

Divine Chocolate

Using the vibrant new Divine brand, increase share of voice by introducing Divine to a new audience and reminding existing supporters 'Why Divine'.

Context: Divine was looking for a bold creative agency to support their brand relaunch. After a few years of declining sales and new competitors that had entered the territory of fairtrade and purpose-led chocolate brands (Tony's) they had to up their game and claim back their unique place. After all, they are the only fairtrade chocolate company to be co-owned by farmers.

How: We took part in a creative pitch - which was a big investment for Hoxby. But we knew that as a fellow purpose-led and B-Corps, *and* with the category expertise and subject matter in our community, only we could deliver. We rallied a focused, collaborative, creative and energetic team of Hoxbies. Our main challenge was to distill the one clear message that would instantly engage audiences. We pushed all boundaries and stood firm to our strategic direction. **'Delicious Chocolate Fighting Exploitation'** was created (in collaboration with Divine). As the main inspiration for the campaign, a launch plan was devised and 25+ digital assets were produced for the USA and the UK markets. An animated 2 mins brand video was produced, making sure it avoided all the expected cliches used by charities working on the cocoa industry and fairtrade. Humour was used to deliver disruptive messages that helped engage with a highly-desirable-to-all-brands audience. A 12-week social paid campaign was run and impressive results were delivered.

Following the success of the launch campaign, we worked on their tactical Easter campaign delivered not 1 but 2 campaigns, strategy, plan, and [toolkit](#) with 20+ creative assets **in less than 2 weeks**; this was supported by paid social media. The results exceeded expectations and sales growth.

Hoxbies involved | Relaunch Campaign: Chris Lock, Liz Watkins, Adelynne Chao, Amalia Cuzzoff, Caroline Bar, Cedric Layrac, Chris Lawson, Rebecca Nichols, Philippe Laubry, Rebecca Cartwright, Rosaline Hunt, Scot Divine, Silvia Grattieri, Tim Hook, Tina Louise, Kat Gilbert

Easter Campaign: Ella Grieves, Lucy Toon, Leanne Dowson, Cedric Layrac, Chris Watkins, Kat Gilbert

