

KitKat®

Turns "Have a Break" into moments of play with 500M+ impressions across 40 markets



The Goal

For decades, **KitKat** has encouraged consumers to "**Have a Break.**" To bring that iconic platform into a modern, highly engaged environment, **Nestlé** partnered with XBOX Media Solutions and **Candy Crush Saga** to connect with players during the short mobile gaming moments that naturally align with taking a break.

The goal was to transform passive brand exposure into active participation while driving measurable impact across the marketing funnel.

The Solution

The campaign brought KitKat directly into the player experience through immersive, reward-based advertising formats designed for attention and engagement.

- **Rewarded Video** connected KitKat with players in an opt-in environment built around value exchange.
- **Interactive Playables** transformed brand messaging into hands-on engagement.
- A broader global activation extended the partnership beyond the game through connected consumer touchpoints and retail experiences.

The Results

6.9M+ Clicks

496M+ Rewards Delivered

97%+ Completion Rate

