



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

Agency Name: FCB Media
Advertiser Name: Foodstuffs (NZ) Pak'n'Save
Gold Beacon Award Category: Retail/Etail

Meatrimony – The ‘Perfect’ Marriage

Battling a plethora of promotional messages in market, PAK'n'SAVE needed better cut-through for its upcoming Meat & Seafood theme week. By creating an unexpected love story that pushed boundaries between advertorial and editorial, FCB Media helped PAK'n'SAVE exceed its sales targets and won Gold in the Retail/Etail category in the Beacon Awards.

Background

PAK'n'SAVE is a loved brand in NZ, but despite strong brand-health its regular weekly promotions, or “theme weeks”, weren't driving the increase in sales or additional footfall they once were.

Consumers were saying that bargains were still important, but this wasn't translating to action. The real issue was ‘promotion fatigue’. At any one time 59% of products in NZ are “on special”¹ and the core audience (household shoppers 25-54) is bombarded with indistinctive *shop here and save* messaging.

Analysis of media behaviours showed retail promotions had become formulaic, so it was hardly surprising the audience was increasingly less likely to recall seeing or hearing advertising, and increasingly feeling like advertising wasn't relevant to them.

Campaign Objective

¹ Source: Nielsen

PAK'n'SAVE wanted to ensure its upcoming Meat & Seafood theme week (in which meat and seafood have reduced prices) would cut through the wall of advertising noise and motivate shoppers to come in store.

It briefed FCB Media on promoting "Meat & Seafood Week" with a flat budget compared to previous theme weeks, to achieve +5% increase on sales compared to the same week YOY (which was also a theme week), and to generate greater footfall than any other category-based theme week (including previous Meat/Seafood weeks).

Campaign Overview

FCB Media's insight was that for Kiwi shoppers, formulaic price promotion advertising was becoming wallpaper. It would need a better way of grabbing attention and driving cut-through to generate sales success for PAK'n'SAVE's meat and seafood promotion.

The creative agency's idea was to create ads showcasing a spoof wedding between Meat (Turf) and Seafood (Surf). Analysis showed the audience's attention was increasingly drawn to celebrity relationships, so the strategy was to break the price promotion formula by emulating relationship entertainment and going beyond simply placing ads.

The media idea was "Meatrimony" – creating an engaging "real life celebrity" relationship between meat and seafood, played out in the media as if they were two real people. FCB Media identified four typical steps in a celebrity relationship: the relationship tease, the 'hook-up', the commitment, and the question over whether they're still together. It then replicated the formula through a series of innovative media integrations to create the sense that it was "real".

The mock romance between seafood and meat played out across New Zealand's celebrity gossip and relationship media... just like in real life.

The campaign eschewed the traditional retail media formula that had come to typify the category and pushed the boundaries between advertising and editorial, thanks to strategic media partnerships.

Media Strategy

FCB Media unfolded the story through a series of 'NZ-first' media partnerships. These included editorial coverage in the *Scandal* gossip segment on-air on The Edge radio station (ranked highest with the audience) and within the *Scandal's* digital and social channels, with a programmatic environmental and behavioural layer allowing FCB Media to ensure tactical presence within key celebrity/gossip environments and identify those interested in similar content.

The agency persuaded Bauer title *Woman's Day* to provide unbranded editorial space to tease the relationship within the "A List" celeb news section – the first time the publication had allowed such a level of unbranded integration into its editorial coverage.

Working closely with Bauer, a mock editorial feature spread in *Woman's Day* then showcased the "wedding" with Bauer agreeing to omit the 'advertorial' header for added authenticity – a break from what is usually a mandate for paid advertising.

The coverage was shared across the *Woman's Day* digital and social platforms and in a mock PR release by the magazine's editorial team.

FCB Media bought into first-in-break positioning within programmes such as *Married at First Sight*, *Shortland Street* and *The Bachelor*. Second screen behaviour was targeted by up-weighting bids within Google and Facebook during these key times.

The break-up was revealed in a first for a New Zealand brand with a Tinder profile created for the Surf and Turf characters to generate further buzz and sharing around the promotion.

Results

The break with formula for the media approach successfully grabbed shoppers' attention and exceeded business targets for PAK'n'SAVE before and during the "Meat & Seafood Week" promotional period.

It yielded the strongest sales results and highest footfall of any category-based theme week within the previous 12 months. There was no other activity live at the same time.