

Client: *Bonne Maman*
 Agency: Mediacom
 Campaign Objectives: To enhance the brand's premium position and make a style statement
 Target Audience: ABC1 25-45 who like to indulge and enjoy quality
 Campaign Dates: 4th May 2008



TMoS Campaign:



- For the first time ever, You magazine was able to offer ad-funded content.
- The entire food section was themed around French patisserie.
- The front cover of the magazine highlighted 'Gateaux Fabulous –12 pages of pretty patisserie'. Serving suggestions mentioned 'good-quality fruit conserve/compote' and one recipe was headlined 'Like maman used to make'. The icing on the cake was the Cook's Confidential page which featured a Bonne Maman crème caramel with the headline 'Maman knows best'.
- We created an advertorial spread within the feature which used the new advertisement strapline: 'Moments to cherish', thus fulfilling the requirement to introduce the new execution in a subtle and emotive way.
- To enhance the message and get readers involved, ten traditional willow picnic hampers of Bonne Maman goodies were offered as a competition prize

TMoS Works:

Ad-funded content needed to comprise the right product in the right Mail on Sunday brand to guarantee audience involvement while in a receptive mindset – **over 5,000 competition entries** attest that we achieved our aim.

A client with taste: "The team understood exactly what we wanted and developed a strategy within the food pages of You magazine which sympathetically linked our product, via the new creative and advertorial messages, with their readership. The French-themed recipe editorial further enhanced the connection. All in all, this activity fulfilled the objectives and alerted our target market to the refreshed advertising prior to our rolling out the full campaign."
Severine Brault, Marketing Manager for Bonne Maman

A satisfied agency: "I felt The Mail on Sunday really brought to life the brand values of Bonne Maman: tradition and taste. The whole feature was beautifully presented and the advertorial truly encapsulated the essence of the product. As a media buyer, it was very refreshing to find an editor prepared to work so closely with both client and agency."
Jacqueline Droznika, Press Buyer, Mediacom:

