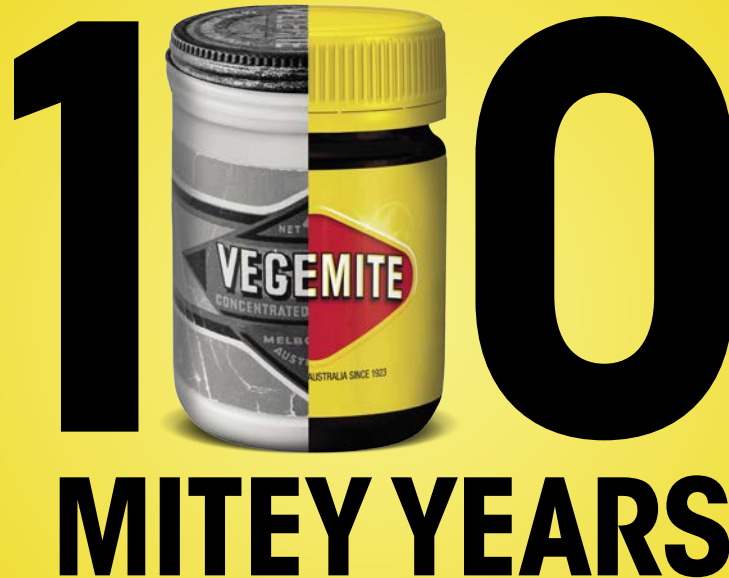


Case study



100 YEARS YOUNG – BUILDING BRANDS THAT LAST

Since VEGEMITE joined our brand portfolio, it has undergone a resurgence in consumer engagement. Our brand management approach builds relevance, brand equity and value for this 100-year-young brand.

The power of food brands that are loved by generations of consumers is immense. Many of the food and beverage brands in the Global Best Brands survey are healthy centenarians.¹ VEGEMITE joins this spritely club by turning 100 in October, and we are making the most of it.

Since launching the “Tastes Like Australia” advertising campaign in 2018, Bega has strengthened VEGEMITE’s iconic status. Using creative ideas to generate extensive press coverage and consumer engagement is efficient and effective.

In April, we announced the remaking of the Happy Little VEGEMITEs advertisement and invited the next generation of children to audition for this once-in-a-lifetime role. We received 10,000+ auditions from Aussie hopefuls. We released the remade advertisement with another surprise guest – Trish Cavanagh. Trish was part of the original 1950s advertisement when she was just seven years old.

In September, VEGEMITE products debuted a rotation of six “Mitey meals” labels, which showed how VEGEMITE enhances recipes and encouraged VEGEMITE lovers to try VEGEMITE in new ways.

In 2023 we celebrated 100 MITEY Years of VEGEMITE with a series of brand activities designed to appeal to everyone. This was truly a year fitting for a 100-year celebration, and there is more to come. The activity to date has delivered growth of 10.4% in retail sales value.²

In December 2023 VEGEMITE brought MITEY VEGEMITE \$1 coins to Australia. We teamed up with the Royal Australian Mint to feature our 100-year timeline and the favourite way to enjoy VEGEMITE – on toast!

2023 was truly a year fitting for a 100-year celebration, and there is more to come.

“The Prevalence of Longevity Among Leading Brands” posted 9 years ago in Boston Hospitality Review. Results compared against 2022 Best Global Brands Interbrand report for brand movement.