

Crisp results with Press

How Newspapers successfully launched Golden Skins

BRAND:	Golden Skins
CATEGORY:	Food
MEDIA:	National Newspapers
TARGET AUDIENCE:	C1C2 Men 18-35
CAMPAIGN DATES:	August & September 2005
MARKETING OBJECTIVE:	Drive awareness and build brand values.



ROLE OF NEWSPAPERS

By placing the ads in newspaper sports' pages, Golden Skins leveraged the male audience's immersion in and engagement with the editorial. The brand achieved a level of domination in the newspaper medium that the budget would not allow on TV, while delivering mass reach.

RESULTS

- Newspapers improved perceptions of Golden Skins among the difficult to reach young C1C2 male target, with significant uplifts in key measures of:
 - reappraisal
 - brand familiarity
 - brand quality
 - brand commitment*
- As a result there was a 5% point increase in young men's likelihood to include Golden Skins in their repertoire of crisp purchases.
- By stimulating thoughts about the product, the newspapers gave 40% of people seeing the ads clear incentive to try the product in the near future.

WHAT THE CLIENT SAID

"If you asked me to describe newspaper advertising before this test, I'm not sure that the words distinctive, original, funny personally, striking colourful visuals of high quality would necessarily have come to mind! However, this study proved that newspapers could really deliver both quality advertising and quality results for the brand."

Loretta MacFarlane
Head of Marketing, Golden Wonder

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