

Hi-Chew goes bold with expanded marketing campaign

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The campaign also features a new brand ambassador



Morinaga Asia Pacific is launching an expanded marketing campaign to support retail sales of Hi-Chew fruit chews in Australia and New Zealand.

In recent months, Hi-Chew has been running a test campaign focused on social media, including Facebook and Instagram. Featuring the new slogan "Fortune Flavours the Bold," the trial program has raised both awareness and sales, especially among Hi-Chew's core 18--29 age target.

The campaign also features a new brand ambassador, Sachiyo Yamada, a Japanese woman who was selected to play for Australia's national lacrosse team in 2017, winning a bronze medal at the World Games. Hi-Chew's ramped-up campaign is scheduled to run through the end of October.

Terry Kawabe, Managing Director of Morinaga Asia Pacific Co., said "Hi-Chew is making a major commitment to both the Australia and New Zealand markets. Our candy is the best-selling soft candy in Japan, and sales have more than tripled in the U.S. over the past five years. We plan to do whatever it takes to achieve the same success here."

In Australia, Hi-Chew has recently been ranged at selected Coles stores nationwide. In New Zealand, the brand is sold at various retailers, including Pak 'n Save and New World.

"Per-capita consumption of sugar confectionery is much higher in these two markets than in Japan," said Anthony King, Managing Director of distributor Grocery Corp. "Sales value in the USA rose to US\$58 Million last year. We expect to see a rapid growth rate here as well."

Available packaging includes peg bags with mixed flavours (100g Original Mix, 100g Tropical Mix, 90g Sweet & Sour) and sticks in four different flavours (Strawberry, Grape, Green Apple, Mango).

Hi-Chew is known for an exceptionally long-lasting, chewy texture and a wide variety of bold fruit flavours. The candy was created in 1975 by Morinaga & Co., Ltd., one of Japan's "Big 4" confectionery companies. The fruit chews have been offered in more than 170 flavours, and achieved sales success worldwide.