



CAANZ Beacon Awards 2016 Case Study

Agency Name: FCB Media/Colenso BBDO

Advertiser Name: New World

Gold Beacon Award Category: Best Use of Video

Turning a Promotion into Play

In the face of increasing competition over supermarket collectibles, New World needed cut-through when launching its 2015 'Little Kitchen' campaign. Creating a video content series that reframed the promotion as creative play, FCB Media and Colenso BBDO helped New World achieve record sales uplifts and won Gold in the Best Use of Video category in the Beacon Awards.

Background

New World was approaching the launch of its 2015 "Little Kitchen" collectibles promotion at a time when collectibles were becoming an increasingly competitive arena.

Rival Countdown had partnered with Disney Pixar to launch exclusive dominoes and collector cards. They'd also offered a lower spend qualifier of \$20 spent (versus New World's \$40). What's more, the volume of collectible promotions had been increasing – by time of briefing, Countdown had launched 3 collectible series in 2015 alone.

While New World hadn't been responsible for this acceleration, it made their task harder. They needed to find a way to help parents overcome this 'collectible burn-out' in a way that cut through the increasingly competitive clutter.

Campaign Objective

New World needed FCB Media and Colenso BBDO to help launch the new 2015 Little Kitchen campaign and grow its sales, in the face of increasing competition and an undercurrent of consumer cynicism in the collectibles arena.







Campaign Overview

In reviewing 2014's social media activity, FCB Media and Colenso BBDO identified that many parents were sharing examples on social media of how they'd used the Little Kitchen toys to engage with their children.

The agencies also knew there was a growing sense that technology was isolating parents, with research showing a third of parents feel they're not spending enough time with their children. It revealed a simple insight: in an era of digital isolation, parents are increasingly looking for more authentic, hands-on opportunities to play with their kids.

FCB Media and Colenso BBDO would need to do more than simply raise awareness of the collectibles and drive to "complete the set" – the strategy historically. They needed to inspire a new behaviour between parents and children, using media to reframe the idea of Little Kitchen as an opportunity for creative play, rather than a promotion.

But for such a competitive category and business-critical promotion, this departure from the tried-and- trusted strategy carried real risk.

Media Strategy

FCB Media and Colenso identified that Little Kitchen's mini versions of brands provided the ideal product for creative play – more so than Countdown's dominoes or character cards.

The agencies drew on behaviour change insight that showed the power of a multilayered approach using both social context and making action easy. This informed their three communication tasks of inspiring and modelling the behaviour for parents and kids; normalizing the behaviour through influencers; and making the behaviour easy.

It required a more in-depth view than the retail category-norm advertising-driven approach, with the ideas demonstrated through content, not just told through ads.

They partnered with world-famous "food architects" Bompas & Parr to co-develop a category-first original content series of 8 video "experiments" that could be re-created at home with help of a parent.

These videos were meant to inspire creative play and raise awareness of the promotion through their audacity and natural shareability. Awareness and engagement were driven by supporting activity around parenting sites, teaser trailers across social media to custom audiences (including 2014 fans), promotion of episodes across family environments such as TVNZ and Kidzone, as well as remarketing and sequential video targeting for consistent new episode discovery.





The videos were referenced and endorsed across supporting layers such as vloggers, to and radio, promotional partners and user-generated content as parents and kids shared their play across social platforms.

The new behaviour was simplified for parents and children with "lab notes" on packaging for recipes or experiments, and tool kits for schools.

Results

This insight-driven strategy from FCB Media and Colenso BBDO drove a departure from the retail category standard to achieve record results for New World.

By using video to reframe a promotion as a play opportunity, combined with smart deployment of influencers and product innovation that made the behaviour easy, the agencies helped New World achieve record sales uplifts and showed how effective a video-driven approach can be for retail.

More than four million minutes of video was viewed as part of the campaign, along with 1.3 million engagements on Facebook. Despite similar spend levels, research also showed that New World's content-driven approach delivered far higher campaign awareness than Countdown Dominoes.