

Sensational results with Press

How newspapers delivered an engaged audience for Walkers

BRAND: Walkers Sensations
CATEGORY: Food
MEDIA: National Newspapers and TV
TARGET AUDIENCE: Women 25-60
CAMPAIGN DATES: April – June 2006
MARKETING OBJECTIVE: Relaunch the brand by conveying 'real indulgence'



ROLE OF NEWSPAPERS

Newspapers are highly valued by female readers not just for 'hard' news, but for entertainment led content such as celebrity news and gossip. Placing the celebrity-based ads in relevant editorial delivered an engaged and focused audience for the brand. It also allowed the brand to maximise advantage of PR-driven editorial around the new TV ad, as well as regular high profile coverage of Charlotte Church.

RESULTS

- Newspapers delivered an incremental 5% sales increase during the campaign period (on top of that caused by promotion and TV).
- Newspapers, TV and promotions helped Walkers Sensations to achieve 111% increase in sales compared to the previous year.
- TV plus newspapers drove a 10% increase in regular buying among the key target of 25-39 year old women, whereas TV alone caused no shift.
- Adding newspapers to TV delivered more than double the increase in brand commitment* of TV alone, with an even stronger effect among the key target, women 25-39.

WHAT THE CLIENT SAID

"Newspapers and TV together proved a winning combination for Walkers Sensations. The sales response to our high profile activity was extremely encouraging, and there was clear evidence that newspapers delivered incremental sales on top of TV and promotions.

Qualitative pre-testing helped us to understand the importance of creative synergy with TV. Women in our core target audience are keen readers of newspapers, particularly enjoying celebrity news and gossip. We now understand much better how to optimise this opportunity to build saliency and brand image."



Jon Goldstone
Vice President of Marketing, Walkers.



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.