

# JWT AMSTERDAM AND KITKAT GIVE HOLLAND ITS BIGGEST BREAK EVER



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Summary **JWT Amsterdam (www.jwtamsterdam.nl) together with KITKAT, Nestlé's largest chocolate brand, launch the first-ever nationwide break. 'Give Holland A Break' (www.givehollandabreak.com) is an integrated campaign centered around an online platform that goes live on 20 October and supported by TVC and radio premiering on the same day.**

Details Since 1958 KITKAT is known for its iconic and world famous 'Have a break, have a KitKat' tagline. But the celebrated payoff is getting a bigger interpretation with the introduction of the KITKAT CHUNKY DOUBLE Caramel. The new KITKAT variety features two different caramel fillings: one half-filled with crunchy caramel and the other half with creamy caramel. This unique KITKAT CHUNKY DOUBLE Caramel deserves a double break. An epic break. For the first time in history, KITKAT presents a break, not just for one person, but for a whole country. Yes, KITKAT is going to give the whole of Holland a break. A break from the man who's in the media 24/7. A break from...Gordon.

KITKAT is sending Gordon, one of Holland's most talked-about and high profile celebrities, to a desert island. Totally cut-off from the outside world without any means of communication. KITKAT developed [www.givehollandabreak.com](http://www.givehollandabreak.com) to challenge the public to decide how far and for how long Gordon will be sent away. The interactive game sees Gordon resting on one side of a seesaw. Overhead there is a floating KITKAT CHUNKY DOUBLE caramel that tempts visitors to drop it on the opposite side of the seesaw to send Gordon towards a far away island. Will Gordon be sent to Bishop Rock off the Isles of Scilly or somewhere in the far reaches of the inhospitable Atlantic Ocean? Gordon's fate is in the hands of the people's vote. The :25' animated TVC and :20' radio spots reinforces the online creative and call-to-action messaging.

**KITKAT: "We at KITKAT want to give people the ultimate break and we're confident this unique campaign will deliver. We're also big Gordon fans and really excited that he's agreed to accept this challenge. This is an epic break never before experienced for the whole of Holland."**

**GORDON: "When KITKAT approached me with this challenge I immediately thought, 'Wow, of course I'm up for this!' I think the idea is**

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***hilarious and I'm curious to see where Holland is going to send me, and more importantly, if they can really make it happen. Also I would love a break myself, so it's a win-win for all. A true double-break! Holland is happy, and I am too."***

The campaign builds-up the fever pitch in Three Phases.

Phase One kicked-off on 15th October with a teaser trailer across Twitter and Facebook announcing the first-ever nationwide break. Today, the [www.givehollandabreak.com](http://www.givehollandabreak.com) platform goes live calling on the whole of Holland to play the game and help KITKAT decide for how far, and for how long Gordon is sent away. The first phase ends on 25 October with the announcement of how long the break will last and to which island Gordon is being sent.

Phase Two begins the actual Break from Gordon on 26 October with a farewell party at Schiphol airport and the 'Gordon-free' epic break will last up until the 4 November. There will be a total and complete Gordon-silence during this period. Gordon will not be seen on TV or in newspapers, heard on radio or found on Google and in Social Media.

For people that can't live without Gordon for a few days, there will be a hidden live-stream with the island of choice. But who would want to 'unbreak' this epic break?

Phase Three begins on 4 November and will mark the end of this unique break and sees Gordon's return to Holland and witnessing his unpredictable character. Will Gordon be back with a vengeance, or has the epic break made him a changed man?

***BAS KORSTEN, ECD JWT AMSTERDAM: 'This is a big idea full of potential because it is built on a global insight. Every country has its Gordon, so we can definitely imagine this idea, like Gordon, travelling around the world.'***

The digital platform, developed by Superhero Cheesecake, is supported by TVC, radio and additional online elements, with all 3D elements developed by Keytoon.

'Give Holland A Break' follows the award-winning 'Have A Seat' campaign from JWT Amsterdam. Main responsibilities for the campaign are: Bas Korsten (ECD) and David Navarro (Head of Design/Interactive Director) from JWT Amsterdam and Martine Olijslagers-Kuip and Noor Rekmans from NESTLÉ KITKAT.

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## **About KITKAT**

KITKAT is the largest candy bar brand of the Netherlands and is known for its combination of chocolate and crunchy wafer. KITKAT existing over 75 years, is worldly known for the 'Have a break, have a KitKat' slogan. KITKAT has multiple candy bars, amongst others KITKAT 4-finger and CHUNKY.

## **About Nestlé**

Nestlé is the biggest food company in the world, responsible for the production

of brands including NESCAFÉ, MAGGI, chocolate such as KITKAT and BROS, Nestlé baby food such as NESTLÉ PyjamaPapje, water including SAN PELLEGRINO and VITTEL, and Nestlé Purina Petcare with brands like FELIX, BONZO and Purina ONE. With our mission Good Food, Good Life, we aim to make high-quality products. Products that can be consumed throughout the day by young and old. Products that people can enjoy.

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## NOTES TO EDITORS//

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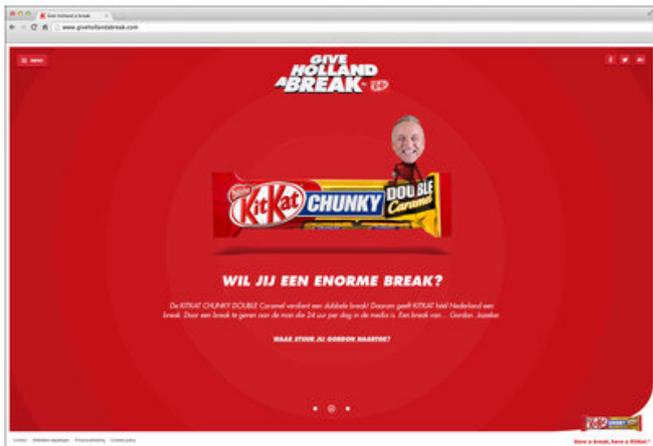
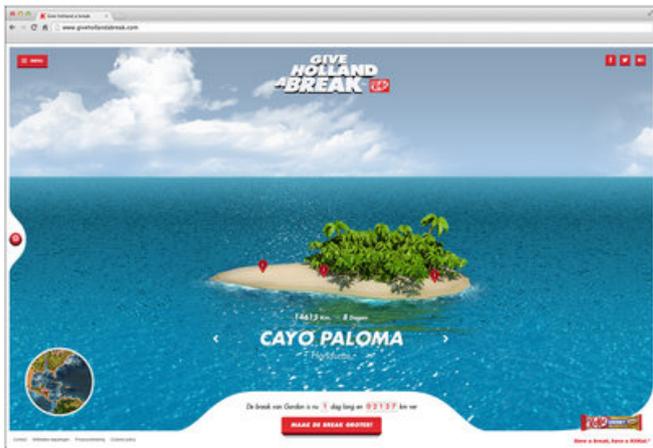
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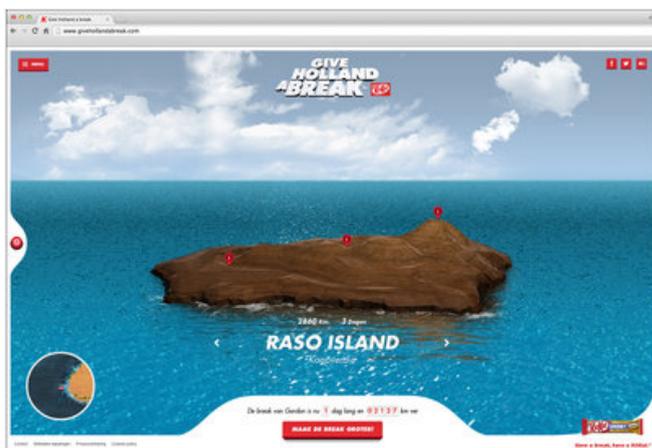
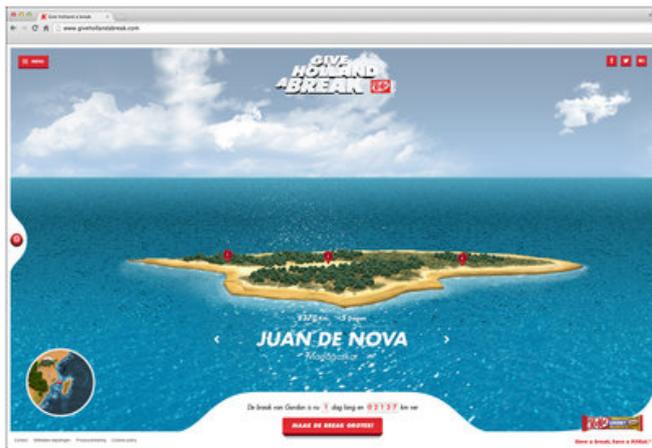
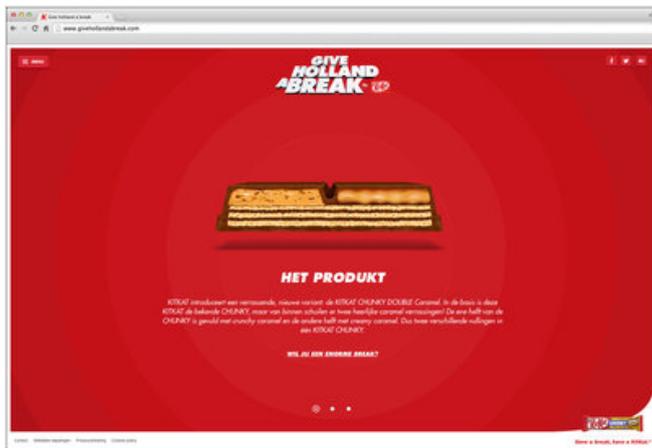
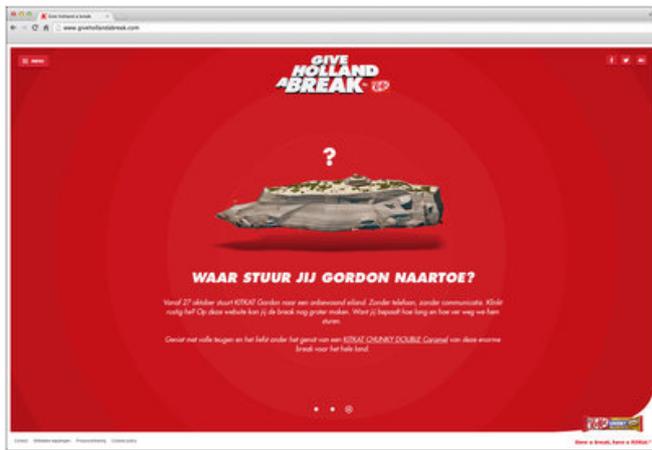
Relevant links [🌐 Give Holland A Break](#)

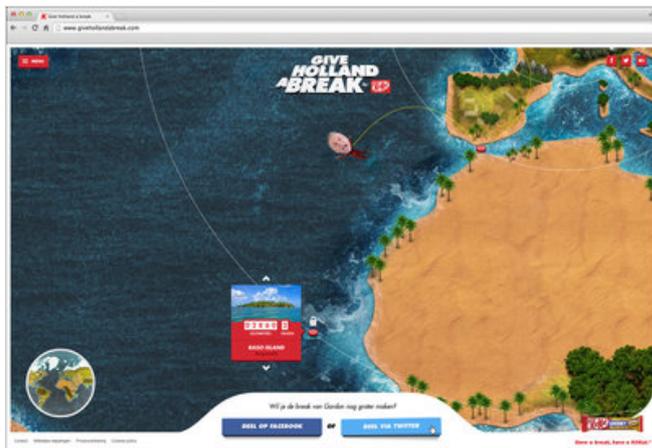
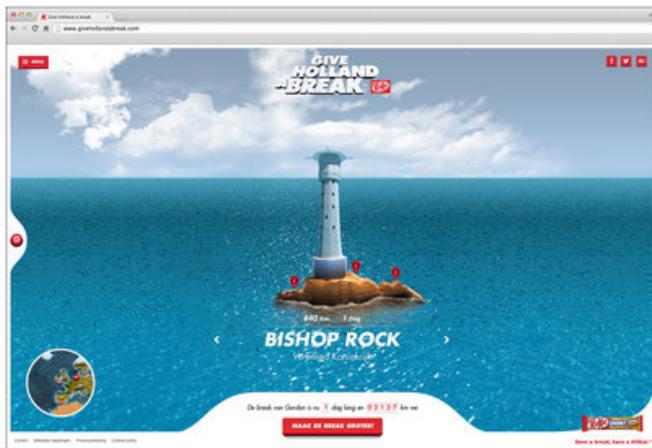
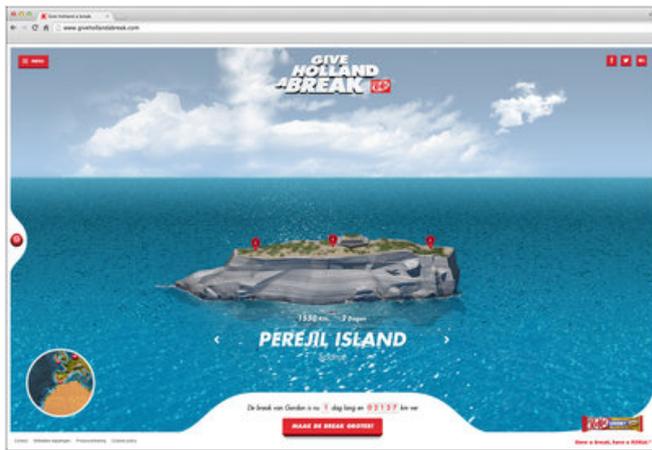
- Quotes
- “We at KITKAT want to give people the ultimate break and we’re confident this unique campaign will deliver. We’re also big Gordon fans and really excited that he’s agreed to accept this challenge. This is an epic break never before experienced for the whole of Holland.”  
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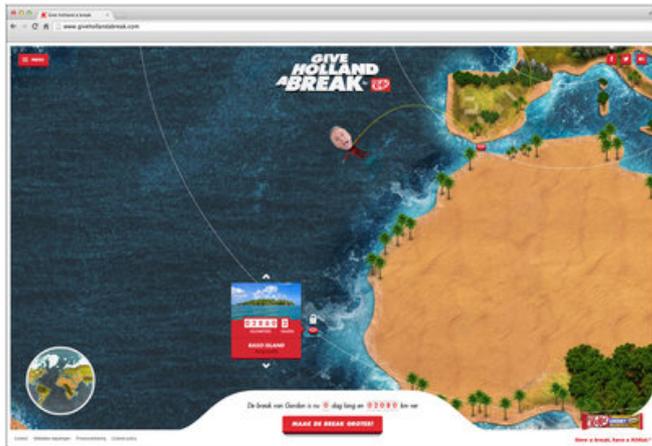
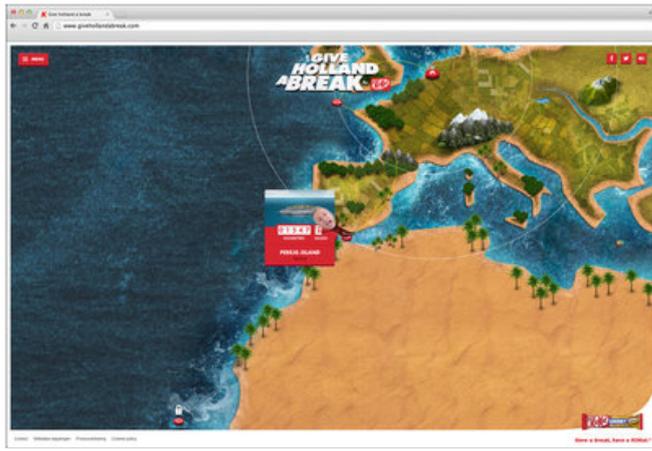
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## About JWT Amsterdam

We're an advertising agency that thinks a little differently. We believe that our complex world calls for a new way of working. And we've built our entire agency around it. Three simple words that will redefine the way you and we do business: Think, do, make.