



Done & dusted, cracked & busted

The Indian biscuit market is estimated to be around Rs 37000 crore and is characterized by high penetration and competition at both local and national levels. The market has tons of brands but is dominated by the biggies - Britannia, Parle and ITC. It has been ages since a new product has cracked the brand-building code in this category.

Indonesian, the new Indian

Malkist, a brand of cheese crackers from the Indonesian Mayora group had quietly entered the Indian landscape several years ago. Well distributed but not well entrenched, it waited for its carpe diem moment. The cutthecrap moment in 2021.

Cracking the cracker

A cracker at best is known as yet another biscuit, at worse, a tasteless biscuit for the old and sick. So much so that a competing brand had 'India's First Tasty Cracker' as its tagline.



Here's what we did...or didn't :

Didn't call it a cracker. It's Malkist.
 Didn't over segment. From a *Bachchan* to a *Bacchi*
 Didn't make it a biscuit. It's a treat.
 Didn't present individual cracker. Two crackers sandwiched together made it an indulgence.
 Didn't make AB talk. All talking was done by the brand.

The Campaign

Lead role: Malkist

Side actors: 80-year-old Bachchan, 18-year-old Anikha Surendran

Malkist can't resist

Campaign TVC conveyed it sans a single dialogue. Sans even the baritone.

India couldn't resist

Sales soared, as did the salience. The brand has gone from strength to massive strength, more than doubling its sale and becoming the largest brand in the company's portfolio in India. Supported by social media videos, the Malkist campaign continues to build sales and shares into its year 2.

