

Food Category Case Study

CHALLENGE

Planning a weekly menu and putting together a shopping list is an uninspiring chore for many Kiwi households.

Our advertiser was competing in a cluttered market and needed to achieve stand-out in a congested TV environment. They needed an idea and creative execution that would encourage consumers to reevaluate their value proposition.

IDEA

The creative solution was delivered as a premium long-form ad, filmed doco style and a little rough around the edges to maintain an authentic and personal feel. Balanced with close-up shots of our advertiser's product offering with key talent carefully selected to resonate with a household audience.

It was delivered to market as 60" TVCs that integrated with TVNZ promo assets along with 15" cutdowns.

EXECUTION

TVNZ Blacksand was chosen as the ideal partner to take this from concept to reality. Their mix of strategic thinking and creative expertise brought the campaign to life, by using the most effective form of visual storytelling as a means of communicating the benefits of their offering. TV and BVOD led this execution.

The goal was to deliver cost-efficient mass reach and awareness for the campaign. The channels selected to best achieve this was TVNZ broadcast TV and BVOD with placement centred around tentpole content for their target audience.

RESULTS

The campaign performed well across all measures, exceeding average TV ad performance levels by a significant margin. Not only did the campaign perform above TV norms, but the unique creative clearly resonated, driving significant call-to-action amongst viewers. The research showed that by bringing together a strong creative and a comprehensive TV campaign (both linear & online) the agency was able to deliver significant value to the client both in terms of short-term sales and long-term brand building.

The campaign significantly outperformed many Colmar Brunton Norms:



Unprompted recall was
51%

Prompted recall

65%

of people recall seeing at least one aspect of the TV campaign when shown static advertising creative, 7% higher than the Colmar Brunton Norm of 58%



53%

saw the 60" TV creative, compared to a Colmar Brunton Norm of 42%



87%

stated it was easy to understand what the ad was about (norm 57%)



71%

stated it showed things that they could relate to (norm 54%)



47%

said it made them more likely to use the brand (norm 17%)



46%

said that it made you think the brand was different from others (norm 21%)



Over half of Kiwis (53%) indicated they will take some form of action due to the TV campaign, with the majority saying they would visit the brands website

If you need help on your next campaign... think about TVNZ Blacksand.

Source: Colmar Brunton Campaign Creative Effectiveness Study, Online Survey, n=200, HHS 18+, November 2020

**We bring brands to life.
We tell their story.
We sell your story.**



You name it... creative, production, digital, editing, graphic design and sound design. We've got all the production facilities here under one roof and access to some pretty sweet talent.

We put our thinking caps on, roll up our sleeves and get involved at any part of the process, no matter if the job is massive or tiny. Hit us up with any challenges you have today, and let's create some partnership magic!