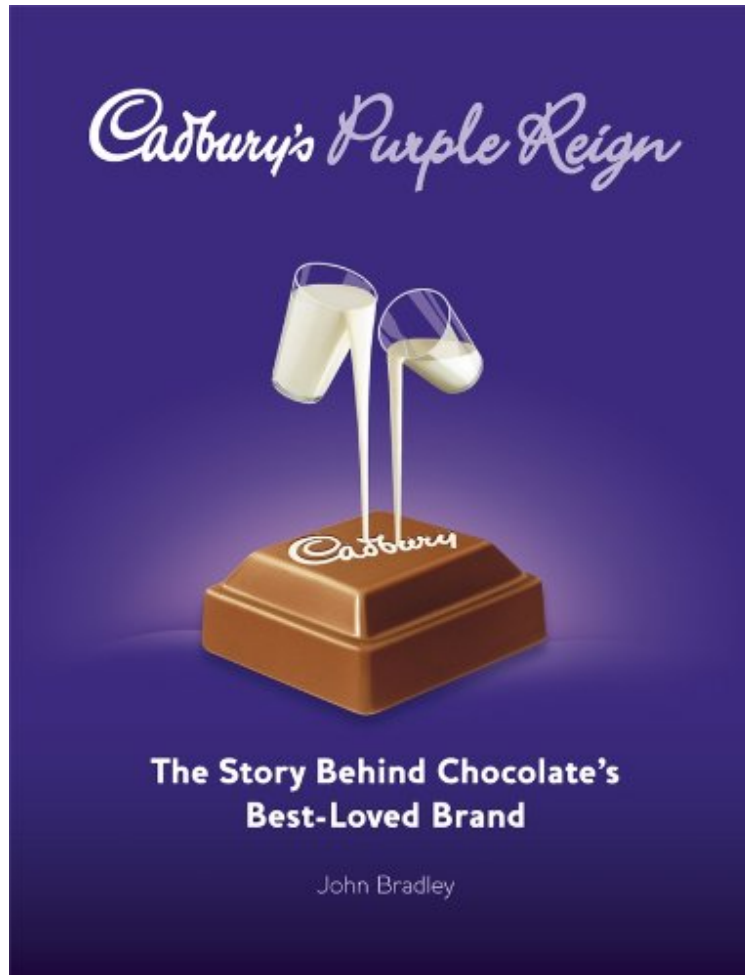


# Cadbury's Purple Reign: The Story Behind Chocolate's Best-Loved Brand

John Bradley

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**John Bradley : Cadbury's Purple Reign: The Story Behind Chocolate's Best-Loved Brand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cadbury's Purple Reign: The Story Behind Chocolate's Best-Loved Brand:

3 of 3 people found the following review helpful. A fascinating taleBy Adrenalin StreamsI normally shy away from books about companies, as they have a tendency to be poorly written and self-congratulatory in tone. However, Purple Reign is a fascinating book, very well written, and the pro-company angle is not so strong that it turns you off reading. For someone interested in learning about how a business can sustain and re-invent itself over more than 100 years, this book is a must. It is a tale of initial invention followed by product refinement, the power of marketing and brand building and, finally, of how to survive in an increasingly competitive world. The sections on how Cadbury's survived the two World Wars and various depressions are particularly good, as are stories of taking over other businesses who

have fallen by the wayside. A really good read.

A unique expose of the Cadbury story, providing an unprecedented insight into the makings of an iconic brand. Cadbury's Purple Reign for the first time tells the in-depth story and definitive history of the Cadbury brand, and how it came to be the world's pre-eminent chocolate brand. It presents a no holds barred account of the rollercoaster ride the organization has experienced that has, ultimately, led to its success. It is a story of endurance, where, in the UK, Cadbury is a clear market leader. This fascinating journey that has been the history of Cadbury makes it an ideal example with which to illuminate the story of consumerism. The company was established even before there were a mass of consumers to sell to, and was at the forefront of many of the developments which facilitated the rise of mass markets: Putting product quality at the heart of the brand. Harnessing the miracles of the Industrial and Transportation Revolutions to drive explosive growth Industry consolidation via mergers and acquisitions to cement critical mass A radical approach to harnessing the potential of its workforce to create the most effectively run company in Britain The virtuous circle of economies of scale which slashed prices and brought chocolate to the masses Innovative marketing and selling approaches that put the Cadbury brand into not just the minds of consumers, but their hearts. Illustrated with fact, anecdote and beautiful images from previously archived material, this book provides the reader with an unprecedented insight into one of the world's most iconic brands. These insights will help any consumer business that aspire to build longevity for their brand with lessons on how to better endear itself to consumers, and how to turn that relationship into profitable sales. The book has the full backing from Cadbury and chairman Sir John Sunderland provides the foreword.

"...sumptuous yet serious book...Fascinating and fabulous, you can't help but enjoy the glorious ride that is Cadbury's Purple Reign" (The Marketer, November 2008) From the Inside Flap A unique expose of the Cadbury story that provides an unprecedented insight into the development, sustenance and modernising of an iconic brand. It is a story of bold initiatives, endurance and adaptation. In the UK, Cadbury is today a clear market leader, not having suffered the fate of other 19th-century pioneer consumer brands, such as Pears Soap and Camp Coffee Essence - still around but rarely in our shopping baskets. The focus on quality ahead of everything else, coupled with innovative marketing and selling approaches, put the Cadbury brand into not just the minds of millions of consumers, but their hearts. However, it has not always been smooth sailing. Competitive initiatives, retail changes and media revolutions are not new phenomena, but have occurred throughout Cadbury's long history. We see how the Cadbury brand evolved as new challenges, which could have derailed Cadbury's progress, were met. The Cadbury brand has also triumphed outside of the UK in commonwealth markets, but elsewhere it has largely struggled to make the same impact. The globalisation challenges of today are illuminated by examining Cadbury's successes and failures beyond the British Isles. Illustrated with fact, anecdote and beautiful images from Cadbury's archives this book provides the reader with insights into one of the world's great brand names. These insights can be readily applied to build and maintain brands through the turbulent market conditions facing consumer businesses today. From the Back Cover Cadbury's Purple Reign for the first time tells the definitive story of Cadbury's rise from a Birmingham shop to become the 21st-century's pre-eminent chocolate brand. This no-holds-barred account details the rollercoaster ride of seismic market changes endured and ultimately triumphed over by Cadbury. The insights from Cadbury's journey will help any consumer business that aspires to build longevity for their brands. John Bradley has drawn on Bournvill's unique historical archive to write a fascinating account of the building of the Cadbury brand. His perceptive analysis of the way in which the fortunes of the company were linked to the development of the brand makes a compelling case study. His research has been meticulous and Cadbury's Purple Reign will deservedly attract a wide readership. Sir Adrian Cadbury became Chairman of Cadbury Ltd in 1965 and retired as Chairman of Cadbury Schweppes in 1989. Few if any brands developed during the 19th-century have the relevance and appeal that Cadbury takes into the 21st. In Cadbury's Purple Reign John Bradley gives an authoritative account of the values on which the brand was built and how these influenced its direction at critical times. Not only is this an excellent business case study but it will also have wider appeal as the definitive story of a household name. Sir Dominic Cadbury Cadbury Schweppes Chairman: 1993-2000 The challenges of building long term brand equity are compellingly illustrated in this book and the lessons are clearly laid out. Anyone who wants to think beyond the next short term fix for their brand should read this. Marcel Corstjens The Unilever Chaired Professor of Marketing, INSEAD This book provides insight into the evolution of marketing as seen through the lens of one important global brand. A must read for anyone interested in where marketing has come from and where it is going. Niraj Dawar Professor of Marketing, Ivey Business School, Canada