

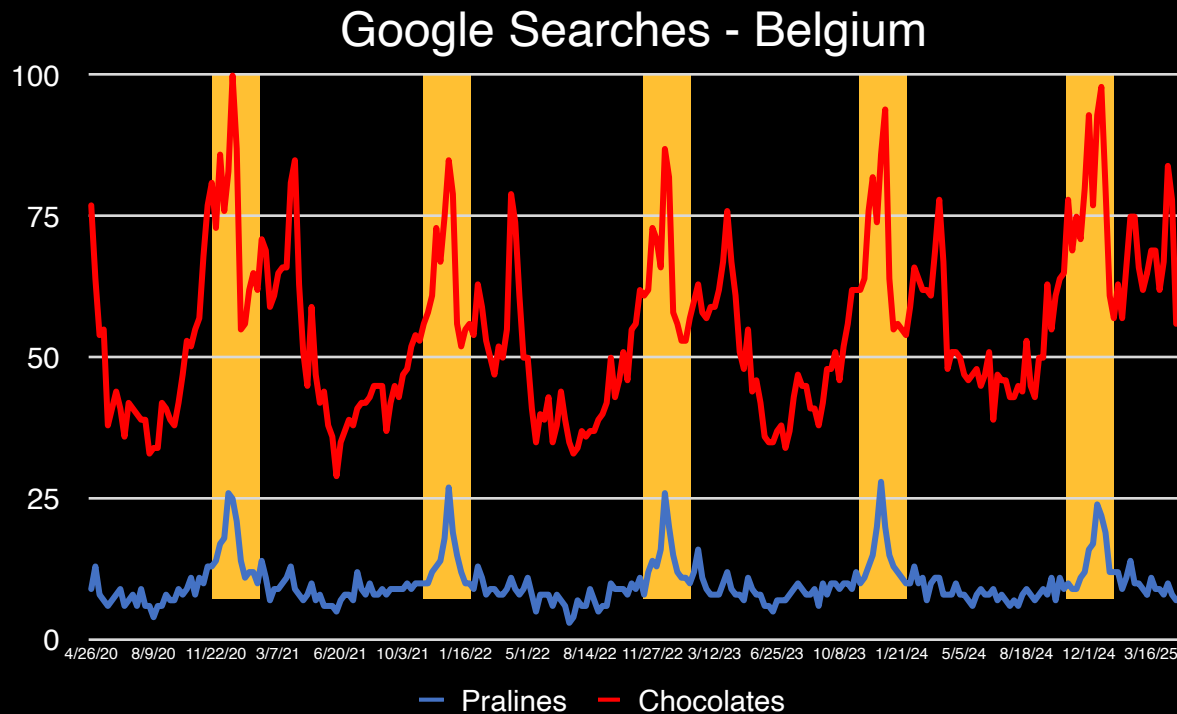


# CÔTE D'OR

CDO X MAKE A WISH



# The holiday period is essential within the category

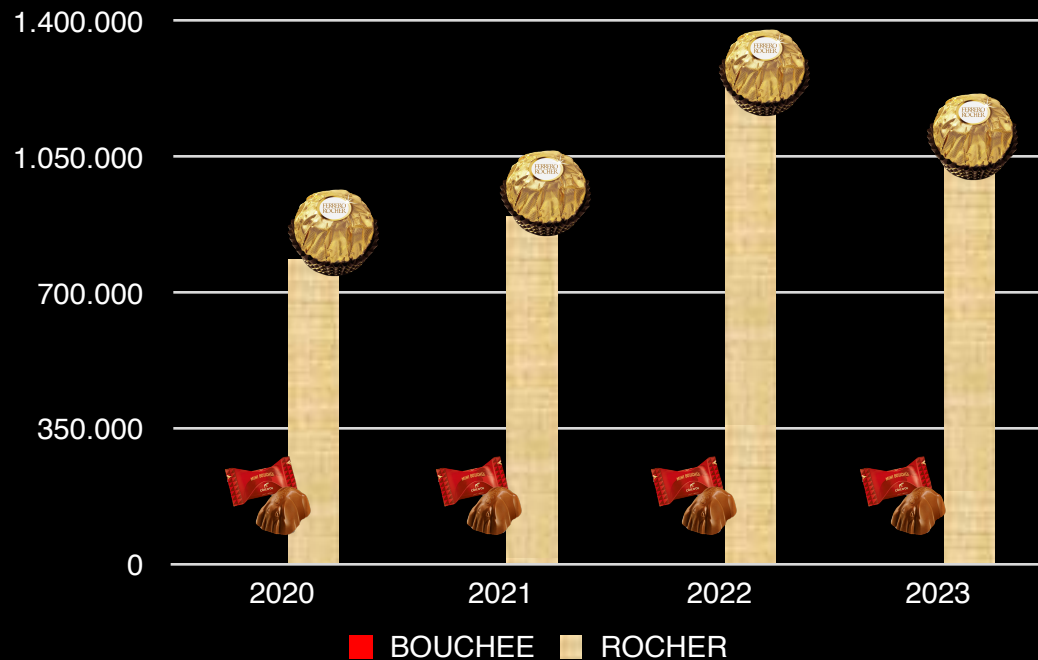




# But Bouchée was struggling to break through

## Rocher outspends Bouchée significantly

Expenditure - December



## Rocher is on-top in Xmas



Source: Nielsen MDB 2024 & Nielsen Total BE Market MS Sales W40-W52



For over 1.000 seriously ill children in belgium  
the warmth and magic of the season often feels out of reach.

We believed we had the responsibility to help.



Together with Make-A-Wish  
we made an unforgettable campaign



X

MAKE-A-WISH®

=



€60.000 in media budget



Source: Nielsen MDB 2024 & Nielsen Total BE Market MS Sales W40-W52

SINCE



1883

# CÔTE D'OR



# Resulting in the most successful seasonal campaign

€60.000 in media budget



€730.000

In earned media

€34.000

Raised for Make-A-Wish

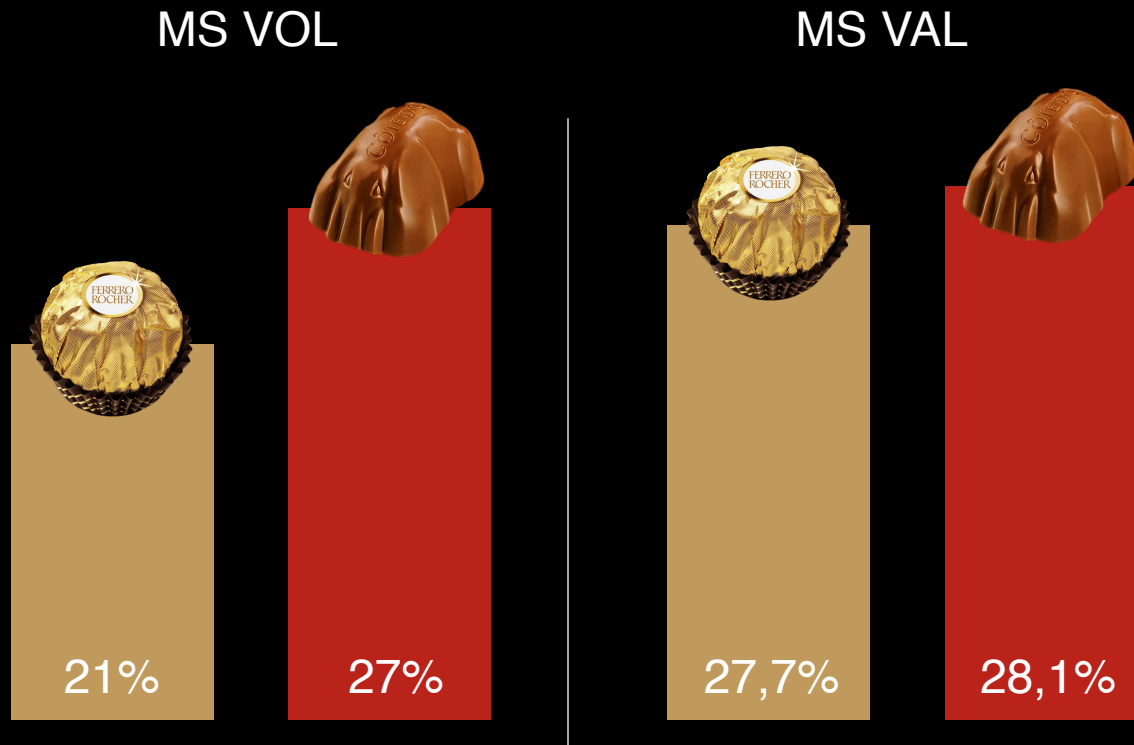
+11%



CDO Bouchée Volume



Source: Nielsen MDB 2024 & Nielsen Total BE Market MS Sales W40-W52

# And ending up as the leader within Xmas



  
**+6 pts & +0,4 pts**  
ahead of  




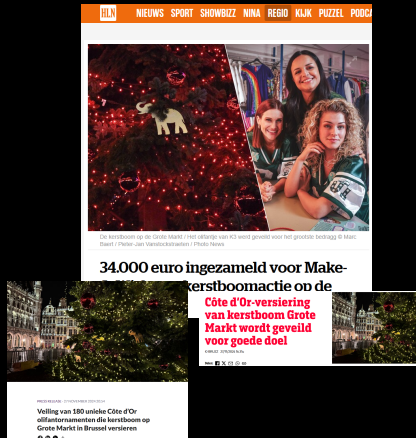
Source: Nielsen Total BE Market MS Sales W40-W52



# Why does this case deserve to win an AMMA?

1.

Small budget,  
huge impact



2.

A look beyond  
conventional media



3.

Most successful seasonal  
campaign ever



"The end of the year period is all about hope, good wishes and connection, values that align seamlessly with the mission of Make-A-Wish: to fulfill the heart's desires of seriously ill children. By **collaborating with the City of Brussels and its iconic Christmas tree on the Grote Markt - combined with a strong media- and communication campaign** co-built with Publicis, Whyte & Amphon, we hoped to inspire as many people as possible to support this mission. »

Nathalie Brugel  
Marketing Lead Côte D'Or

