

# MY KITCHEN RULES NZ AND SIMPLOT: FIVE TASTES

## THE RECIPE FOR SUCCESS

### CHALLENGE

In a saturated market, Five Tastes is in competition with brands who have over 100 years of history. So how do you differentiate them and make them stand out from other cooking sauces?

### BRIEF

Help launch a new product into the cooking sauce aisle.

### INSIGHT

- Analysis shows that dinner planning is often an unfocused last-minute action. 'The 5pm panic' means there is little opportunity to introduce a new brand meaning consumers automatically default to familiar brands. Consumers are looking for authenticity and can easily spot a gimmick due to their previous dining experiences. With competitors packaging overusing the word 'authentic', we needed to find a new way to communicate this important message.
- The New Zealand market is experiencing rapid changes with new Asian products and restaurants launching constantly, resulting in products quickly becoming outdated.

### STRATEGY

- To go beyond the 5pm panic and appeal to consumers in places where they are seeking inspiration and cooking advice.
- The Asian cuisine scene is constantly evolving and new is being defined on a weekly basis, so we needed to position ourselves with people or properties that are also evolving themselves.
- Signal authenticity without needing to state it.

\*Source: Arianna 7th October – 9th December 2018, Consolidated TVNZ2, TVNZ2, Google Analytics, Simplot.



### EXECUTION

IN A FIRST FOR MY KITCHEN RULES, THEY ALLOWED A PRE-MADE SAUCE TO BE ASSOCIATED WITH THEIR BRAND.

My Kitchen Rules is all about food inspiration, and Asian Fusion contestants Enna and May were both authentic and new.

The sponsorship TVC communicated the girl's perfect embodiment of authentic, modern Asian cooking in an environment where viewers are relaxed and can think about the type of cook they aspire to be.

### \*RESULTS

#### WEEKLY SALES GREW

# 332%

Following the launch of the TVC on My Kitchen Rules New Zealand

#### HIGHEST WEEK OF SALES



**Five Tastes** saw their highest week of sales the week prior to the MKR final as excitement around the show built.

#### SAMPLING SESSION

Enna & May ran an in-store sampling session for Five Tastes resulting in a:

# 260%

**Increase in sales** compared to a normal sampling campaign.

#### FIVE TASTES REACHED

# 400,000+

New Zealander's 25 – 54. These viewers saw a Five Tastes Sponsorship credit on air during My Kitchen Rules New Zealand.

#### DELIVERED OVER

# 132,000+

**Impressions** on TVNZ OnDemand.

