

TWN

THE WORLDWIDE NETWORK

# Case Study: Kabi Chocolates

## TWN Product Placement - The Chocolate Factory

### Introduction

In this case study, we will explore the partnership between TWN Connect and Kabi Chocolate, an FMCG brand based in Ghana. TWN Connect's product placement program, specifically through its dedicated production called 'Chocolate Factory,' played a significant role in boosting Kabi Chocolate's digital presence, brand awareness, and appeal in key global markets. This case study will highlight the strategic benefits and outcomes achieved by Kabi Chocolate through its collaboration with TWN Connect.

### Brand Background

Kabi Chocolate is an artisanal chocolatier based in Ghana, known for its high-quality and ethically-sourced chocolates. With a mission to promote Ghana's rich chocolate-making heritage, Kabi Chocolate sought to expand its reach and connect with a global audience. Recognizing the power of content marketing and product placement, Kabi Chocolate partnered with TWN Connect to leverage their expertise and global network.

### The Chocolate Factory Production

TWN Connect's dedicated production, 'Chocolate Factory,' served as a powerful content marketing and product placement opportunity for Kabi Chocolate. The production focused on showcasing Kabi's brand story, vision, chocolate-making processes, and mission. It provided an immersive experience for viewers, allowing them to connect with the craftsmanship and passion behind Kabi Chocolate.

### Connecting with Ideal Customer Profiles

'Chocolate Factory' resonated particularly well with the DIY affinity group, as it showcased the artistry and techniques involved in chocolate making. Through TWN Connect's extensive network and targeted distribution, the production successfully reached ideal customer profiles worldwide. Key markets, including India, UK, USA, and Nigeria, were strategically targeted to maximize brand exposure and generate interest among chocolate enthusiasts and foodies.

### Boosting Digital Presence and Brand Awareness

The collaboration with TWN Connect allowed Kabi Chocolate to significantly enhance its digital presence and brand awareness. The engaging content of 'Chocolate Factory' attracted a wide audience, driving increased website traffic, social media engagement, and brand recognition. The captivating storytelling and visual appeal of the production effectively communicated Kabi Chocolate's unique selling propositions and differentiators.

### Educating the DIY and Foodie Community

In addition to brand promotion, 'Chocolate Factory' served as an educational platform, shedding light on the rise of artisan chocolatiers in Ghana and the opportunities that beckon. DIYers and foodies within TWN Connect's network were informed about the craftsmanship and sustainability behind Kabi Chocolate, fostering a deeper appreciation for the brand and its values.

### Conclusion

Through the collaboration with TWN Connect and the 'Chocolate Factory' production, Kabi Chocolate achieved remarkable results in terms of digital presence, brand awareness, and market reach. The strategic product placement and content marketing efforts effectively connected Kabi Chocolate with ideal customer profiles worldwide. By showcasing their brand story, vision, and chocolate-making processes, Kabi Chocolate was able to captivate audiences, educate the DIY and foodie community, and strengthen its position as a leading artisanal chocolatier. The success of this case study exemplifies the value and impact of TWN Connect's product placement program in promoting and elevating brands in the global marketplace.

By harnessing the power of content marketing, targeted distribution, and strategic collaborations, TWN Connect empowers brands like Kabi Chocolate to achieve their marketing objectives and connect with their desired audience on a global scale.