



The World's Favourite
Belgian Chocolates

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GUYLIAN ANNOUNCES NEW TV CAMPAIGN FOR CHRISTMAS GIFTING SEASON

Guylian, The World's Favourite Belgian Chocolates, has announced a brand new TV campaign, targeting consumers during the key pre-Christmas period.

The brand plans to excite existing Guylian consumers and tempt new consumers into the 'Great Taste' experience of Guylian by offering a varied range of products at different price points and for different consumption moments.

Guylian's philosophy of a unique combination of price and quality, coupled with the key recognition elements of the Guylian brand – the chocolate seahorse with its combination of milk, dark and white Belgian chocolate – are clearly present throughout the brand's communications.

The ads, which are due on air on 9th October in the first of three bursts, are designed as an umbrella brand campaign, incorporating three different creatives, one each for the Guylian Seashell Bar range, the Guylian Twists individually wrapped Belgian chocolates and the world famous Belgian Chocolate Seashells with unique roasted hazelnut Praliné filling.

Part of a £1.5 million integrated marketing campaign, the ads are each featuring specially written music. Targeted towards the core Guylian consumer of ABC1 women aged 25-44 as well as those looking to purchase festive gifts, each is designed to keep the brand top of mind and generate sales every day.

Kevin Toms, [Managing Director of Guylian UK](#) said: “The new creatives convey Guylian’s premium quality and Belgian chocolate positioning and will drive sales during this key festive period. This year’s campaign will highlight our extensive range of quality products for every occasion, from festive gifting with our Guylian Original Seashells, sharing and indulgence with Guylian Twists to affordable luxury on the move with the Guylian Seashell bar range.”

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