

Meaty Meals Impresses Dog Owners

How Newspapers accelerated Bakers to top dog

BRAND: **Bakers Meaty Meals**
CATEGORY: **Petcare**
MEDIA: **National Newspapers, TV & Cinema**
TARGET AUDIENCE: **C1C2DE Women, dog owners**
CAMPAIGN DATES: **February – March 2005**
MARKETING OBJECTIVE: **Strengthen food values and quality credentials**



ROLE OF NEWSPAPERS

Newspapers allowed mass reach and frequency to be built quickly. They also provided a positive environment for relevant product information, communicating quality food values as well as an attentive consumer engaged with the topic.

RESULTS

The campaign ran alongside a TV/Cinema campaign for the Bakers complete parent brand:

- Adding newspapers to TV/Cinema increased sales by 10% during the newspaper campaign period.
- National newspaper advertising had a strong halo effect on portfolio sales, resulting in an estimated £1m additional Bakers' brand revenue.
- People seeing both the newspapers and TV/Cinema demonstrated stronger brand commitment* than those seeing TV/Cinema alone.
- Newspapers were successful in communicating the generous meatiness and visual appeal of the product, and delivered strongly on both depth of information and brand values** measures.

WHAT THE CLIENT SAID

"The newspaper campaign on Bakers Meaty Meals was a success on several fronts. In business terms it accelerated the growth of Meaty Meals to the No. 1 position in its segment from No. 3. We have also validated the positioning of Meaty Meals with purchasers.

On top of this, we and our agency partners have learned a lot about newspapers and, in particular, how to better construct creative to deliver in this format.

The result is that awareness of newspapers and how best to use them has been raised significantly both within the business and with our creative and media agency partners."

Jeremy Caplin
Marketing Director, Nestle Purina

HOW CAN YOU FIND OUT MORE?

Log on to www.nmauk.co.uk for a downloadable PowerPoint presentation or a pdf of the full, detailed report.

Source: www.nmauk.co.uk

*Brand commitment is a measure of consumers' likelihood to choose brand at next purchase occasion.

**Brand values is a measure of the degree to which the advertising helps the consumer to connect with the brand.