

I'm Sophie, I'm a marketing graduate and I'm one of 4 assistant brand managers on KitKat. The reason why there are 4 of us on KitKat is because it's such a huge brand. Lots of different things going on all the time, so predominantly I look after our female offering, which is KitKat senses; so as a marketing graduate you're involved in the whole lifecycle of a product and one of the most exciting things we do is launch a new product into the market.

One which I am launching it'll be in the shops now, is KitKat Senses caramel cream. As a marketer you do research with all your consumers to understand what's the most motivating concept for them, so we researched all the different flavours that they would like and we knew that caramel was a top one for our consumers.

We then went and worked with the technical teams to develop a product that the consumers are going to like. After then, you work with the factories to make sure we can make it and then the fun and exciting things are developing advertising to sell the product when it comes to market.

Hi I'm Steven, I'm a marketing graduate and I'm an assistant brand manager on KitKat. I'd say marketing is very much about inspiring and bringing people together, to get to an end goal and to produce something that's going to improve your brand in either the short term or the long term. OK, so one of the examples of the projects I've led within the business is the KitKat cross your fingers campaign which went live during the world cup period and this was when I first started in the business, we had absolutely no idea what we were going to do at all, just that we wanted to do something, so I took that whole process from start to finish, again briefing it out to our agencies, developing with them ideas, packaging, point of sale material, the right mix in terms of communications, the TV adverts, everything we did I worked on that project from scratch, and as I say helped the agencies and brand team push that project through to what consumers would have seen on the outdoor advertising, on the TV ads and on the packs as we've seen them as well.

Another project that I've been heavily involved in since I started on KitKat is digital; by digital what I mean is giving KitKat a presence within the digital world, not just on the internet, but also in things like mobile, facebook, things like that, mediums which our consumers are really familiar with, but mediums that KitKat never really had exposure in at all. So when I first came to the company we had a very very basic website; we've now developed that and we're getting around about one and a half million people coming to that website every year, visiting KitKat; we've also a mobile application; we've got 150 thousands fans on our facebook page which we didn't have before, and through digital we've now got a whole new medium which has opened up to ourselves to be able to go out and talk to consumers within mediums that they're very familiar with, engaging with not only with their friends and their colleagues, but also brands, so facebook's really a good example of how we can connect to a number of consumers throughout the digital platform.

I think that one of the things that I didn't understand before I joined is that creating a TV ad is not a simple process, it's really complicated, it takes a lot of time and a lot of work and a lot of people collectively putting forward their ideas to make sure that your idea is one that consumers understand, and one that's going to leave your brand in a much stronger place than when you started, and the whole process of defining and understanding what you want to do in your advertising is certainly a lot more complex than I really understood.

One thing that's really exciting about working on the KitKat brand is that you know that you are making a difference to lots of people's break times; so there are seven KitKats eaten every second in the UK and that means that consumers are seeing our product and everything that we've done in packaging, advertising and the taste of the product seven times every second.