

Client: Top Discount Retailer

Campaign Objectives:

- Drive people into store to take advantage of the Christmas offers

Target Audience: All readers

Campaign Dates: Sunday 19th December 2010

Research Dates: Mon 20th – Fri 24th December 2010

Additional Comment: Worth noting that the advert and questionnaire were run at a time of extreme weather and snow in the UK. Although strong results, we would expect even better results when access to the shops is easier.

Execution:

- A **colour page** advert in The Mail on Sunday front half showing Christmas food and drink related promotions.
- Clear money off and low price offers under the tag line of **“With prices like these, why shop elsewhere this Christmas”**.



Campaign Results...

The campaign was extremely successful in raising awareness, driving footfall on the day and the following week and enhancing key brand metrics for the discount retailer...

Awareness:

- Spontaneous advertising awareness for the retailer was **16%** whilst prompted awareness was **62% - almost 3m readers**. This is a very impressive recall figure and it is likely that the relevance of the creative caught people's attention.

Call to action:

- Exposure** to the advert increased the number of readers shopping or considering shopping at the store. 55% of non-considerers recall seeing the advert, **33%** said they would now consider buying products from this retailer – **566,280** readers
- The advert drove readers into the store on Sunday. 118,050** visited as a result of seeing the advert. A further **115,200** readers that saw the advert stated they would have visited a store if they hadn't been prevented by the bad weather
- Compared to those not exposed to the advert, those that were exposed were **167%** more likely to have shopped or plan to shop the following week. That's **289,500 additional readers** driven into store the week following the Sunday advert

Brand attributes:

- The Christmas food and drink offers really cut through and improved perceptions of the retailer:
- Great value for money – **16% higher at 79%** for readers exposed compared to those not exposed
- Low prices – **13% higher at 72%** among readers exposed to the advert compared to those not exposed
- Great offers/promotions – **47% higher at 47%** for readers exposed compared to not exposed
- Fresh produce – **133% higher at 42%** among readers exposed
- High quality – **100% higher at 28%** for readers exposed compared to those not exposed
- Great service – **111% higher at 19%** for readers exposed compared to those not exposed

Impact:

- 67%** state they are more **aware** of the **offers and promotions** available from the retailer
- 61%** state they are more **aware** of the **range of products** available
- 58%** said seeing the advert prompted them to **think about/consider the discount retailer**
- 49%** have a more **positive impression** of the store

