

CHELSEA: RE-ESTABLISHING VALUE WITH THE GREAT KIWI BAKE OFF

HOW DO YOU RE-LAUNCH A WELL ESTABLISHED BRAND IN A DECLINING MARKET?



You re-ignite the joy of baking moments

CHALLENGE

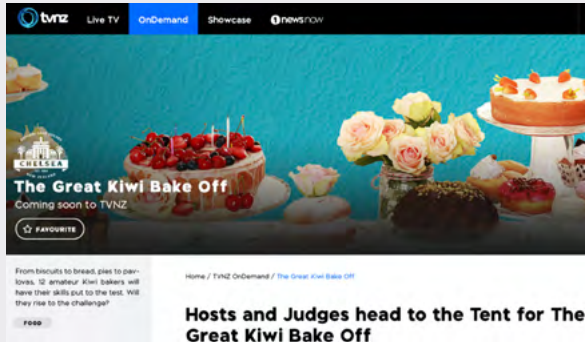
Chelsea is a well-established and trusted brand, but sugar consumption and sales were in decline. While health and wellness trends contributed, increasing competition from home brands and retailers were also driving consumer prices down, positioning Chelsea at a premium. Consumers didn't see value in paying more...

BRIEF

Re-establish the value perception by showcasing Chelsea's new wide-range of high-quality products that suit any baking need.

INSIGHT

Home baking remains popular in the broad household shoppers group (25-55) and in families with primary and secondary aged children. However wasn't frequent. We knew confident bakers used premium products to get the best result, but non-confident bakers didn't see any value and price was a key barrier. Research shows that when a non-confident baker follows a recipe and is told to use a certain brand, they follow it to a tee.



STRATEGY

Reignite the joy of baking moments and educate home bakers, that quality sugar gives a better bake every time.

EXECUTION

- A sweet partnership was born, with Chelsea as broadcast sponsor of The Great Kiwi Bake Off. Chelsea integrated their full range of premium sugars and syrups throughout multiple touchpoints in and out of show.
- TVNZ Blacksand created an engaging campaign 'sharing joyful moments' which leveraged the show's inspiring, yet amateur and accessible bakers. Sponsorship opens and credits featured key talent baking everyday food like cupcakes and gingerbread cookies with a group of young kids to inspire that joyful moment. These video assets ran across opening and sponsorship credits on TV and TVNZ OnDemand, coupled with static branding on the TVNZ OnDemand home page.
- Influencing at point of purchase was also key to get consumers to trade up and increase their range purchase. A unique competition was developed to encourage multiple purchases and motivate consumers to enter to win a VIP baking experience with The Great Kiwi Bake Off winner.
- In-show product placement was a natural fit throughout the series, reinforcing that Chelsea's premium, wide range of products can help you achieve the best results.

Brand Integrations:

- Chelsea TVC with show talent played as the 10 second show opener every episode
- Chelsea products used and displayed in-show
- Chelsea logo continuously displayed during episodes
- Chelsea ads on the show's TVNZ OnDemand page - using talent
- Ad utilising show talent to drive the competition: buy 3 Chelsea products be in to win a baking experience with the show winner.

RESULTS*

BEGINNER BAKERS ENGAGED

77%

of the audience were novice**

LEADERSHIP OVER HOME BRANDS REINFORCED

First choice consideration was

247%

higher than nearest competitor

POSITIVE EFFECT ON OPINION & PURCHASE INTENT-PERFORMING ABOVE NORMS:

15%

uplift in a positive effect on opinion

14%

increase in likelihood to purchase

HIGH AWARENESS ACHIEVED

7/10

viewers were aware of the partnership - 60% higher than the norm

90%

of viewers were aware of ANY of the brand touch-points within the show

INCREASED BRAND METRICS

33%

uplift in "Having the widest range" ***

48%

uplift in "Motivating and inspiring you to bake" ***

49%

uplift in "Allows you to share joyful moments when baking" ***



*Source: Colmar Brunton | ** Used bake mixes or can follow a recipe | *** Post Benchmark vs engaged viewer