

# Project Antler

Create a more indulgent offering  
for Kit Kat leveraging off the 'Have a Break!' tagline



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## Nestlé Confectionery

As custodians of the iconic Kit Kat brand for over seven years, DeMo's intimate knowledge of the brand was called upon when Nestlé wanted to take it to a new more indulgent level. The idea was to use the famous 'Have a Break!' line as leverage for a more indulgent Kit Kat variety to compete at the premium end of the category.



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