# McVitie's marks 100 years of Chocolate Digestive with bold campaign and new flavours



To commemorate the 100th anniversary of the iconic McVitie's Chocolate Digestive, the advertising agency TBWA has launched a brilliantly orchestrated campaign that celebrates the biscuit's status as a cultural touchstone alongside historical achievements like the wheel and the telephone. This playful initiative aims to reinforce the Chocolate Digestive as an irreplacable emblem of British culture.

The campaign, which has permeated out-of-home, digital, experiential, and PR channels, cleverly blends humour with reverence. Matt Tassell, a creative lead at TBWA, remarked that the objective was to elevate the "Choc Dig," as it is affectionately known, from a mere mass-produced snack to a timeless cultural artefact. "We quickly realised that – despite its humble appearance – the Choc Dig shares traits with some of humanity's greatest inventions," he noted, illustrating the biscuit's deeper significance.

Visually, the campaign is as enchanting as it is innovative. One of the central pieces features an enormous Chocolate Digestive dominating landscapes, akin to a snack-shaped Stonehenge. Complementing this striking imagery, the company hosted The McVitie's Chocolate Digestives Experience at Piccadilly Lights in London, immersing biscuit aficionados in the history and allure of this beloved treat. "Our iconic poster campaign featured a Choc Dig looming large above all else," said Tassell, highlighting the visual impact as fitting for its location atop Europe’s largest single digital billboard.

Anniversaries often evoke a wave of nostalgia, particularly among the British public, and this campaign has managed to harness that sentiment while presenting a fresh narrative. The level of craftsmanship, wit, and storytelling embedded throughout the campaign is commendable. Tassell articulated this sentiment well: "We had a genuinely legendary product to play with and a strong creative idea to anchor everything."

Central to the campaign's appeal is a distinct tone that is both affectionate and cheeky, invoking fond memories while suggesting a vibrant future for the biscuit. The campaign not only celebrates its centenary but manages to weave in a message of modernity and evolution. The Chocolate Digestive isn't merely a remnant of biscuit history; it continues to innovate with new product developments and flavour twists, thus remaining relevant in a competitive landscape.

In line with this celebration, McVitie's has introduced new products to expand its lineup. The White Chocolate Digestive, for instance, has been reintroduced as a permanent offering, featuring the classic digestive biscuit enveloped in a layer of creamy white chocolate, now available in major supermarkets like Sainsbury's, Tesco, and Asda. Lauded for its rich taste and texture, this flavour reflects customer demand and offers a contemporary twist to the classic. Alongside this, the launch of 'Seriously Chocolatey' Digestives adds an ultra-chocolatey variant with dark chocolate chips embedded within, showcasing McVitie's commitment to appealing to a new generation of biscuit lovers.

The introduction of these flavours aligns perfectly with the campaign’s messaging of continual innovation. Aslı Özen Turhan, Chief Marketing Officer at Pladis UK & Ireland, expressed her delight over the new flavour, commenting on the strong customer interest and anticipated success. The sustained enthusiasm around McVitie’s product range is a testament to its ability to engage consumers through nostalgia while adapting to changing tastes.

Overall, this centenary celebration not only highlights the Chocolate Digestive's historic significance but also positions McVitie's as a brand that continuously evolves. The blend of reverence for tradition with an eye on the future signifies why this biscuit holds a cherished place in British culture. The campaign encapsulates the essence of enjoying a Chocolate Digestive—whether with a cup of tea or as a standalone treat—as a small yet profound joy shared across generations.

### Reference Map

1. Paragraphs 1, 2, 3, 5, 6, 7, 8
2. Paragraphs 5, 6
3. Paragraphs 5, 6
4. Paragraphs 6, 8
5. Paragraphs 5, 6
6. Paragraphs 5, 7
7. Paragraphs 6, 8

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/> - Please view link - unable to able to access data
2. <https://www.mirror.co.uk/money/mcvities-unveils-brand-new-chocolate-30429505> - McVitie's has unveiled a new White Chocolate Digestive flavor ahead of the 100th anniversary of its Milk Chocolate Digestives. The new flavor is available in Sainsbury's stores for £1.89 and will be available in other UK supermarkets, including Co-op, Tesco, Asda, and Morrisons. The White Chocolate Digestives are a permanent addition to McVitie's range, joining existing flavors like Dark Chocolate, Double Chocolate, and Caramel. The launch has been well-received by fans, with many expressing excitement over the new flavor.
3. <https://www.pladisglobal.com/media-centre/white-chocolate-digestives-launched-uk-ireland> - Pladis, the parent company of McVitie's, announced the return of the White Chocolate Digestive as a permanent addition to the range, coinciding with the 100th anniversary of the McVitie's Chocolate Digestive. The product is available in Sainsbury's, with other UK supermarkets, including Co-op, Tesco, Asda, and Morrisons, to follow soon. Aslı Özen Turhan, Chief Marketing Officer at pladis UK & Ireland, expressed excitement over the new flavor, noting the high demand from customers for White Chocolate Digestives.
4. <https://www.thegrocer.co.uk/new-product-development/mcvities-unveils-seriously-chocolatey-digestives/692963.article> - McVitie's has launched 'Seriously Chocolatey' Digestives, an ultra-chocolatey version of the classic biscuit. The new product features a cocoa-flavored digestive biscuit embedded with dark chocolate chips and topped with milk chocolate. It is available in Morrisons stores and will roll out to additional retailers later this month. The launch follows the success of the White Chocolate Digestives, which delivered £1.2 million in incremental sales during its first six months on shelf.
5. <https://bakingbiscuit.com/mcvities-unveils-white-chocolate-digestives/> - McVitie's has reintroduced White Chocolate Digestives as a permanent addition to its range, coinciding with the 100th anniversary of the McVitie's Chocolate Digestive. The product features the original digestive biscuit covered in a layer of creamy white chocolate. It is available in Sainsbury's and Co-op, with other UK supermarkets, including Tesco, Asda, and Morrisons, to follow soon. The launch has been well-received, with fans expressing excitement over the return of this flavor.
6. <https://www.goodhousekeeping.com/uk/food/a44490689/mcvities-white-chocolate-digestives/> - McVitie's has launched a new White Chocolate Digestive flavor, featuring the original digestive biscuit base covered with a smooth layer of sweet and creamy white chocolate. The product is available in Sainsbury's and will be available in other UK supermarkets, including Co-op, Tesco, Asda, and Morrisons. The White Chocolate Digestives are a permanent addition to McVitie's range, joining existing flavors like Dark Chocolate, Double Chocolate, and Caramel.
7. <https://www.chad.co.uk/lifestyle/food-and-drink/mcvities-announce-release-of-biscuits-which-will-pay-tribute-to-1980s-classic-4682353> - McVitie's has announced the release of Gold Digestives, a new product that pays tribute to the 1980s classic Gold bar. The new product combines golden caramel flavor with the sweet and salty digestive biscuit, creating a delicious combination. Gold Digestives will be available in Sainsbury's from July 7, with other UK supermarkets, including Tesco, Waitrose, Co-op, Asda, and Morrisons, to follow soon. The launch celebrates the 100th anniversary of the Milk Chocolate Digestive.