

Client: Top 4 Supermarket

Campaign Objectives:

- Raise the profile of the Supermarket own Premium Range
- Maintain and improve perceptions of the retailer as a high quality food provider

Target Audience: All readers

Campaign Dates: Sunday 21st November 2010

Research Dates: Mon 22nd – Wed 24th November 2010

Additional Comment: No additional comments

Execution:

- Five 25x4 **colour brand adverts** for the Premium Range ran in the front half of The Mail on Sunday.
- Four of the adverts **ran consecutively** left and right page, while one of the adverts was positioned earlier in the edition.
- Store branding and strapline were visible in each of the adverts. Additional text highlighted the **quality of the ingredients** being used.
- The adverts were co-ordinated with tomatoes/bolognaise and spaghetti creatives sitting on opposite pages and the breakfast orange juice and coffee on opposite pages.



Campaign Results...

The campaign was very successful in shifting perceptions of the supermarket and its Premium Range. Additionally, there was increased footfall as a result of seeing the adverts.

Awareness:

- Spontaneous advertising awareness for the campaign was **19%** amongst readers of The Mail on Sunday, whilst prompted awareness was **34% - 1.6m readers**. This is a very impressive recall figure and it is likely that the clear and impactful creative caught people's attention.

Call to action:

- The retailer** is already the most shopped at or considered supermarket by The Mail on Sunday readers. Exposure to the adverts was still able to **increase consideration by 8% to 82%** of readers.
- Exposure** to the adverts increased the number of readers buying or considering the Premium Range products. **63% of those who saw the adverts have purchased** (10% increase on those who did not see the advert) and 21% of those exposed are aware of and would consider purchasing (3% increase on readers who did not see the advert).
- The advert drove readers into the store on Sunday. 87,000** readers visited a store as a result of seeing the advert, a 56% increase on those that would have gone anyway. A further **93,500** visited or claimed they would visit in the week following the appearance of the adverts.
- Increased consideration among non shoppers. 80,000** (28%) of previous non-considerers who recall the adverts said they would now consider this supermarkets Premium Range products.

Brand attributes:

- These adverts cut through and improved perceptions amongst The Mail on Sunday readers of the Premium Range against these metrics:
- Quality - **21% higher at 48%** for readers exposed to the adverts compared to those not exposed
- A nice treat – **12% higher at 32%** for readers exposed compared to not exposed
- Good ingredients – **25% higher at 30%** for readers exposed compared to not exposed
- A great range of premium products – **16% higher at 24%** for exposed compared to not exposed
- Luxury – **59% higher at 15%** for exposed compared to not exposed

Impact:

- 47%** state they are **more aware** of the range of products
- 42%** state they are **interested in trying** out some of the Premium Range products
- 22%** said it encouraged them to **find out more** information on the products
- 3.3%** stated **they purchased** a Premium Range product as a result of seeing the ads – **67,320 readers**

