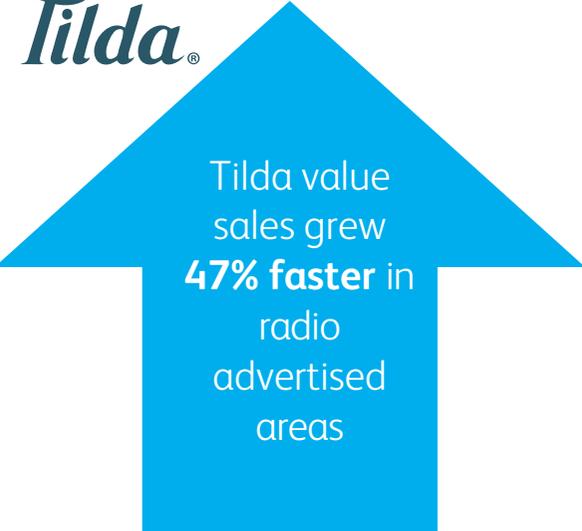


Tilda Rice

Using branded content on radio to drive sales



Tilda value sales grew **47% faster** in radio advertised areas

The Challenge

In the recessionary climate of 2009- 10, Tilda's market share was under pressure as it is a premium priced, fairly traded rice. Rice is a lowinterest category in itself, but the brand had to find a way of increasing its appeal amongst people who appreciated good food and the role of premium ingredients. The focus was to do 'fewer things better' in a largely uncontested media space, whilst at the same time consciously engage the audience.

Why radio?

Radio listening is daily and habitual, which allows Sainsbury's to speak to potential customers on a constant basis. A series of 3 minute videos was created for distribution over the web, however Tilda needed a platform that would take this content to a wider, mainstream audience. Radio would allow the foodie product messages from Tilda to come to life in the minds of consumers, by engaging them in a series of mouth-watering recipe ideas. Ra-dio was also an open goal for a brand like Tilda - there were no other competing brands to dilute their 100% share of voice. "We have found radio to be an excellent, engaging medium toGupta, Marketing Manager, Tilda Implemen-tation

Implementation

An exclusive partnership was created with Magic 105.4 in London, which has an efficient reach of the core target - ABC1 females aged 35-54. A series of recipe spots were created, concentrated mainly in the afternoons and early evening slots, when decisions about meals and ingredients were being made. The features were presented by celebrity Indian chef Anjum Anand, and directed listeners towards a dedicated microsite where they could download Tilda branded recipe cards and videos. They were also encouraged to enter a competition to win tickets to the Tilda Rice Cookery Masterclass, where the 40 winners were taught how to make a number of different meals with Tilda products over the course of an afternoon. Video and audio were captured at the Masterclass, which were subse-quentially used on-air and on the brand's webpages.

Results

The number of visitors (unique users) to the Tilda site doubled when the campaign was on-air, and the three minute recipe videos were viewed 13,000 times over the first six weeks of the campaign. Most importantly, audited sales figures following the campaign showed that Tilda value sales grew 47.3 % faster in the advertised area (London) than in the rest of the UK (AC Nielsen Data to week ending 12th June 2010).

Radiocentre Comment

A good example of the way smaller brands can use the flexibility of radio to create a disproportionately large impact on a limited budget.