

## *Oats & More – Case study*



National newspapers  
made a significant  
contribution to the  
successful launch  
of Oats & More.

MARK FANNER  
*Product Group Manager – NPD*  
Cereal Partners UK



## Newspapers: Perfect Partner to TV

# Test Hypothesis: *Newspapers are perfect partners to TV*



- TV and national newspapers are the perfect partnership
- They are processed in different but complementary ways: TV is more passive, newspapers involve active processing
- Both media are heavily consumed in the evening
- Media profiles are complementary
- Together, the brand impact should be stronger than either medium separately

## *Oats & More: Headline results*



- Newspapers caused extra 8.3% sales uplift
- TV + Newspapers drove more than double the increase in brand familiarity
- TV + Newspapers doubled increase in trial
- Brand involvement 80% higher with Newspapers
- Adding National Newspapers improved response to the TV ad, making it more engaging, significantly better branded, and enhancing communication

# The Client's View



Newspaper creative

*“National Newspapers made a significant contribution to the successful launch of Oats & More. We had clear proof that the newspaper campaign drove a good level of sales in its own right.*

*Together, TV and newspapers effectively built awareness and trial, and newspapers developed the more emotional elements of the new brand.*

*Pre-testing helped evolve our understanding of how readers consume newspaper advertising. By taking into account what stands out and engages people, we could really maximise effectiveness and appeal. And by using several executions we could underline several important communication points, which had a big impact on people’s willingness to try the brand.”*



**Mark Fanner**

*Product Group Manager, NPD*

# Oats & More: The Creative work



TV creative



Newspaper creative

# Oats & More: Test Detail

## Media Plan

		Feb	Mar	Apr	May	£m
<b>Media</b>	TV – 30 sec			342 TVRs		1.2
	Target Audience: ABC1 Adults 25-54			336 GRPs		0.7
<b>Research dates:</b>  (Millward Brown)	Pre-wave					
	Post-wave					

Research sample: 711 Women 25-55, regular cereal buyers

Media Source: NMR/BARB/NRS

## Campaign Objectives

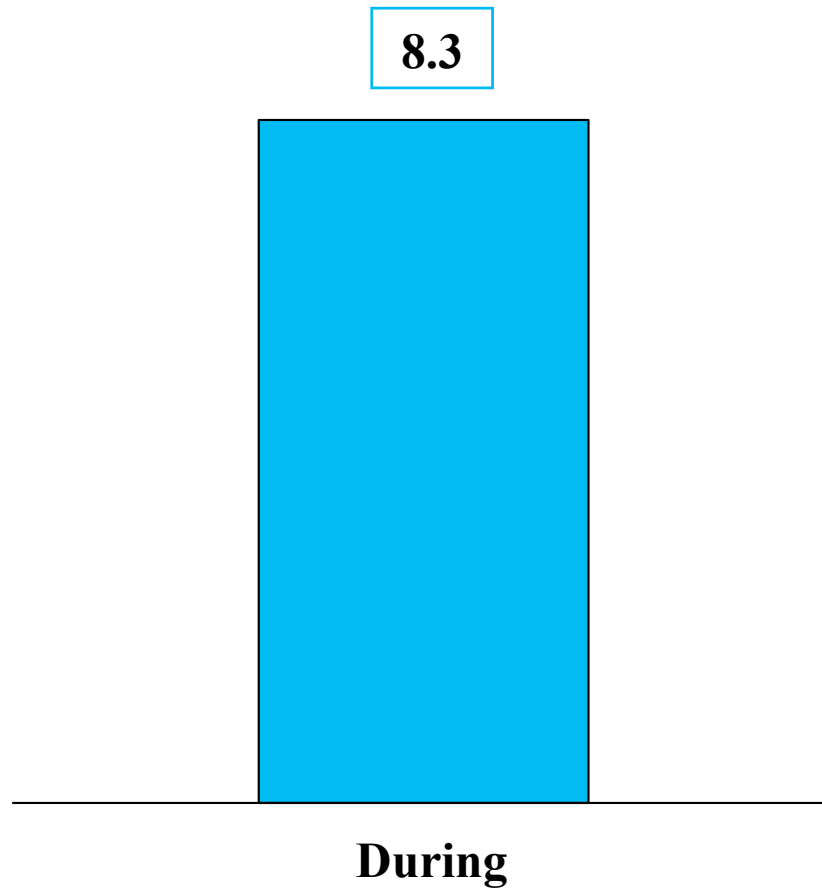
To launch Oats & More as the irresistibly tasty way to get the goodness of oats.



## *Oats & More: The Findings*

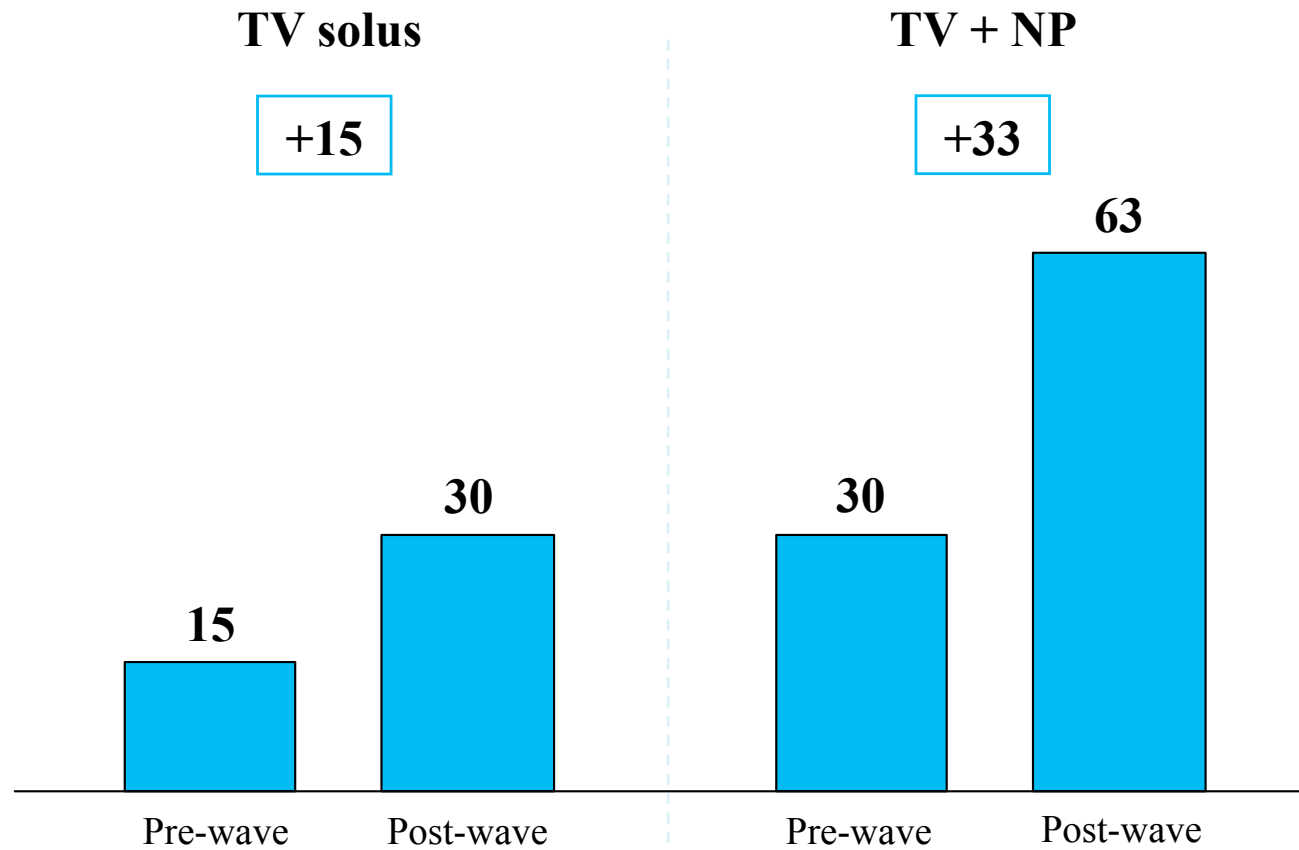
## National newspapers *drive sales*

Newspaper Advertising effect on Sales  
*% increase*



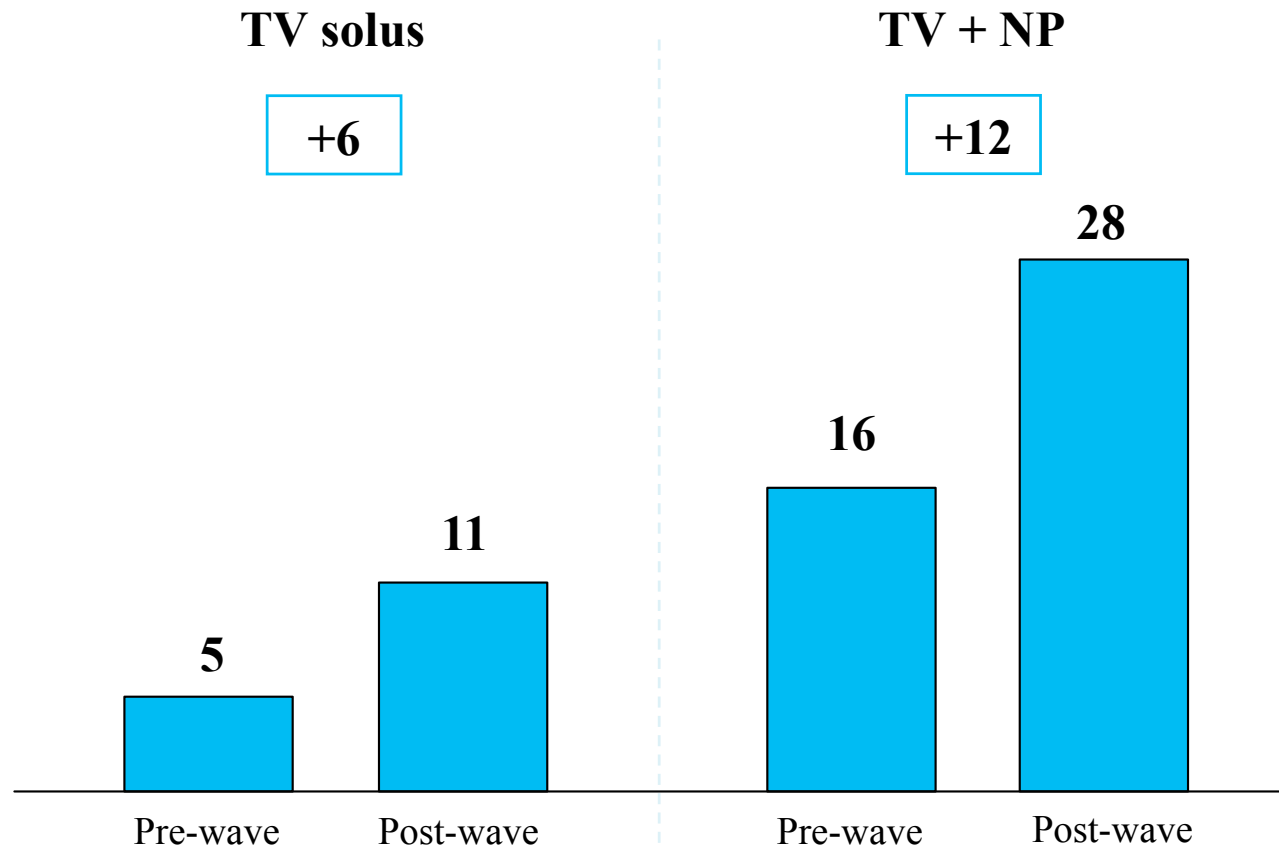
# National newspapers *double the increase in familiarity*

Brand Familiarity  
*Tried/heard a lot about Oats & More*  
**Pre to Post % points increase – Top 2 Box %**



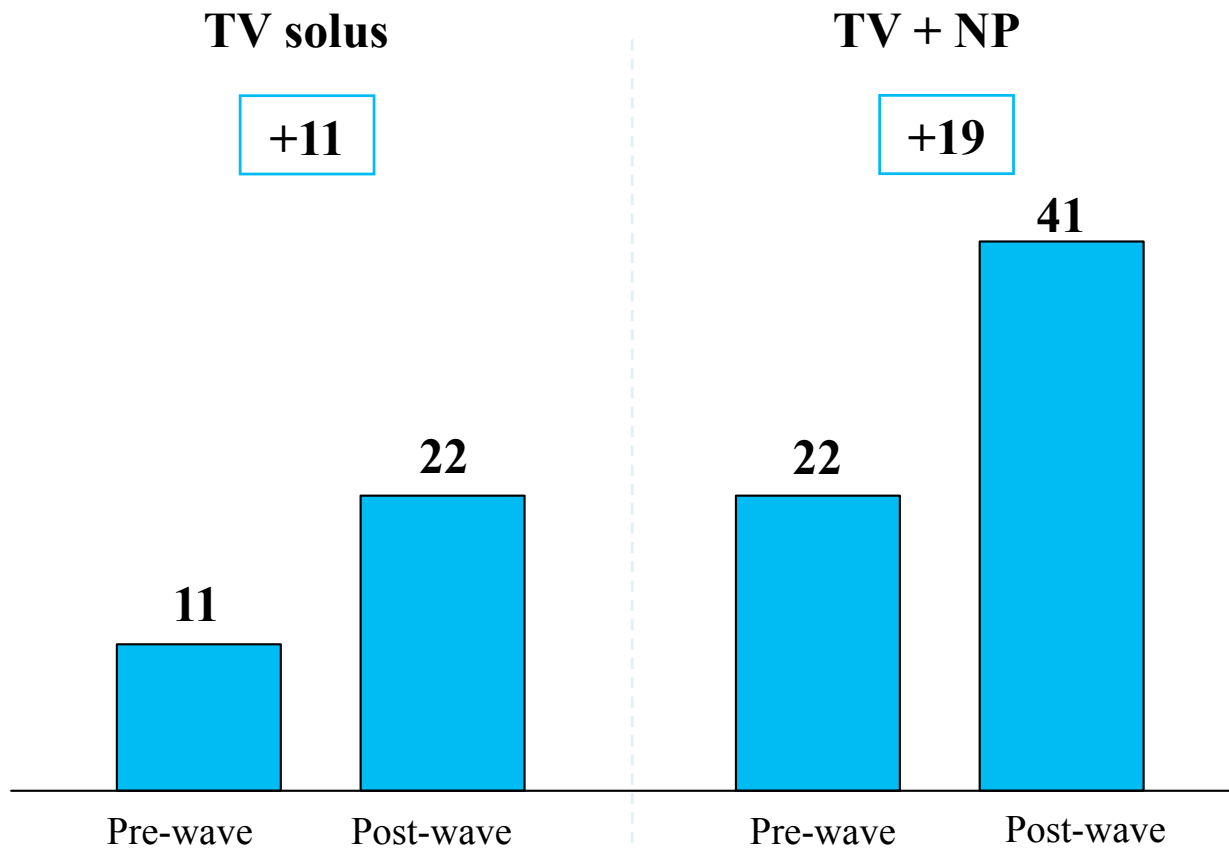
# National newspapers *double the increase in trial*

Brand Trial  
*Tried Oats & More %*  
*Pre to Post % points increase*



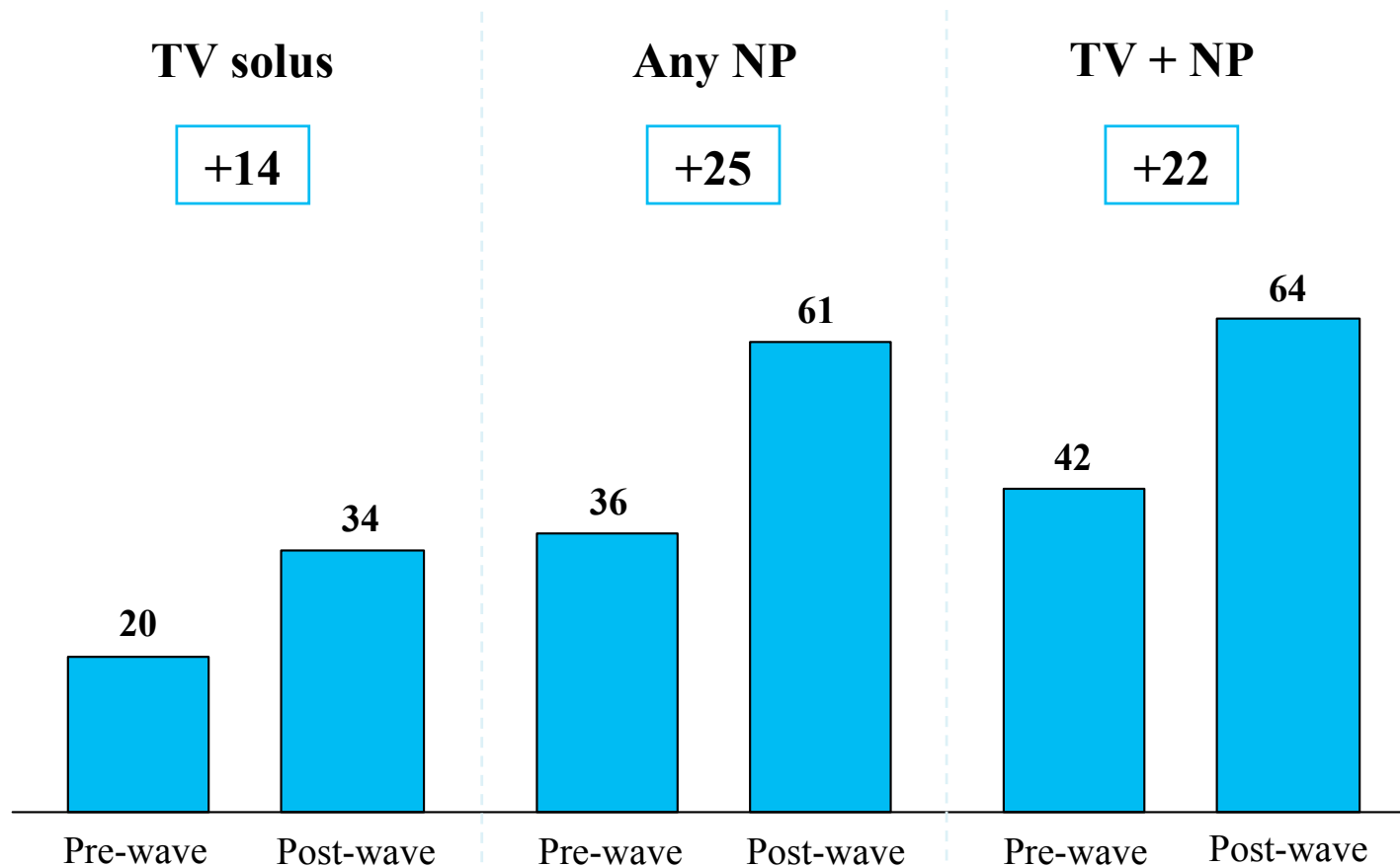
# National newspapers *double brand commitment*

Brand Commitment  
*Likelihood to choose\**  
**Pre to Post % points increase – Top 3 Box %**



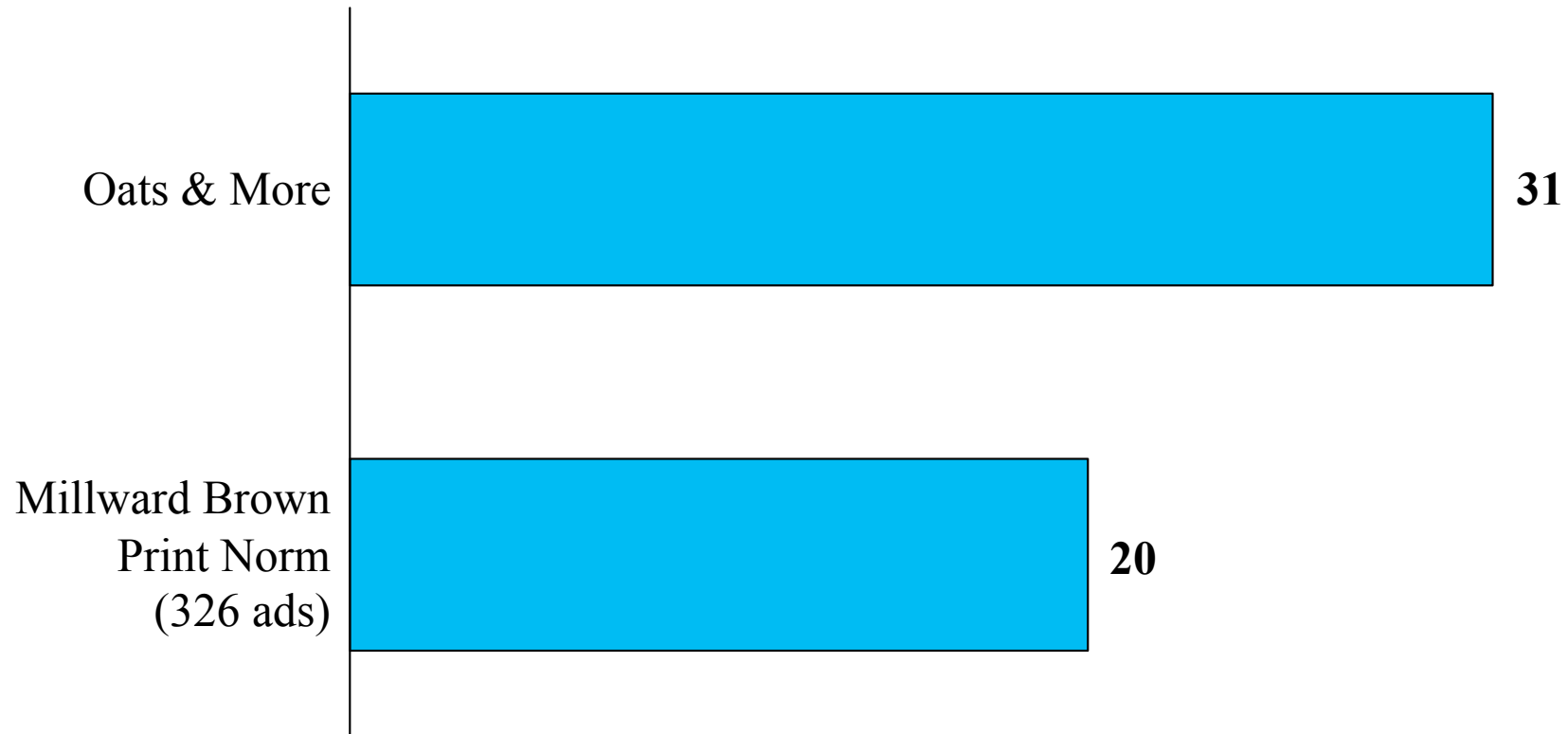
# 80% higher emotional involvement with national newspapers

Brand Involvement  
*Someone I like\**  
*Pre to Post % points increase – Top 3 Box %*



## Pre-testing aids *higher recognition*

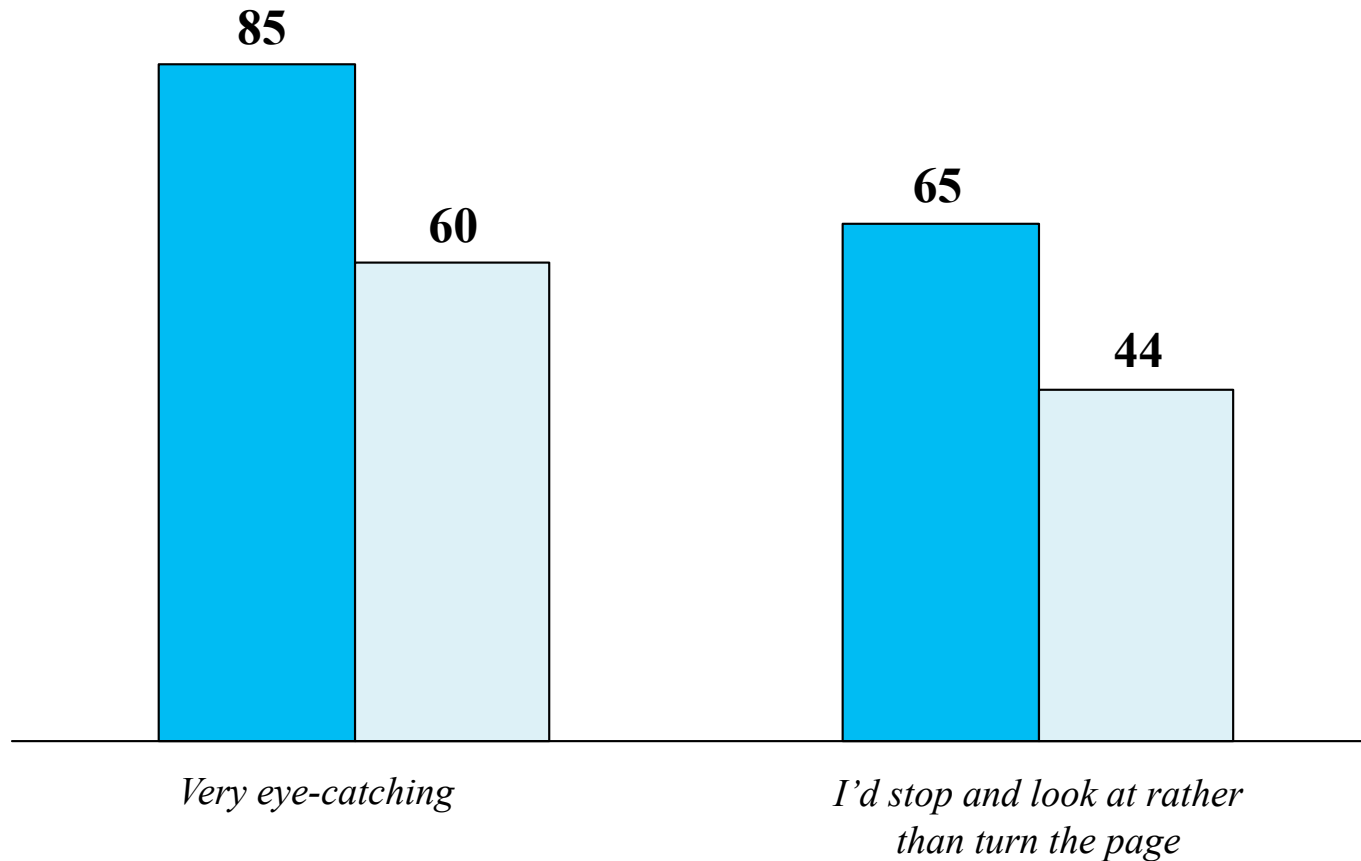
Recognition – Newspaper ads  
*% recognising*



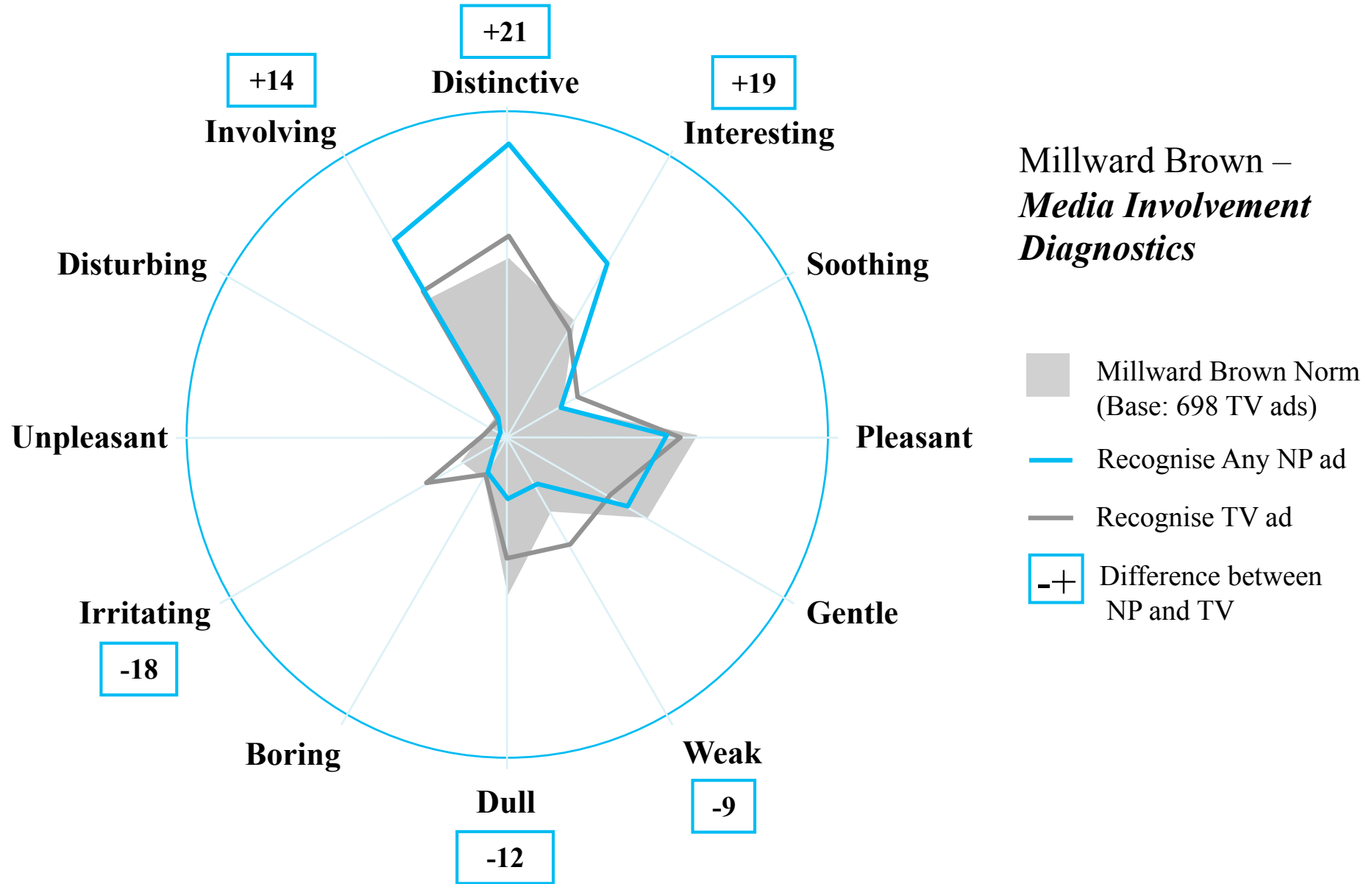
# Visual standout *is vital*

Newspaper ads - % *agreeing*

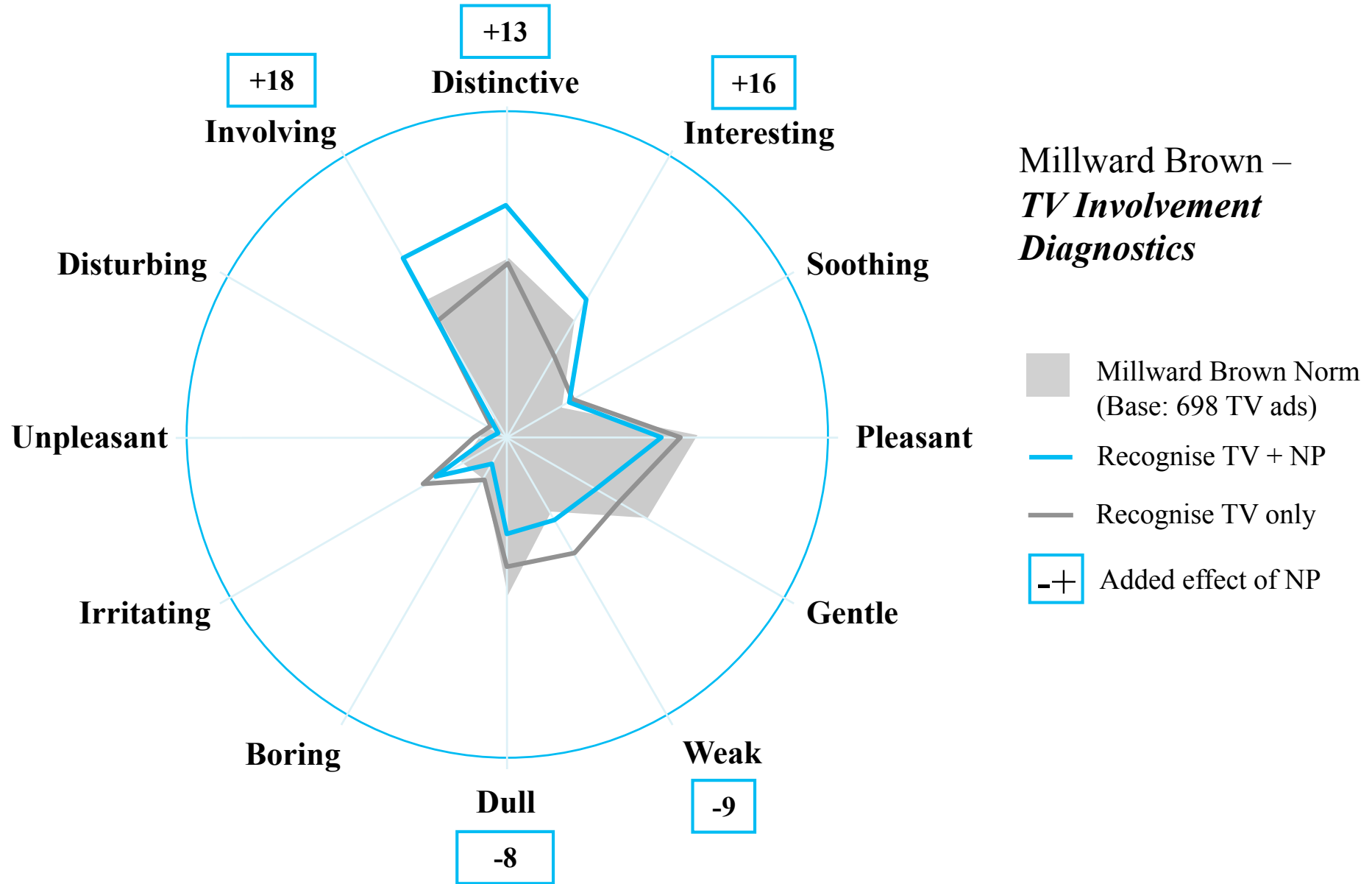
■ Oats & More    ■ MB UK Norm



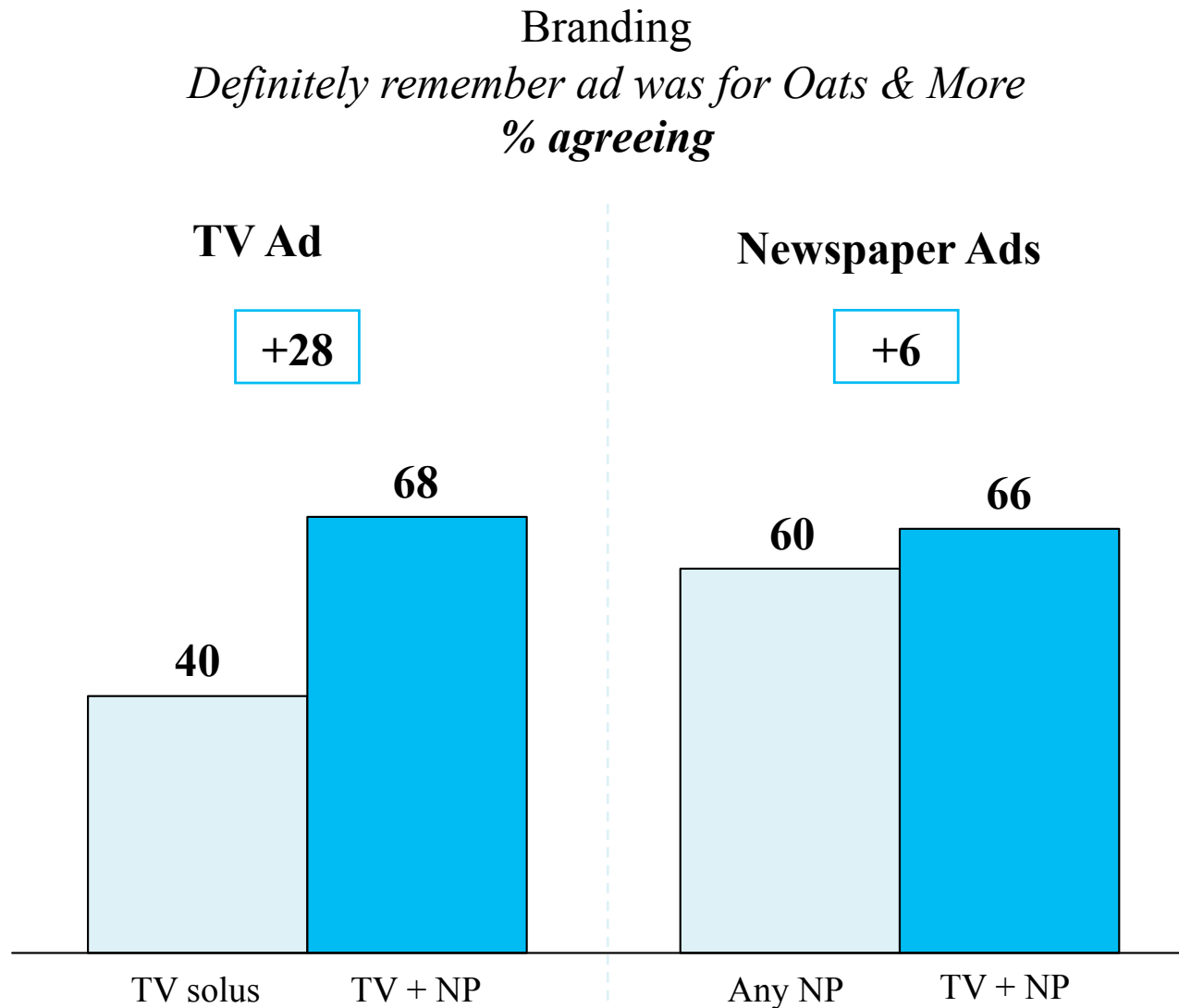
# Newspaper ads *engage more strongly*



# Adding newspapers *makes TV work harder*



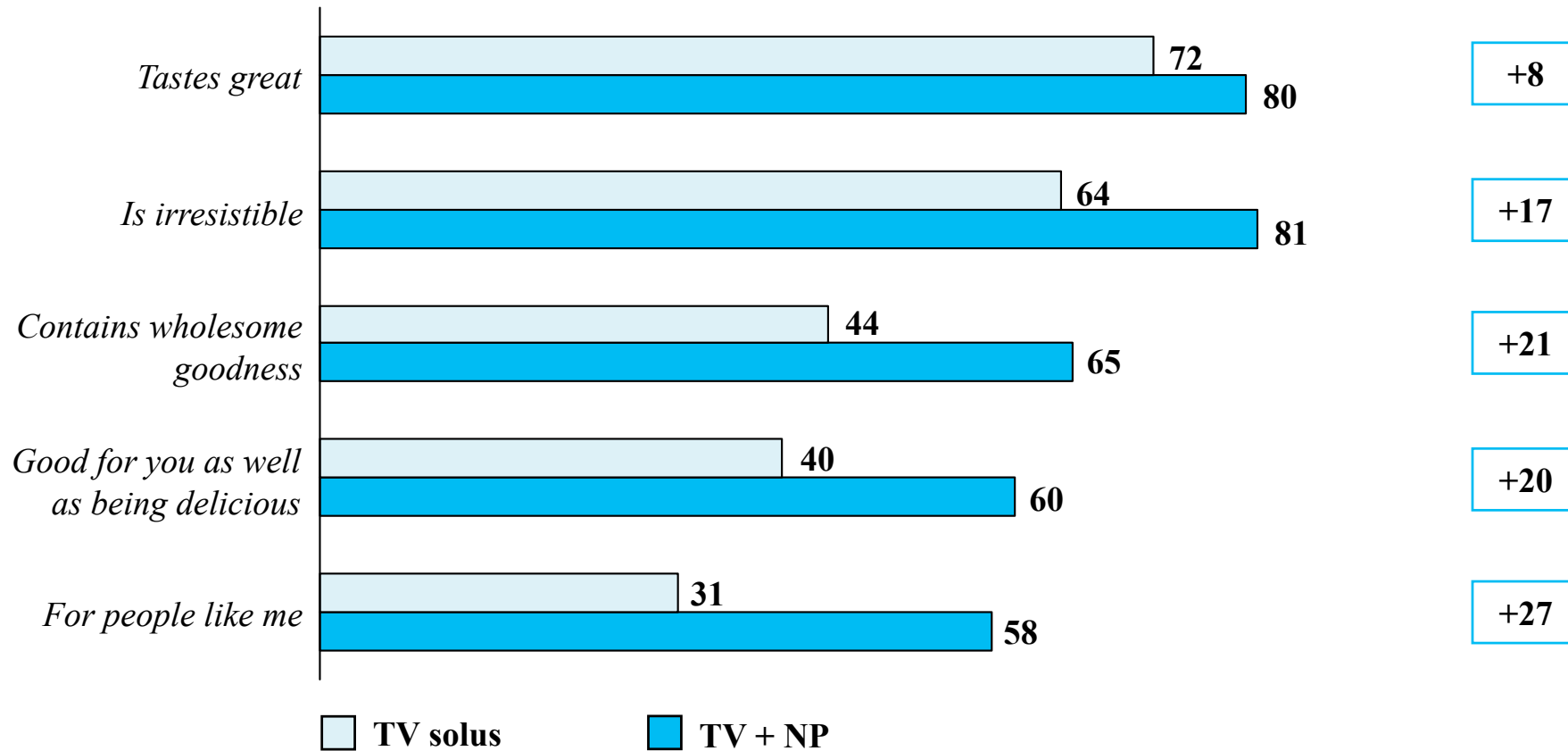
# National newspapers *enhance TV ad branding*



# Newspaper ads *enhance TV communication*

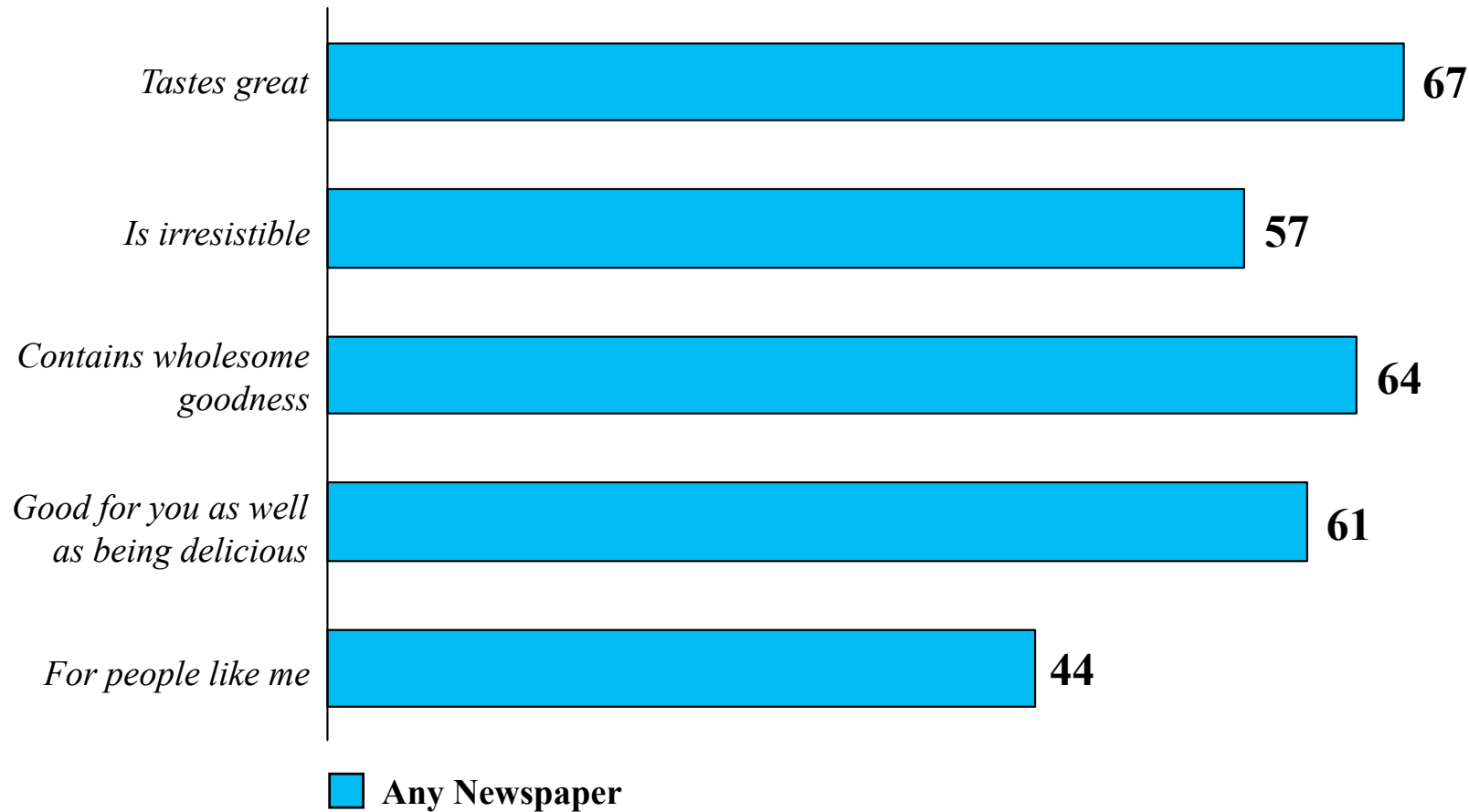
TV Advertising  
*Strongly suggests*  
*% answering*

Added effect  
of NP



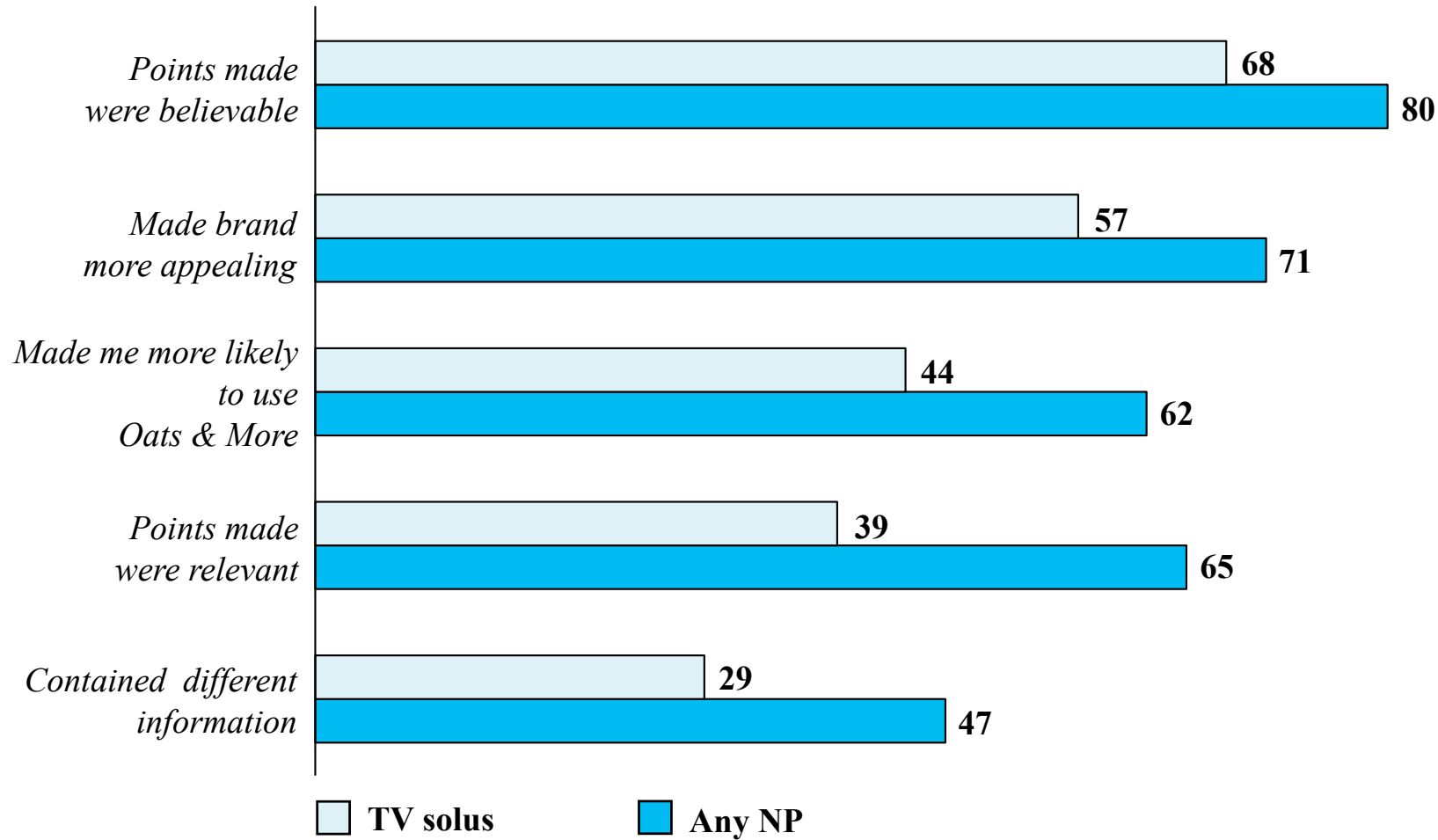
# Multiple executions *communicate powerfully*

Newspaper Advertising  
*Strongly suggests*  
*% answering*



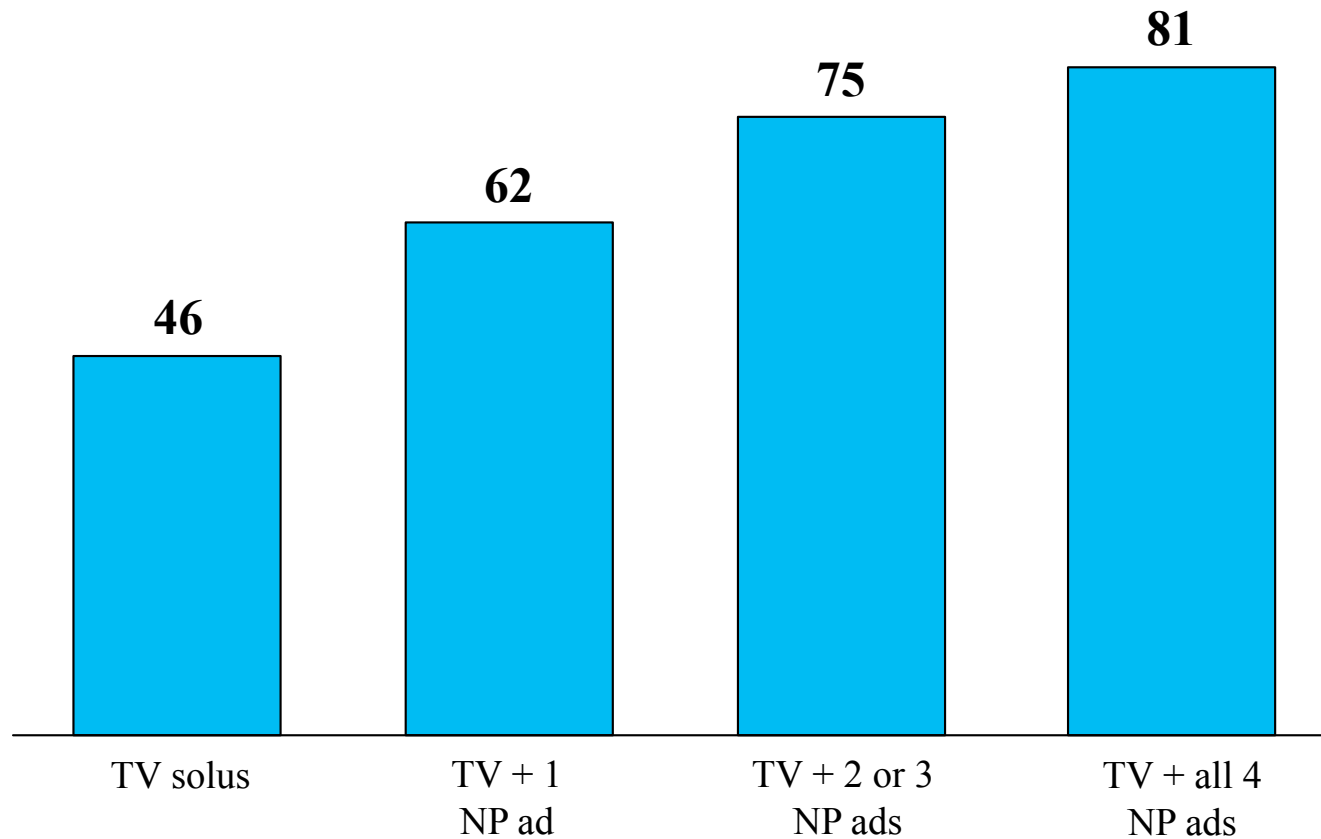
# Newspaper ads *more persuasive*

Response to ads  
*% agreeing*



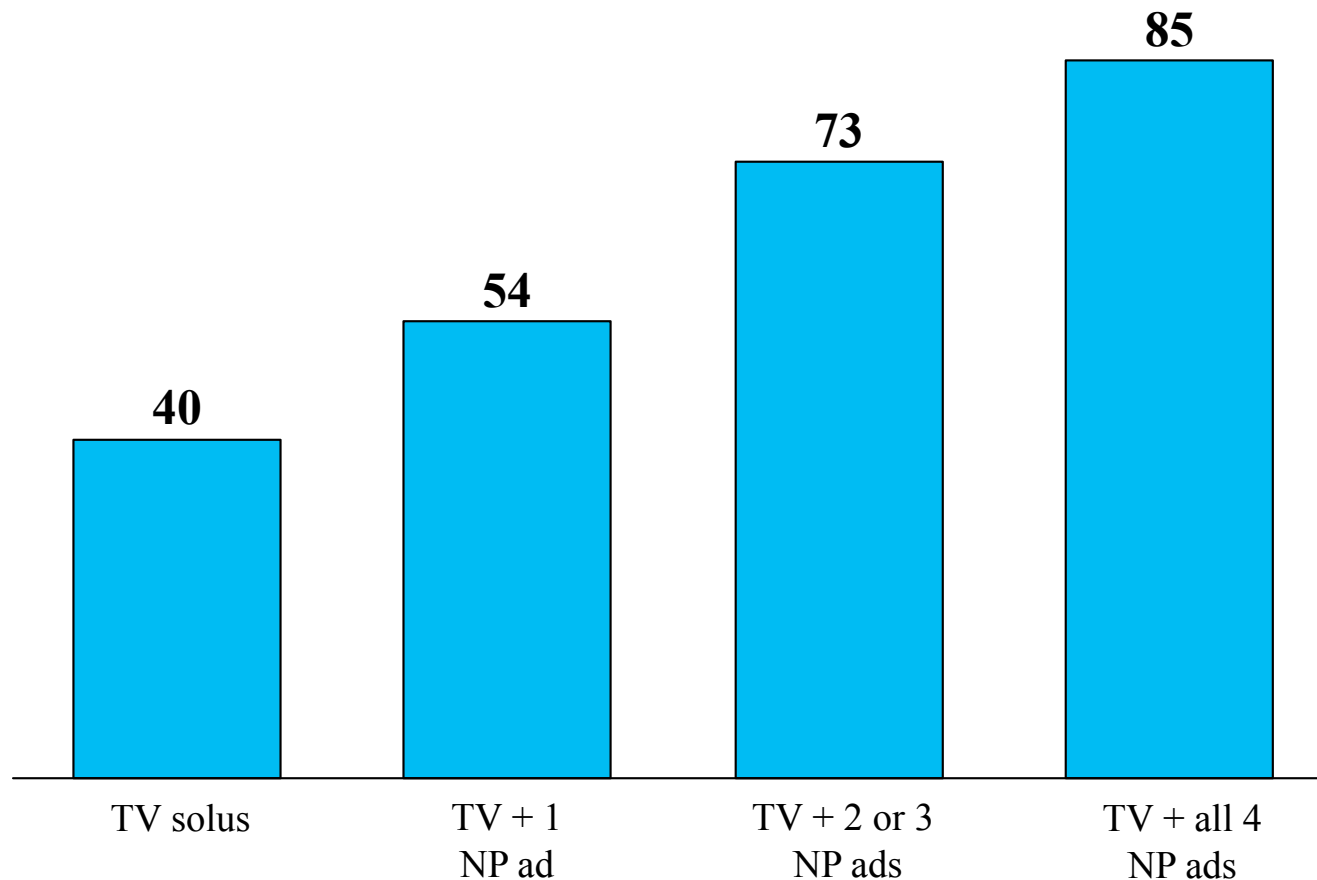
# Multiple executions *boost call to action by 76%*

Advertising measures – Call to Action  
*Gives me a reason to go out and buy\**  
**Top 2 Box %**



# Multiple executions *more than double emotional connection*

Advertising measures – Brand Values  
*Helps me to connect and identify more strongly\**  
**Top 2 Box %**



# Adding newspapers *boosts re-appraisal by 97%*

Advertising measures – Re-appraisal  
*Surprising and gets me to think differently\**  
**Top 2 Box %**

