

MarketingWeek

Cadbury bid to join the café culture club divides opinion

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Marketing Week poll delivers verdict on confectioner's brand extension plan.



Cadbury's plans to create a network of 60 branded cafés across Britain has received a mixed response from voters in the latest

MarketingWeek.co.uk poll, with 53% agreeing it is the right branding move for the confectionery giant.

However, 47% of voters were unconvinced that Cadbury's café plan was the right initiative.

The UK-based confectioner had been planning to create a chain of Cadbury Cocoa House outlets before it was taken over by US food giant Kraft in February.

Kraft has allowed the confectioner to carry on with its plan, which a Cadbury spokesman says is intended "to build on the strong Cadbury brand across the UK". A 20-year licensing deal has also been signed.

Experts warn that previous attempts by Cadbury and Nestlé in this area have not fared well.

But Jeffrey Young, managing director at Allegra Strategies, expects UK consumers to embrace the indulgent attributes of chocolate in a café environment. "The new Cadbury café will offer consumers another way to treat themselves."

WEB POLL

We asked:
Is Cadbury making the right branding move by considering opening branded cafés?

You said:

