# McVitie's Chocolate Digestives celebrate 100 years with campaign likening biscuit to great British inventions



To celebrate the centenary of McVitie's Chocolate Digestives, TBWA has unveiled a campaign that playfully positions this quintessential biscuit alongside monumental inventions like the wheel and the telephone. This audacious strategy not only underscores the cultural importance of the Chocolate Digestive but also showcases a brand that has managed to remain relevant over the years.

Creative director Matt Tassell articulated the essence of the campaign, stating that the goal was to elevate the “Choc Dig” from a mere mass-market product to a beloved British icon. “The brief was to reassert the 'Choc Dig' as an irreplaceable British icon,” he explained. The campaign intriguingly suggests that, despite its modest appearance, the Chocolate Digestive has remarkable similarities to some of humanity’s greatest achievements.

Utilising a mixture of out-of-home advertising, digital media, experiential marketing, and public relations, the campaign channels both humour and genuine admiration. It explores an interesting tension between reverence and playfulness, a sentiment Matt articulated when he remarked, “The joke is we're not joking.” Visually striking posters feature oversized Chocolate Digestives serenely dominating landscapes, reminiscent of an otherworldly Stonehenge. A limited-time pop-up experience at London’s Piccadilly Lights invited enthusiasts to engage intimately with the brand, further enhancing its historical significance.

Anniversaries often evoke nostalgia, particularly in British culture. However, the richness of this campaign lies in its craftsmanship and storytelling, which traverses various platforms. Matt noted the importance of maintaining a cohesive narrative that resonates with audiences, stating, "We had a genuinely legendary product to play with and a simple, strong creative idea to anchor everything back to." This unified approach helped partners and collaborators align with a clear creative framework.

At the heart of this framework is a tone that balances affection with cheekiness, evoking a sense of nostalgia while ensuring the Chocolate Digestive remains relevant. “We wanted to awaken some of that nostalgia and comfort," Matt reflected, “and playfully articulate its place in the world we all live in." The campaign’s reach extended beyond traditional mediums, introducing large-scale activations like digital out-of-home takeovers and landmark projections that are both ambitious and irreverent.

As the campaign unfolds, it intertwines narratives of innovation with nostalgia. The Chocolate Digestive is not merely a relic; it’s a dynamic product evolving within the contemporary British food landscape. “Like any good innovator, McVitie's is ever-curious,” said Matt. The brand continuously introduces new flavours and products, thereby bridging the gap between generations and ensuring its relevance in modern snacking culture.

The launch of new flavours such as White Chocolate Digestives coinciding with the centenary serves as a testament to McVitie’s commitment to continuous development. Now available at various supermarkets, including Sainsbury's and Tesco, these flavours not only cater to evolving consumer preferences but also signal a brand attentive to its audience's desires. Aslı Özen Turhan, Chief Marketing Officer at pladis UK & Ireland, noted that the company is excited to meet long-standing customer demands with the return of this flavour, which hasn’t graced the shelves since 2005.

In addition to White Chocolate Digestives, McVitie’s has introduced products like Seriously Chocolatey Digestives, featuring an ultra-chocolatey profile aimed at providing indulgent everyday treats. This strategic expansion reflects a growing emphasis on meeting consumer desires, particularly in leisurely snacking times.

In its centenary celebrations, the campaign expertly encapsulates both the legacy and future of the Chocolate Digestive. It posits the biscuit as not only a nostalgic staple but as a vital component of social gatherings—an ethos encapsulated in the idea that many of life's challenges can indeed be ameliorated with a cup of tea and a biscuit. The balance of humour with cultural appreciation has elevated the Chocolate Digestive to new heights in the public consciousness, reinforcing its position as a comforting companion in both good times and bad.

### Reference Map

* Paragraph 1: [[1]](https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/)
* Paragraph 2: [[1]](https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/)
* Paragraph 3: [[1]](https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/)
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* Paragraph 6: [[1]](https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/)
* Paragraph 7: [[2]](https://www.mirror.co.uk/money/mcvities-unveils-brand-new-chocolate-30429505), [[3]](https://www.pladisglobal.com/media-centre/white-chocolate-digestives-launched-uk-ireland), [[5]](https://bakingbiscuit.com/mcvities-unveils-white-chocolate-digestives/)
* Paragraph 8: [[4]](https://www.mcvities.co.uk/products/seriously-chocolatey-digestives), [[6]](https://www.goodhousekeeping.com/uk/food/a44490689/mcvities-white-chocolate-digestives/)
* Paragraph 9: [[1]](https://www.creativeboom.com/news/mcvities-chocolate-digestives-turn-100-with-a-campaign-for-the-ages/)

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## 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 introduced White Chocolate Digestives 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. Aslı Özen Turhan, Chief Marketing Officer at pladis UK & Ireland, stated that customers have been asking for White Chocolate Digestives for a while, and the company is excited to bring them to the shelves. ([mirror.co.uk](https://www.mirror.co.uk/money/mcvities-unveils-brand-new-chocolate-30429505?utm_source=openai))
3. <https://www.pladisglobal.com/media-centre/white-chocolate-digestives-launched-uk-ireland> - Pladis, the parent company of McVitie's, has announced the return of White Chocolate Digestives in the UK and Ireland. This marks the first time since 2005 that the White Chocolate Digestive is available, coinciding with the 100th anniversary of McVitie's Chocolate Digestive. The new flavor 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 return of the White Chocolate Digestive, highlighting the brand's commitment to innovation and meeting customer demand. ([pladisglobal.com](https://www.pladisglobal.com/media-centre/white-chocolate-digestives-launched-uk-ireland?utm_source=openai))
4. <https://www.mcvities.co.uk/products/seriously-chocolatey-digestives> - McVitie's has launched Seriously Chocolatey Digestives, an ultra-chocolatey version of its 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 in 250g packs for £1.99, with plans to roll out to other major supermarkets. The launch aims to cater to consumers seeking more indulgent everyday treats, especially during late afternoon and evening snacking times. James King, Marketing Director at pladis UK & Ireland, emphasized the brand's commitment to innovation and meeting consumer preferences. ([thegrocer.co.uk](https://www.thegrocer.co.uk/new-product-development/mcvities-unveils-seriously-chocolatey-digestives/692963.article?utm_source=openai))
5. <https://bakingbiscuit.com/mcvities-unveils-white-chocolate-digestives/> - McVitie's has unveiled White Chocolate Digestives, marking the return of this flavor to the brand's portfolio for the first time since 2005. The new variety is a permanent addition to the range and is available in Sainsbury's, with other UK supermarkets, including Co-op, Tesco, Asda, and Morrisons, to follow. The White Chocolate Digestives feature the original digestive biscuit base covered in a layer of creamy white chocolate. Aslı Özen Turhan, Chief Marketing Officer at pladis UK & Ireland, expressed excitement over the return of the White Chocolate Digestive, highlighting the brand's commitment to innovation and meeting customer demand. ([bakingbiscuit.com](https://bakingbiscuit.com/mcvities-unveils-white-chocolate-digestives/?utm_source=openai))
6. <https://www.goodhousekeeping.com/uk/food/a44490689/mcvities-white-chocolate-digestives/> - McVitie's has announced the launch of White Chocolate Digestives, featuring the original digestive biscuit base covered with a smooth layer of sweet and creamy white chocolate. The new flavor 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. The launch has been well-received by fans, with many expressing excitement over the new flavor. ([goodhousekeeping.com](https://www.goodhousekeeping.com/uk/food/a44490689/mcvities-white-chocolate-digestives/?utm_source=openai))