

## ● **THE INSIGHT:**

Maltesers are perfect for 'sharing the silly' with others. They're a great treat to share in front of the latest episode of your favourite show. But we need to remind people across Canada and share just how delicious these balls are.

## ● **THE IDEA:**

**TRAVEL LIGHT**

## ● **EXECUTION:**

Let's send a woman on a trip around the country with only Maltesers as a currency. She'll have an endless supply of Maltesers to share with people in exchange for lodging, dinner, drinks, train fares etc. Not only will she be sharing light moments everywhere she goes, but the people she encounters will also get to sample the product and remember how light and delicious it is.





Across social and digital channels (Facebook Live, Instagram, Twitter etc.) we'll follow her journey and capture the moments of hilarity, bargaining power and silly fun as she tries to travel light using only the power of delicious chocolate treats.

Viewers can also follow her trip daily via a Youtube channel / reality web-series.

## WEB SERIES:

**You Tube**

# THE TRAVEL LIGHT SHOW

Maltesers

Join our host as she looks on the light side and travels across Canada with nothing but Maltesers as a currency.

9,880

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## SOCIAL MEDIA CONTENT:

**Maltesers** Sponsored

**TRAVEL LIGHT** Maltesers

♥

♥ 111,682 likes

Quebec City to Montreal for only one packet of #Maltesers. Seems the bus driver is a fan. #TravelLight

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♥

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Not a human being for miles so no bartering today. It's just me and my tent. #Maltesers for dinner again #TravelLight