

Nestlé to rebrand and market its Nescafé Gold line

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New jars feature a brushed champagne gold lid and a tall, sleek shape. Nestlé said the refresh is Nescafé Gold’s most daring design to date, as it aims to appeal to new consumers. The look and feel spans across the 27 products in the Nescafé Gold range, from the signature Nescafé Gold Blend to the full-bodied Nescafé Gold Black.

Accompanied by a £7 million investment plan over six months from October, the launch features two new TV adverts as well as point of sale fixtures to raise awareness.

In a statement, Nestlé said: “The relaunch campaign titled Those Few People includes emotional and product TVCs linking the care we put into our relationships with the care and attention that goes into making a cup of Nescafé Gold. The campaign aims to drive home the message that each one of us will meet around 80,000 people in our lifetime but only a few will be really special to us.”

“We don’t often get a chance to make that many truly meaningful connections, so when we do it’s worth making an effort to hold on to them”, he added.