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HAVE YOU HEARD THE WISPA?

CADBURY RESPONDS TO CONSUMER DEMAND FOR NOSTALGIC FAVOURITE

For the first time ever, confectionery leader Cadbury has been persuaded by the might of the web to re-launch one of the most recognised, loved and missed chocolate bars, Wispa.

The rumour that has been circulating on the internet and across social network sites can today be confirmed: Wispa – the favourite chocolate bar launched in the '80s - is making a comeback.

This is largely thanks to the hoards of fans who have tirelessly lobbied Cadbury over the last few years to start making its famous gently bubbled, velvety milk chocolate once again. Loyal fans have been campaigning hard for its return, setting up hundreds of 'Bring Back Wispa' campaigns and online petitions, making banner appearances at festivals, creating blog sites and fuelling online discussion across Facebook, Bebo, YouTube and MySpace.

Facebook now plays host to a staggering 13,799 Wispa fans all of whom are actively campaigning across 93 different "Bring Back Wispa" groups. The number of people joining these Wispa fan based Facebook groups has increased by 35% since June 2007. Not to be outdone by Facebook, Bebo's most prominent Bring Back Wispa campaign has grown by 44% in the past eight weeks*.

Die-hard Wispa fans even took their mission to the festival circuit this year. At Glastonbury, two Wispa fans from Ireland stormed Iggy Pop's performance with a 'BRING BACK WISPA' banner.

Cadbury's spokesperson, Tony Bilsborough says: "We have been bowled over by the overwhelming online demand to bring back Wispa. We have noticed the web interest for some time and the consumer passion has undeniably swayed our opinion to re-launch Wispa. This is the first time that the power of the internet played such an intrinsic role in the return of a Cadbury brand."

Wispa epitomises the all fun, retro and kitsch nostalgia that we love about the '80s. Wispa's revival promises to take people back to a decade where Dallas and Dynasty ruled the airwaves and leg warmers, neon clothes and Bananarama were 'de rigueur'.

Brand historian (founder of Museum of Brands) Robert Opie explains: "We have a great affection for the treats of our youth. Knowing that a much-loved brand from our past will be making a comeback is bound to titillate the memory buds. With Wispa's success in the '80s, the nation has created a renewed and distinct demand that can only be satisfied by its re-launch. Wispa's unique chocolate sensation is impossible to find elsewhere, and when added to fond memory moments, makes its reappearance doubly appetising."

Wispa was renowned for using high profile celebrities throughout its long-running, award winning TV advertising campaign and the adverts are still remembered and loved by many. The tongue-in-cheek TV adverts which aired during the '80s and '90s, featured famous comedic duos including: Ruth Madoc and Simon Cadell (Hi-De-Hi), Nigel Hawthorne and Paul Eddington (Yes Minister), Victoria Wood and Julie Walters, Dennis Waterman and John Thaw (Sweeney) and Mel Smith and Griff Rhys Jones. The '80s Wispa adverts have since been immortalised on YouTube and some of them, like the Hi De Hi advert, now enjoy a huge online following – over twenty years after they first aired!

Former Head of Cadbury, Sir Dominic Cadbury, comments: "When we first came up with the concept for Wispa we knew we had created something very special. Wispa has always been a personal favourite so I am delighted that this unique and iconic bar is to be re-launched so that a whole new generation can enjoy Wispa".

Wispa first appeared as a pilot scheme in the Tyne Tees area in Autumn of 1981 and was an instant success with demand far outstripping production. Cadbury then created a bespoke production plant especially for Wispa and invested in a multi-million pound advertising campaign. When it rolled out nationally in 1983 it enjoyed a meteoric rise to the top of the confectionery tables.

Wispa Classic will be relaunched for a limited period from 8 October 2007. Approximately 23 million bars will be produced at launch for an RRP of 42p per bar, so this will be your chance to reminisce with Wispa while stocks last.

Wispa was, and still remains, a unique chocolate sensation. The bar fuses a secret blend of quality dark and Cadbury Dairy Milk chocolate interlaced with the finest bubbles developed by an expert 'Aeration Guru'. Nothing else on the market compares to the incredible taste and texture of Wispa, it's the ultimate 'textual experience' – once bitten, never forgotten.

For more information, images or an interview with a Wispa spokesperson please contact:



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Notes to Editors:

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