

Client: Magners – Magners Specials

Agency: MPG

Campaign Objectives:

- Magners are launching a new range of flavour variants to the on and off trade markets
- A lazy social Sunday drink designed for enjoying over a meal with friends
- Designed to gain new drinkers and open up new occasions for consumption
- Online activity encouraged people to click through to the Magners Specials transactional Facebook page

Target Audience: All The Mail on Sunday readers

Campaign Dates: Sunday 4th/11th/18th September 2011 – The Mail on Sunday
 Sunday 11th/18th/25th September 2011 – YOU magazine
 Sunday 18th/25th September 2011 – MailOnline

Research Dates: Pre: 29th Aug – 3rd Sept 2011
 Post: 19th – 25th Sept 2011

Execution:

The Mail on Sunday:

- 3 full page colour adverts run across consecutive Sundays. Each with a different creative but continuity in style.
- Each advert promoted a different variant flavour and had a distinctive colour and illustration along with quirky text.

YOU Magazine:

- Same creative as in paper and again ran as full colour pages over 3 consecutive weeks.
- There was overlap with the main paper on two weeks.

MailOnline:

- Different creative from print executions but utilised the same colour scheme. Ran over two Sundays and overlapped the print activity.
- Various formats were used, including Bellybands, MPU's and Skyscrapers. These ads were posted on the Femail and TV&Showbiz channels.



Campaign Results...

The advertising was very successful in increasing awareness and consideration of Magners Specials range. The Mail on Sunday delivered a good audience for drink advertising, as they drink more regularly and are keener to try new and experimental drinks when compared to the general population.

There was a clear multiplier effect among those that saw the advertising in both The Mail on Sunday and on MailOnline; an even greater awareness and improved brand perception.

Campaign Recognition:

- Overall campaign recognition was 33% among the Mail audience, more than double that of the national average (14%). 23% saw the adverts in the paper, while 24% saw the adverts on MailOnline. Online extended the reach and opportunities to see.

Brand Awareness:

- There was a clear multiplier effect to the advertising in paper and online. Exposure to the advertising in paper raised awareness of the Magners Specials brand by 19% to 37% of The Mail on Sunday readers. For people that consume both the paper and MailOnline media awareness was 44%.

Brand attributes:

- The Magners Specials campaign worked well at achieving stand out and brand interest, perfect for a new variant launch. The Mail on Sunday readers found the campaign proposition very persuasive:
 - “Advertising stands out/ marks the brand as different” – 52% higher at 81% compared to UK average
 - “Makes me feel more positive” about Magners Specials – 102% higher at 71% against UK average
 - In terms of persuasion, seeing the advert “Increased my interest in the brand” – 103% higher at 77% compared to UK average

Call to Action:

- Following exposure to the advertising in The Mail on Sunday, 79% have bought or intend to buy Magners Specials. Of those that saw the advert both in paper and online 90% have or intend to buy.
- 71%, increasing to 90% when both formats seen, have discussed Magners Specials with someone
- 62% of readers seeing the advert in the paper only and 87% who saw the advert in both paper and online have sought out more information on Magners Specials
- 69% of readers who saw the advert are likely to recommend Magners Specials – 26% increase on those that didn’t see the advert

