



TOBLERONE D2C PLATFORM

SYNOPSIS

Toblerone wanted to launch a new D2C platform to both encourage gifting and inject the world of premium chocolate with some much needed edge. More than just some flashy tech-first solutions, we launched a platform with experience at the core, leading with the most delightful part of the gesture of giving – making it personal. A Toblerone bar itself is not a gift. It's about the entire package, the wrapping and what you add to make it personal. So from design and flavour selection, to adding names and short messages, users are given the tools and inspiration to create true original gifts for the truly original people in their lives.



JUDGING INFORMATION

Once beloved but faded into obscurity, Toblerone became synonymous with Duty Free's, or worse, discount shops.

Come Covid it was all but forgotten... for obvious airport reasons.

Toblerone wanted to launch a new direct to consumer gifting platform and inject the world of premium chocolate with some much needed edge (three, in fact). We revitalised a visual brand that felt dusty and outdated. And a web experience where there's something for everyone, saw a 53% uplift in engagement. We elevated the e-commerce experience with design inspired by founder, Theodor Tobler's, Be More Triangle attitude - from the core elements of the distinctive design language and imagery to the colour palette and TOV. It celebrates the balance between function & form growing more distinctively unique over time, whilst elevating a sharp, modular design to set a new standard for e-commerce in the category. Making it a true Triangle in a sea of squares.



In a sea of squares, Toblerone champions the triangles, those daring to reveal our original selves and be defined by our edges and quirks. Be More Triangle, our unifying idea and attitude, drives our brand experience and informs the aesthetic tone - from design work, TOV look & feel and most importantly, craft. The design language is inspired by the brand's heritage, creating a timeless yet bold digital experience that would shake up the stuffy, status-driven, oh-so-serious world of Swiss chocolate. Our design expression celebrates our unmistakably shaped chocolate and iconic packs, contributing to our brand narrative with fresh perspectives and dynamic angles. We are proudly triangular, and far from trying to disguise this, we show up with a bold, striking confidence, customised and scalable design language and behaviours throughout all digital experiences. A premium and progressive design language built on Toblerone's DNA full of angular structures and up-close viewpoints. Through colourful 'on scroll' animations and interactive personalisation tools that induce surprise and excitement, the platform's visual design showcases the new Toblerone brand: premium yet quirk-filled and human-first.





Celebrating both our triangular shape and our progressive world view, we crafted all our digital experiences to be mobile-first, bringing the best of our brand expression and motion behaviours even to small screens - independently of how you interact with Toblerone, it'll always feel premium and confirm that it really is the edges that make things interesting. Our iconic shape separates us from the crowd, our unique design language celebrates the heritage and the uplifting spirit of our tone of voice unifies how we communicate in all our channels, inviting everyone to see the world from a more optimistic angle. And bringing the brand closer to how our users today express themselves and what they value the most in their real and digital lives.

