

Client: ARGOS

Agency: Mindshare Media UK Ltd

Campaign Objectives:

- Drive people into store to take advantage of Boxing Day sale offers available
- Highlight the range of products and discounts available in the sale

Target Audience: All readers

Campaign Dates: Sunday 26th December 2010

Research Dates: Mon 27th – Fri 31st December 2010

Additional Comment: Advert ran on Boxing Day when there was still some disruption from the heavy snow that fell in December

Execution:

- 4 full page supplement in the middle of The Mail on Sunday
- Front and back pages were full colour, middle pages were black and white with no Argos branding
- Creative contains furniture, electrical goods and homeware
- Call to action was based around beating the VAT rise, with the text “10 day sale deals”



Campaign Results...

The campaign was extremely successful in raising awareness, driving footfall on the day and the following week and driving readers online...

Awareness:

- Spontaneous advertising awareness for Argos was **38%** among The Mail on Sunday readers, whilst prompted awareness was **79% - equivalent to 3.8m readers**. This is a very impressive recall figure and it is likely that the relevance of the creative and the clear sales/discount labelling caught people's attention.

Call to action:

- Argos** was the most shopped at store on Boxing Day from a list of electrical/furniture/homeware stores.
- The advert drove readers into the store the following week. 227,000** readers visited Argos as a result of seeing the advert, representing a 20% increase on those that would have gone anyway.
- In addition, drove shoppers online. 151,000** readers went online as result of seeing the advert.

Brand attributes:

- The 'beat the VAT rise' offers really cut through and improved perceptions of Argos across key metrics among readers exposed to the campaign.
- Great value for money – **69% higher at 51%** for readers exposed compared to those not exposed.
- Great range of products – **43% higher at 44%** for readers exposed compared to those not exposed.
- Good offers/promotions – **52% higher at 36%** for exposed compared to not exposed.
- Reliable – **84% higher at 36%** for readers exposed compared to those not exposed.
- Great service – **107% higher at 28%** for exposed compared to not exposed.
- Great quality – **110% higher at 20%** for exposed compared to not exposed.

Impact:

- 65%** state they are **more aware** of the offers/promotions available at Argos.
- 63%** state the advertising made them **think about the products** advertised.
- 60%** said it made them **think about Argos**.
- 54%** stated that the advert made them **more aware of products** available at Argos.
- 44% considered buying** the advertised products.
- 37% went online** to look for more information on the offers and products.

