

Client:



Campaign:

Sainsbury's Active Kids Scheme

Agency:

Drum PHD

Campaign Objectives:

- To continue to raise awareness, maintain and recruit new participants to the scheme and 'Get Britain's Kids Active'.
- To reinforce their positioning of 'the supermarket that makes a difference to the community'
- The scheme is a key strand of Sainsbury's Corporate Responsibility strategy

Target Audience:

- Parents with children aged 5-11
- Children aged 5-11
- Teachers

Campaign Dates:

March - May 2008

TMoS Campaign:

- Campaign launched with a page advertorial in TMoS highlighting last year's successes and previewing the campaign to come. To drive local community participation a **50+ title regional press** campaign ran across Associated's Northcliffe portfolio, further supplemented with a spread of Trinity Mirror titles.
- We created bespoke copy for each title, including individual quotes from local schools about their involvement with the scheme in order to maximise the relevance to the regional reader
- This was followed with the **AK08 Posterzine**. This 'oversized' **A3 glossy poster** with an **A4 magazine** stapled inside was enclosed in the MoS polybag. The 16-page magazine was jam-packed with fun, interactive activities to become an Active Kid.
- A POS campaign using branded AK08 merchandisers ran within 100 Sainsbury's stores to encourage take up of this issue.
- Throughout the magazine, kids were encouraged to complete the activities, whilst parents were encouraged to reward them on the attached poster with an **AK08 Sticker**. To ensure retention and frequency of use, stickers were distributed via three tip-ons in You magazine.

AK08 Microsite:

- All print communication directed readers to a fun **AK08 Microsite**.
- This was designed to appeal to kids in the 6 -14 age band, with an Active8 game which they could play and send on to friends.
- The microsite also featured a VIP area to become a member of Active Kids, a print zone with images of the characters to print and colour in, information about how the scheme works and a competition to win a PGL activity weekend for the family.



TMoS Works

- **Awareness of Active Kids** increased by **10% points to 96%** amongst TMoS /Northcliffe readers
 Amongst the core audience of mothers with schoolchildren awareness rose by **7% points to 83%**
 Amongst non-shoppers, who could potentially be converted, awareness shot up **by 13% points to 52%**
 These were fantastic results considering pre-campaign awareness levels were already extremely high
- Positive effect on **perceptions of Sainsbury's**, particularly amongst current **non-shoppers**:
 "Sainsbury's cares about healthy living" **+15% points**
 "Sainsbury's is changing for the better" **+12% points**
- **The microsite was a great success**
 Generated 56,219 page impressions and 8,370 unique users
 26% (2,163) of these entered the competition.

Pre and post research conducted to determine effectiveness of campaign
 690 pre/ 753 post-campaign interviews, split Sainsbury's shoppers and non-shoppers

1,443 f2f on-street interviews conducted by Outlook
 Conducted T'bridge Wells, Derby, Hull, Reading & N'castle

"The Mail on Sunday demonstrated a real understanding of the brief and came up with a solution that impressed us with its depth and breadth of bespoke communication across a whole raft of platforms, both print and online, local and national. The audience engagement with the campaign speaks volumes about their insight into and relationship with readers. Once again, they have raised the profile of Active Kids and boosted Sainsbury's image as a company that cares about the health of the nation which is exactly what we asked of them."

Alex Seligman, Senior Marketing Manager, Sainsbury's

"Their insight from having previously worked on Active Kids helped TMoS interpret the 2008 brief and take the project to a whole new level. Having two interactive platforms within print and online helped readers find out more information and get behind the scheme. The Solutions team were enthusiastic and professional throughout – going above and beyond the brief to ensure that all expectations were exceeded. The results, as defined by both the research and competition entry figures, were very gratifying - particularly the increased positive perceptions of Sainsbury's as an organisation that cares about the local community. All in all, a very successful partnership."

Ivan Lazarov, Senior Account Manager, Drum PHD

