

CASE STUDY



## KIT KAT CHUNKY CHUNKINESS

To convince people of the true 'chunkiness' of their new product, Kit Kat mailed a postcard that emulated a notification card the postman leaves when he can't deliver a package stating the 'package' was too chunky for the letterbox.

87%  
REDEEMED  
THE OFFER OF THEIR  
KIT KAT CHUNKY