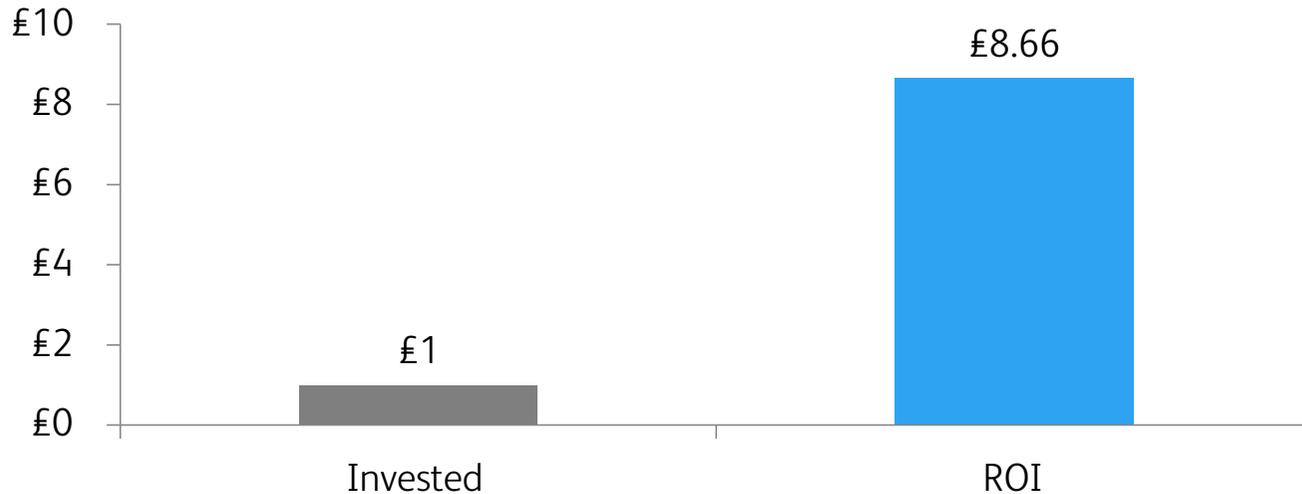


Magners

Delivering high ROI with a unique brand-led promotional idea



Radio delivers exceptional ROI



Background

Magners needed to maintain their market-leading share and drive awareness among their core audience.

Magners were facing increased competition from other, newly launched cider brands as well as the continuing fragmentation of the sector by smaller brands.

Furthermore, cider is perceived to be a very seasonal drink, only added to people's drinking repertoire in the summer, which is compounded by Magners 'over ice' proposition. As part of 'Another Season, Another Reason' campaign consumers had to be given other incentives to purchase Magners.

Why radio?

As a personal medium that accompanies people throughout the day radio was the most fitting channel to communicate Magners proposition of 'Time Dedicated to You'.

Radio regularly accompanies times of relaxing and socialising so by tapping into these themes Magners created stand out and a clear advantage over their competitor set.

Implementation

Magners provided something tangible by effectively giving 'time' back to listeners on a Bank Holiday. Magners selected Virgin Radio as a partner to create the 'What Bank Holiday's Are Made For' package, based on ad free airtime and supported by competitions and listener generated programming.

The May and August Bank Holiday partnerships with Virgin Radio focussed on spending time doing the things you enjoy, with the people you love while listening to great music, which was delivered through the commercial free property Magners created. An online element added longevity and increased audience engagement.

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Results

The opt-in rates, to receive more information about Magners, for competitions was impressive at 78% (promotion one), and 84% (promotion two), against an average of 65% across all Virgin Radio promotions.

Most impressively, econometric modelling demonstrated an extremely positive ROI. Both promotions delivered an exceptional return of £8.66 in increased sales for every pound spent.

Radiocentre Comment

This was an original idea that really brought the brand idea to life and delivered strong ROI. The partnership between Magners and Virgin Radio shows how key brand messages can be weaved seamlessly into editorial to create an innovative and effective solution for a brand operating in an increasingly cluttered category.

“Radio provided the perfect environment to bring our idea to life and the Virgin Radio team did a fantastic job in championing our ‘time dedicated to you’ proposition. We thoroughly enjoyed listening in on the fun and we were delighted with the final results. A great experience all round.”

Scott Fairbairn, Marketing Manager, Magners GB