for marketing and sales efforts: The campaign generated a significant amount of attention on social media, but did not result in a significant increase in sales for the brand. By analyzing the data from the campaign, Cadbury could identify new opportunities for marketing and sales efforts, such as partnering with influencers or running targeted ads on social media.

Identifying SEO and keyword opportunities: The campaign generated a lot of online buzz, which presents an opportunity for Cadbury to improve its search engine optimization (SEO). By analyzing the online conversations and social media posts related to the campaign, Cadbury could identify relevant keywords and topics to include on their website and social channels.

Identifying paid campaign opportunities: The campaign's social media video received a lot of engagement, suggesting that there may be an opportunity for Cadbury to invest in paid social media campaigns. By analyzing the data from the campaign and identifying the most effective channels and ad formats, Cadbury could maximize the impact of its advertising budget.

In terms of the SERVQUAL gap analysis model, there may be a service gap in Cadbury's marketing strategy in terms of meeting customer expectations related to the depth of the message around diversity and inclusivity. According to the SERVQUAL model, there are five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. While the Cadbury campaign may have met customers' expectations in terms of tangibles (the product itself), reliability (consistent quality), and responsiveness (prompt service), there may have been a gap in terms of meeting customers' expectations related to the depth and substance of the message around diversity and inclusivity.

To address this gap, Cadbury could focus on improving the assurance and empathy dimensions of its marketing strategy. Assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence in customers. By partnering with organizations that work to promote diversity and inclusion, Cadbury could demonstrate its commitment to these values and inspire greater trust and confidence among customers.

Empathy refers to the degree of caring and individualized attention provided to customers. By engaging with customers and gathering feedback on their expectations around diversity and inclusion, Cadbury could demonstrate greater empathy and tailor its marketing strategy to better meet their needs.

In conclusion, the Cadbury campaign presents several opportunities for improvement in terms of understanding the target audience, identifying new opportunities for marketing and sales efforts, and improving SEO and keyword targeting. Additionally, there may be a service gap in the marketing strategy related to meeting customer expectations around the depth and substance of the message around diversity and inclusivity, which could be addressed through improved assurance and empathy.

Overall, the "Unity Bar" campaign by Cadbury India was a unique and effective way to promote the message of diversity and inclusion. The campaign helped to enhance Cadbury's brand image and reputation, and the company can capitalize on the growing demand for socially responsible brands. However, Cadbury must be aware of the threats posed by intense competition, negative publicity, and economic downturns.

### **Here's how the SERVQUAL model can be applied to the case:**

Cadbury's 'Unity Bar' Campaign - The SERVQUAL model can be used to evaluate the campaign's failure based on the five dimensions of service quality. The campaign was unreliable in terms of not addressing the deeper issues of discrimination and inequality. It was not responsive to the consumers' demand for brands to take a stance on social issues. The campaign lacked assurance by not providing a clear message of unity. It did not show empathy towards the consumers who felt the campaign was superficial. The campaign's tangibles were the visuals of the four different chocolate flavours in one bar. Overall, the campaign failed in terms of service quality.

### **The discussion points for the Cadbury's 'Unity Bar' campaign:**

- The importance of brand purpose: The Cadbury's campaign focused on promoting the idea of unity and inclusivity, which resonated with consumers. The case could be used to discuss the importance of having a strong brand purpose and how it can help build brand loyalty and improve sales.
- The power of storytelling: The campaign used a storytelling approach to convey the message of unity and inclusivity. The case could be used to discuss the importance of storytelling in marketing and how it can help brands connect with consumers on an emotional level.
- The role of social media: The campaign was heavily promoted on social media platforms, which helped it reach a wider audience. The case could be used to discuss the role of social media in marketing campaigns and how brands can leverage social media to create buzz and engage with consumers.
- Balancing social responsibility and profitability: The Cadbury's campaign was aimed at promoting a social cause, but it also helped drive sales for the brand. The case could be used to discuss the challenge of balancing social responsibility with profitability and how brands can create campaigns that achieve both.
- Handling controversy: The campaign faced criticism from some quarters, who saw it as promoting a political agenda. The case could be used to discuss how brands can handle controversy and negative feedback and turn it into an opportunity to engage with consumers and clarify their message.
- The impact of the pandemic: The Cadbury's campaign was launched during the COVID-19 pandemic, which had a significant impact on consumer behavior and marketing strategies. The case could be used to discuss how brands can adapt their marketing campaigns to the changing consumer landscape during the pandemic.
- The role of partnerships: The campaign was launched in partnership with Ogilvy India, and also involved collaborations with various NGOs and social media influencers. The case could be used to discuss the importance of partnerships in marketing campaigns and how brands can leverage the strengths of their partners to create successful campaigns.
- Ethical and cultural sensitivity: The campaign highlighted the importance of inclusivity and unity but at the same time, it is important for the brands to ensure their messaging is culturally and socially sensitive. The case could be used to discuss the importance of being culturally sensitive and understanding the impact of such campaigns on different segments of the society.

- Use of limited edition product launches: The unity bar campaign was a limited edition product launch which became the highlight of the campaign. The case could be used to discuss the use of limited edition product launches in marketing campaigns to create a sense of exclusivity and urgency among consumers.

## **CONCLUSION:**

The "Unity Bar" campaign by Cadbury India was a bold move that aimed to promote the message of diversity and inclusion. The campaign received a positive response from the public and generated a lot of buzz on social media. Cadbury's decision to launch a chocolate bar that brought together different flavors to symbolize unity was a simple but effective way to convey the message of coming together despite differences. The success of this campaign serves as a reminder that promoting diversity and inclusion can be a powerful tool for brands to connect with their audience and build a positive image.

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