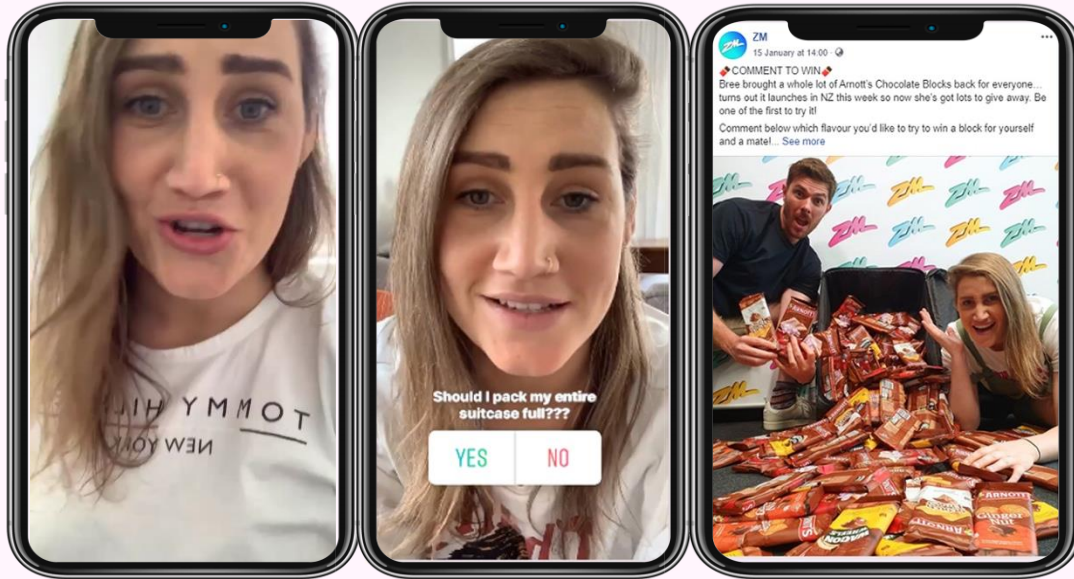




# ZM AND ARNOTT'S BREE AND CLINT'S CHOCOLATE MULE CASE STUDY



**379,407**

PEOPLE REACHED  
4.6 TIMES EACH  
ON AIR

**10,637**

REACTIONS TO SOCIAL  
POSTS – AND **18,561**  
POST CLICKS

**682,359**

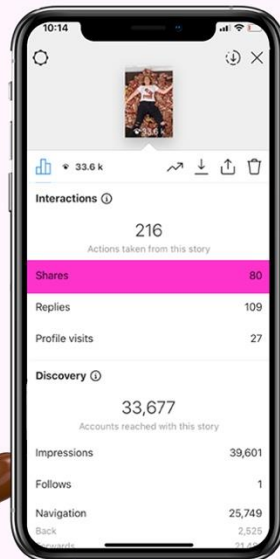
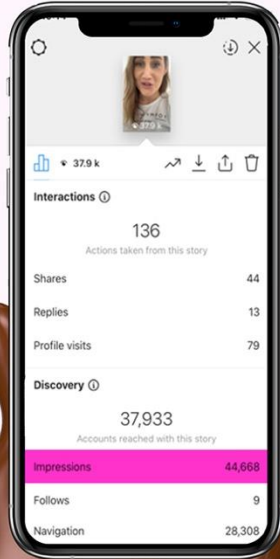
ACCOUNTS REACHED  
ON SOCIAL MEDIA\*



Arnott's chocolate blocks were a massive launch for Arnott's in 2020 and all campaign objectives were achieved and challenges overcome. The ZM Radio promotion enabled Arnott's chocolate blocks to launch with a BUZZ, drive awareness and trial and achieve sales targets.

Overall, we were overwhelmed with the buzz and excitement the ZM Radio promotion created for this launch.

MICHELLE KITCHEN – BRAND MANAGER, ARNOTT'S



**BE SEEN. BE HEARD. EVERYONE'S HERE.**

