

Godiva partners with star actor in new campaign



The Godiva Is Chocolate campaign showcases Godiva as a premium, daily treat with its portion control sizes, sharing packages, on-the-go formats, in addition to its formal gift boxes

Godiva has announced the launch of Godiva Is Chocolate, a marketing campaign celebrating the Belgian chocolatier's growth beyond its strong gifting roots, as it becomes "a more vibrant and easier to find brand".

With nearly 100 years of Belgian heritage, Godiva aims to grow its presence in domestic and travel retail to be an elevated everyday treat for anyone - and the new campaign is a big part of that plan.

The company has partnered with internationally renowned actor Chris Evans (best known for his roles in "The Avengers" franchise and "Gifted", with upcoming projects to include "Ghosted") to be the voice of the new Godiva Is Chocolate marketing campaign.

Evans' approachability and charisma align with the new brand positioning and the sentiments in the campaign, the company said.

The Godiva Is Chocolate campaign, developed in partnership with TracyLocke, showcases Godiva as a premium, daily treat with its portion control sizes, sharing packages, on-the-go convenient formats, in addition to its formal, high-end gifting boxes for special occasions.

It seeks to communicate quality, premiumness and leadership.

Godiva Is Chocolate will launch on the US market and feature spots across over the top media, digital, social media (e.g. YouTube, Facebook, Instagram) and retail touchpoints through in-store signage to reach consumers.

The campaign will also be featured in impactful out of home locations and billboards to drive the message of the campaign. The ads will highlight the product portfolio with four creative spots, each highlighting different products, including:

- Signature Mini Bars: Eight individually wrapped chocolate bars to eat at any time, also taking care of the portion control;
- Chocolate Domes: Multisensorial and textured experience, described as creamy, crispy and crunchy;
- Masterpieces: Artfully crafted chocolates with elegant designs and luxurious fillings;
- Classic Gold Collection: The new-to-market Iconic Gold collection chocolates now available

where consumers shop every day.

All products are available at US retailers nationwide, in the chocolate aisle where consumers shop every day, and on godiva.com. They are also available at various travel retail points-of-sale across the country.

Said Nurtac Afridi, Global CEO, Godiva: “We are thrilled to further build on our success of the past two years with the unveiling of Godiva Is Chocolate. This campaign signals an important expansion of the Godiva premiumness to the global marketplace with exciting, relatable, creative concepts that help position our iconic brand as part of our consumers’ daily lives.

“Godiva elevates every moment. It’s the reward you give yourself. It’s the indulgence you deserve. We are excited for the Godiva Is Chocolate campaign to bring a new way for consumers to talk about and engage with Godiva.”

Evans said: “I’ve been a fan of Godiva for a long time and I’m honored to be the voice of their new campaign.”