

**Client:** Top 4 Supermarket

**Campaign Objectives:**

- Raise the profile of the Supermarket own Premium Range
- Maintain and improve perceptions of the retailer as a high quality food provider

**Target Audience:** All readers

**Campaign Dates:** Sunday 21<sup>st</sup> November 2010

**Research Dates:** Mon 22<sup>nd</sup> – Wed 24<sup>th</sup> November 2010

**Additional Comment:** No additional comments

**Execution:**

- Five 25x4 **colour brand adverts** for the Premium Range ran in the front half of The Mail on Sunday.
- Four of the adverts **ran consecutively** left and right page, while one of the adverts was positioned earlier in the edition.
- Store branding and strapline were visible in each of the adverts. Additional text highlighted the **quality of the ingredients** being used.
- The adverts were co-ordinated with tomatoes/bolognaise and spaghetti creatives sitting on opposite pages and the breakfast orange juice and coffee on opposite pages.



## Campaign Results...

The campaign was very successful in shifting perceptions of the supermarket and it's Premium Range. Additionally, there was increased footfall as a result of seeing the adverts.

### Awareness:

- Spontaneous advertising awareness for the advertising was **19%** amongst readers of The Mail on Sunday, whilst prompted awareness was **34% - 1.6m readers**. This is a very impressive recall figure and it is likely that the clear and impactful creative caught people's attention

### Call to action:

- The retailer** is already the most shopped at or considered supermarket by The Mail on Sunday readers. Exposure to the adverts was still able to **increase consideration by 8% to 82%** of readers though
- Exposure** to the adverts increased the number of readers buying or considering the Premium Range products. **63% of those who saw the adverts have purchased** (10% increase on those who did not see the advert) and 21% of those exposed are aware of and would consider purchasing (3% increase on readers who did not see the advert)
- The advert drove readers into the store on Sunday. 87,000** readers visited a store as a result of seeing the advert. A 56% increase on those that would have gone anyway. A further **93,500** visited or claimed they would visit in the week following the adverts
- Increased consideration among non shoppers. 80,000** (28%) of non-considerers who recall the adverts said they would now consider this supermarkets Premium Range products

### Brand attributes:

- These adverts cut through and improved perceptions amongst The Mail on Sunday readers of the Premium Range against these metrics:
- Quality - **21% higher at 48%** for readers exposed to the adverts compared to those not exposed
- A nice treat – **12% higher at 32%** for readers exposed compared to not exposed
- Good ingredients – **25% higher at 30%** for readers exposed compared to not exposed
- A great range of premium products – **16% higher at 24%** for exposed compared to not exposed
- Luxury – **59% higher at 15%** for exposed compared to not exposed

### Impact:

- 47%** state they are **more aware** of the range of products
- 42%** state they are **interested in trying** out some of the Premium Range products
- 22%** said it encouraged them to **find out more** information on the products
- 3.3%** stated **they purchased** a Premium Range product as a result of seeing the ads – **67,320 readers**

