

Dec-Feb 2009 winner Chunga

Client: Nestle KIT KAT

Creative Agency: RMG Connect
Worldwide + JWT

Media Agency: Zenith
Optimedia

Campaign type: Banners,
microsite, podcast, rich media

Industry: FMCG

Campaign Information

The launch of Kit Kat Chunky Cookies and Cream was the first all-digital campaign run by a Nestle brand. The campaign centred around a new sport – “Chunga”. 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 one could 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.

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.

Judge’s Comment

'Chungering' comes to life with a carefully selected character and a well thought out content schedule in the right channels. Gameplay stats speak for themselves. Nice work.

