

Gold Beacon Award Case Study

Agency:	FCB Media
Advertiser:	Noel Leeming Group
Gold Beacon Award Categories:	Best Collaboration Most Effective Retail/etail
Entry Title:	Peoples' Stories

“Peoples’ Stories” was an outstanding campaign that was only made possible through the close collaboration of agencies to create and deliver one of Noel Leeming Group’s most effective retail promotions. It has also won Gold for the Retail/etail, Most Effective and Best Collaboration categories.

Background

FCB Media’s challenge was how to lift Noel Leeming Group’s annual ‘Massive Sell Out’ event above the noise of all the other sales and bargains on offer in the retail category.

At its heart, this was the ultimate sale, with the appliance retailer using the four day event in Auckland to clear its stock. But consumers were becoming desensitised to all the sales offers around, so what would make them come to this one?

Campaign Objective

The insight came from one person in a focus group. Most people were suffering from sales fatigue and were ambivalent to yet another massive sell out. Yet one participant sparked the interest of their group, when they regaled their experiences of Noel Leeming’s ‘Massive Sell Out’ the year prior. Within a minute, those who had not attended were curious to find out more and were asking when the next event was.

From this, FCB Media knew they had to build a campaign which used genuine sources to guide their decisions, not ‘shouty’ ads claiming they had the best bargains on offer.

Campaign Overview

This shaped FCB Media's communication approach. The strategy was to create a communication platform that used past and present event customers to convince the masses to attend. It would feature real people, telling real stories from Noel Leeming's 'Massive Sell Out;' sale. This was a different approach to the norm of retail sales advertising and it required a different way of operating.

It needed great collaboration. It needed to be nimble. It needed media to be booked in advance (with no content) and a client prepared to take a risk.

Media Strategy

The platform was called "Peoples' Stories". Effectively, it would take consumers stories of great buys direct from the sell-out and get these out to consumers through media as fast as possible.

This way, real customers would be turned into advocates with unprecedented speed and scale.

A portion of the campaign was dedicated to stories from the previous year to raise awareness. But the focus was on grabbing live stories from the event, to drive consumers to check it out for themselves.

These stories went out across media that would generate immediate action – radio, television and press. This required a huge collaboration and joint production effort between media partners, to ensure the tight turnaround times and deadlines could be met.

Jubilant customers were interviewed, filmed and photographed immediately post-purchase. This was turned into broadcast content with unprecedented speed. Within five minutes the audio was turned into a radio ad. Within five hours it was an approved video ready to be uploaded online and with six hours it was an edited and approved TVC. The next day it was a press ad.

All this achieved with client approval. A true collaboration.

Results

FCB Media's approach turned traditional retail sales advertising on its head. By providing a genuine voice, "Peoples' Stories" motivated mass action and was heralded by Noel Leeming as its most effective campaign.

Targets for visitor numbers and sales revenue were smashed.

This was achieved on a similar budget to the year prior, but with an extra sale day included in 2013, and without cannibalising sales from Noel Leeming stores over the sell-out weekend.