

Case Study: 'Hungry Thirsty' Positioning and Campaign



The Issue

In 2012 Parmalat had decided to enter the Victorian flavoured milk market with Oak.

A strong, impactful launch strategy and campaign were needed that differentiated Oak from the long dominant brand, Big M

What We Did

Qualitative research:

1. In-depth consumer understanding and strategy workshop.
2. Creative Development

The Outcome

Stage 1: uncovered the 'hungry thirsty' insight that became the basis for the brand positioning and launch strategy

Stage 2 : helped develop the launch [campaign](#)

Oak was successfully launched into the Victorian market, contributing to profit and growth for Parmalat.

As such, the campaign won its agency a [strategy planning award](#)