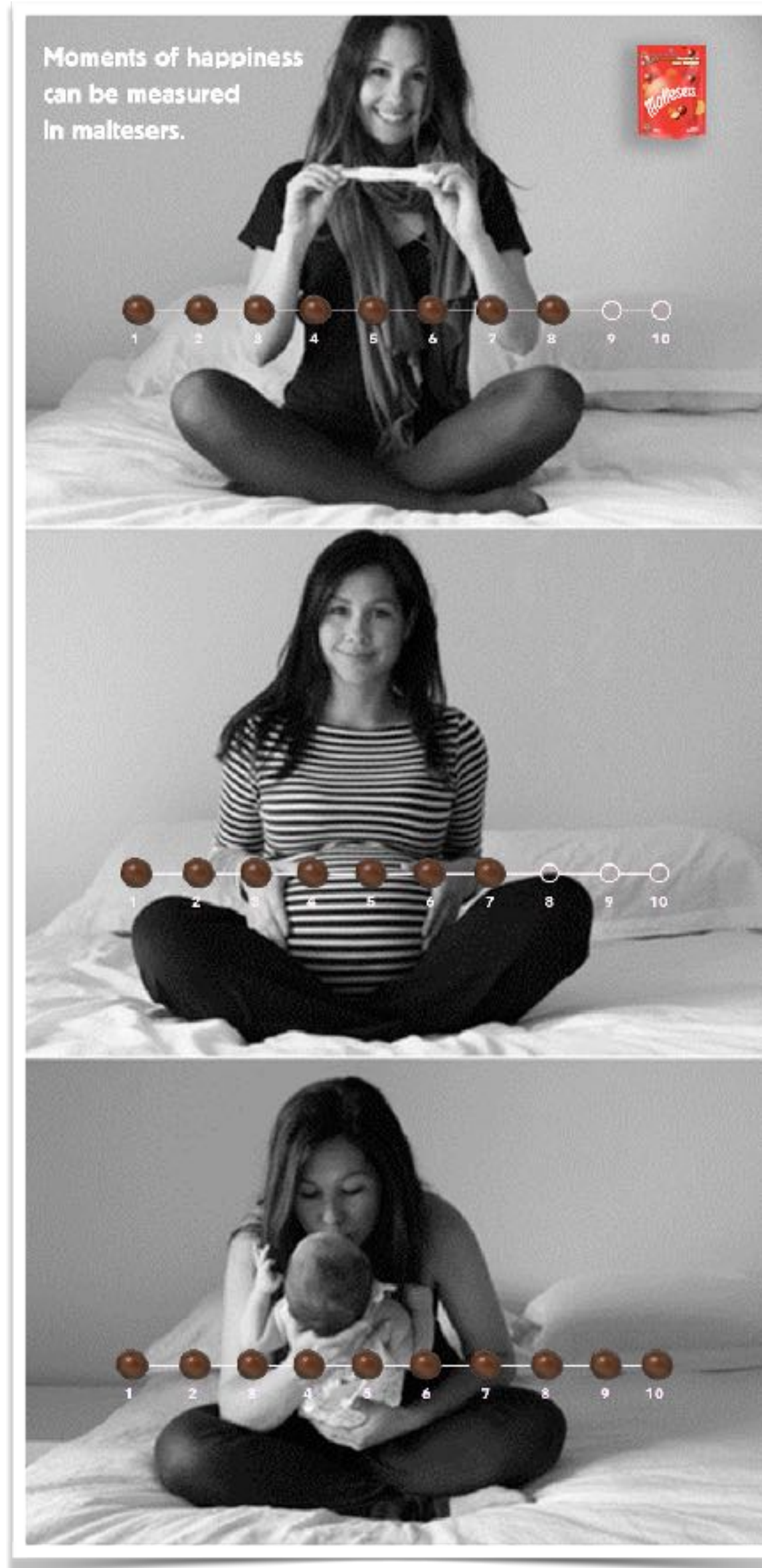
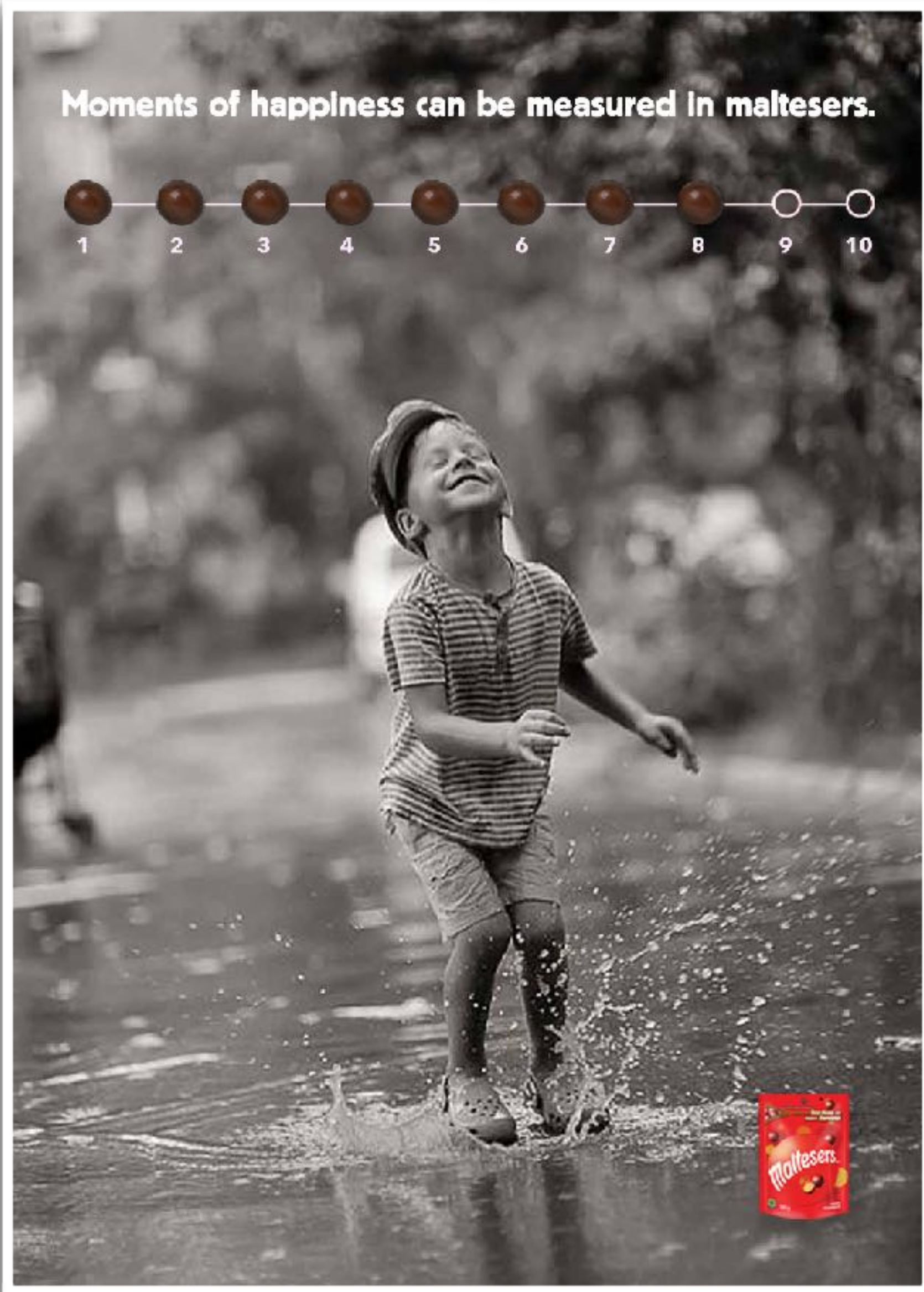


The image shows the Maltesers logo in white, lowercase, rounded letters on a red background. The logo is centered within a large, semi-transparent red circle. There are other overlapping circles in shades of red and orange behind the main one, creating a layered effect.

maltesers®

"SCALE"
by Luis Irache



We all know that in life there are better moments and worse moments. But what we often do not realize is that if we know how to live "the positive and light side of life" we can get the positive of each moment. To a lesser or greater extent, every moment deserves a celebration. And all humans, since we were born (or at least from very young) we know that something sweet is the best reward. We propose to look for the positive side at all times. Let's live, enjoy, remember that when we were children we did anything for a sweet. It made us feel good. Let's not forget it. The happiness of every moment, can be measured ... in Maltesers.

Show stories to consumers. In them the good or less good moments increase or decrease the number of Maltesers of the "scale". To finish in very happy moments that deserve the 10.

Yesterday my boss called me to his office;
My promotion at work I thought.

1 2 3 4 5 6 7 8 9 10

But when I entered he told me that he had
to reduce staff, he told me that I was fired

1 2 3 4 5 6 7 8 9 10

I got so depressed that I decided to go for coffee ...
and when I walk into the cafeteria, I meet John.
My former boss and Platonic love .

1 2 3 4 5 6 7 8 9 10

who is now "happily" married.

1 2 3 4 5 6 7 8 9 10

And I started talking to him ... and he offered
me my old job ... but winning 50% more!

1 2 3 4 5 6 7 8 9 10

Moments of happiness can be measured in

SCALE OF HAPPY MOMENTS IN MALTESERS



What else can you use the scale in Social Media or retail?



TO CAPTURE LEADS AND QUALIFY THE CONSUMERS.

Through interactive experiences we can know, from 1 to 10, where they prefer to eat Maltesers, in what moments, if they do it alone or with friends, etc ...



POINT OF SALE. It allows to make promotions in retail that encourage to participate to the consumers through the achievement of prizes. Valuing experiences that can be created.



STORYTELLING. Let them tell us their "happiest moments" with photos or texts and that other consumers value from 1 to 10 those moments. The most voted stories (which will serve as "inspiration" for future spots for example) will be able to win Maltesers prizes.

In short, put in the Top of Mind of consumers that "you have to see the positive side of life" and measure happiness in moments of enjoying a light chocolate that rewards everything, good and not so good.