

## New mini treats from Nestle

Nestle Ice Cream has launched four new mini treats into the multi-pack segment, aptly called 'sneaky size'. Its agency, JWT Johannesburg, portrays the concept in four TVCs, where a small person is seen enjoying the ice creams in four unexpected scenarios - in the middle of a marathon, with grazing lamas, during a Thai Chi class and sitting on a catwalk during a live fashion show."



"The multi-pack segment is the fastest growing segment in the take home category and the slogan 'the anywhere, anytime, sneaky size ice cream' sees the client entering the multi-pack segment with a product that does not wait for ice cream moments but can be conveniently snuck into everyday moments," says Davina Wertheimer, business unit director at JWT Johannesburg.



Apart from the television campaign, awareness amongst consumers will be created through several below the line activities including in-store visibility, and promotions. The range comes in four flavours, Bar One, Peppermint Crisp, Milky Bar and Crunch.

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