

Client: **JACOB'S CREEK®**

Campaign: Katie & Co

Agency: Vizeum

Campaign Objectives:

- To provide a multi-platform alternative to TV sponsorship.
- Turn near-universal brand awareness into stronger brand preference.
- Drive Jacob's Creek positioning of "Social Moments" in an engaging and entertaining way, promoting the brand associations of friendship, sociability, warmth and inclusion.
- Create a serialised programming idea which is compelling and realistic with empathetic characters.

Target Audience: ABC1 men/women

Campaign Dates: Oct -Dec 2008

Solution:

- Jacob's Creek were unable to find a suitable TV series to sponsor for their Autumn 2008 campaign. Having won against competition from the Telegraph, Times, Guardian and Independent, we created an alternative: an online comedy drama hosted on MailOnline.
- We appointed Bafta-nominated Big Balls Films to create the drama, famously known for their KateModern drama which aired on Bebo.
- "Katie & Co" ran for 10 weeks, following the highs and lows of food critic Katie and her close group of friends. The 4-minute episodes premiered every Sunday.
- Launch activity and traffic drivers ran within Associated titles and across the digital network to promote Katie & Co
- This campaign was a media first for the national press marketplace.

Execution:

- The drama was streamed via the Katie & Co microsite, within MailOnline.
- The microsite housed message boards, character biographies, plot lines and emails between characters, all serving to create further audience involvement.
- It also hosted a competition to win a trip to Australia with links to the Jacob's Creek website.
- Launch activity in You, Live and TMOs2 introduced the concept and characters. These included branding and product placement.
- A series of advertorials followed, in the guise of features by the main characters. These included:
 - Katie's Diary, running as a half page in You magazine for 9 consecutive weeks
 - Katie's Restaurant Review of the Week, as a 36x3 column in TMOs2, again for 9 weeks
 - 3 half-page style guides from the 3 male characters, in Live magazine
 Each of these included the microsite URL and a panel showcasing Jacob's Creek product.
- Weekly TV boxes ran on Live's Sunday TV page, directing readers to the Katie & Co episode.
- Further traffic drivers ran in the form of 20x2 ads in the Daily Mail, Evening Standard and Metro, plus heavyweight traffic drivers across the MailOnline and AND network.



TMoS Works – Overall Campaign

- Awareness and recall were extremely high...
 - Awareness of advertising for Jacob's Creek more than **doubled** post-campaign
 - **25%** of respondents recalled at least one part of the campaign.
- The campaign was perceived to be **original** and to have gained **stand-out**:
 - **79%** regarded the ads as "original compared to other ads" and **65%** as "standing out from advertising for other wine brands"
- A hugely successful campaign in terms of **call to action**...
 - **54%** agreed "These ads encourage me to buy the brand"
 - **Half** of those exposed to the campaign claimed to have taken some action as a result:
 - **28%** bought/ordered Jacob's Creek product
 - **27%** went online to find out more

Online Drama

- Katie & Co was considered to be **well-associated** with Jacob's Creek:

	All Viewers	Repeat Viewers
"Would definitely remember it is for Jacob's Creek"	58%	67%
"Would definitely remember it is for a wine brand but not sure which one"	32%	29%

- Considered highly **unique** - **86%** agreed "It is the first time I've seen a brand such as Jacob's Creek doing something like this"
- The message of the campaign was very much **on-brand** – friendly, approachable, unpretentious...
 - "Made in a place and by people like me" **88%** agreed
 - "Down to earth, unpretentious brand" **87%** agreed
 - "Jacob's Creek is the most friendly and approachable wine brand" **74%** agreed

Microsite Performance

- 56,476 unique visitors
- 200,736 page impressions
- 26,454 competition entries, 47% of all visitors

Pre and post online research conducted by Synovate, 151 pre/ 309 post-campaign respondents.
 Pop-up survey on Katie & Co microsite measured perceptions of the online drama, 219 respondents.

