

Sainsbury's

Combining emotional brand values with a call to action



41%

of HW+Ch
exposed to
campaign went
in store to pick
up a recipe card.

Sainsbury's

Background

Traditionally Sainsbury's main brand advertising has concentrated on TV using Jamie Oliver as their key spokesperson, whilst their recent radio advertising has been focusing more on value messages.

However Sainsbury's wanted to see if they could take the core brand communication messages of their TV campaign and extend these in a way which would deepen their impact amongst core consumers and also ultimately further drive footfall.

Sainsbury's wanted to increase the impact of their brand communication amongst housewives with kids.

Media Strategy

The strategy was to remind housewives with kids of the quality (and value) of Sainsbury's range of foods at potentially relevant purchase/consideration times. In other words both reinforcing the quality messages of the TV campaign and at the same time further encouraging footfall alongside the value campaign.

Radio was already being used to generate footfall through value messages, but was also selected to increase the impact of the TV campaigns branding messages using a very different creative approach to the value ads.

Implementation

A series of 60 second executions were created; each execution involved Jamie Oliver suggesting a new recipe using ingredients available in Sainsbury's stores. In order to generate maximum awareness at a time when mums might be thinking about the evening meal, the ads ran for 11 weeks (from 20th May) in a solus spot at 3 pm every weekday afternoon after the news. This was a time when mums were just about to go out to pick kids up from school.

A different execution ran each week (11 executions in total). The ads also directed listeners to the Sainsbury's website and also recipe cards in-store. For the first four weeks of the campaign two teasers were also played earlier in the day to generate awareness of the new recipe campaign. For the remaining seven weeks, one teaser ran per day.

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Results

Research was conducted by Millward Brown 8 weeks after the campaign had started amongst a core group of 300 housewives with kids who had been exposed to the recipe campaign.

Results demonstrated that 55% of HW+Ch spontaneously recalled the recipe element of the ads and that the campaign helped communicate Sainsbury's core messages relating to range, quality and value.

Additionally, the results showed that the campaign motivated HW+Ch to go into a Sainsbury's store with 41% picking up a recipe card and about a third actually buying products mentioned in the ad.

Summary

This case study demonstrates how radio can reinforce the branding of a TV campaign.

Using the voice of Jamie Oliver clearly helped forge a strong link between the communication of the TV and recipe ads. At the same time they also provided a useful reinforcement of the call to action already prevalent in Sainsbury's value campaigns.