

O'Donnells

OF

Tipperary

HAND COOKED CRISPS



Agenda:

- Background
- The Plan
- Results



Background

2017 Snapshot



#1 Hand cooked
crisp brand since
2012



6 award winning
flavours

O'Donnells Brand Summary

Who are they?

Media Habits

What do they say?



71% : 25-44 yr

80% ABC1



57% Female



Slight bias to
Munster,
Dublin, rest of
Leinster



- I have to check social media +10 times a day.
- I can't resist buying magazines.
- News on food influences what I eat.
- I often notice brands on the TV or in films.
- Outdoor ads give me something to look at when travelling

Working with Limited Resources



Consumer Shows

Combined footfall of 500k



Press

Female glossies
Readership of 300k



3rd biggest
Crisp brand in
market

But...

- Brand awareness low*
- No NPD in the pipeline
- Business expectation of continued growth

Action needed

We needed to grow brand awareness by reaching a mass audience, in turn growing purchase consideration for O'Donnells

Additional budget was allocated to allow us to target a broader audience



The Plan

TV Advertising

77% of women
25 – 44 are
heavy TV
Consumers*

**TV
Sponsorship**

Advertise
alongside other
leading brands

Opportunity to
amplify on
social

Reach a mass
audience
quickly

Cost effective
with available
budget!



Objectives:



RTÉ 2

GREY'S ANATOMY



Similar
audience,
females 25 - 44

'Big Brand' feel

Evening
'appointment to
view' show

25 episodes,
January - May

The next steps...

RTÉ AdLAB



Meet Grainne...





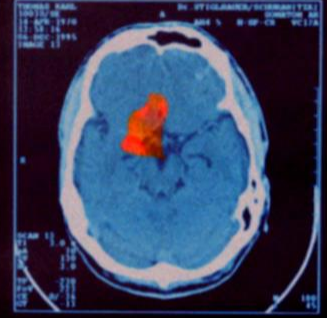
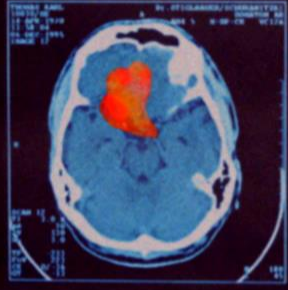








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Themed Stings



7 and 10 seconds



Rotation



Flavour showcase



Feat. Ed O'Donnell!

Social support



O'Donnells Crisps

Published by Kate Meagher (7) · 23 January 2018 · 🌐

We have 3 boxes of O'Donnells Crisps to giveaway to 3 lucky winners! We had so much fun filming our TV ads for our sponsorship of Grey's Anatomy and this is one of our favourites. Can you guess the female doctor's 1st name? Hint: It's unique to Ireland. We will pick 3 winners who guess the right name at random to win a box of O'Donnells. Good Luck!



O'Donnells Crisps

Published by Kate Meagher (7) · 18 January 2018 · 🌐

COMPETITION TIME!! We have had McCreamy and McSteamy but name our male doctor in our adverts and the best name wins a box of O'Donnells Crisps! Watch out for Greys Anatomy on RTÉ2 tonight!



WIN
Flights for 2 to
SEATTLE

O'Donnells
of Tipperary
HAND COOKED CRISPS

Like | Tag a friend | Share

The Results

Objectives recap



Brand awareness

Grow brand awareness

Awareness for the brand grew 19% YOY in Bord Bia's Premium Crisps report*

21% of PCA respondents thought the sponsorship was a good/very good fit



*Source: Bord Bia Premium kettle report Mar 18

Purchase consideration and sales

Grow purchase
consideration and drive
sales

O'Donnells sales for January
to May 2018 were ahead
15.6% vs 2017

O'Donnells Market Share
increased vs previous year –
in March/April 2018 the
brand held 8.6% of the total
Irish Crisps market vs 7.2% for
the same period PY*



Mass audience

Reach a mass audience
in a cost effective way

We reached a total TV
audience of 1,052,000 which
is 29% of the total universe

Reach of our target audience,
women age 25 – 44, was 202k,
30% of this audience



Amplify sponsorship

Amplify sponsorship on social media

O'Donnells Facebook page likes increased throughout January and February when key supporting social media posts were live.

Engagement rate of 9.2%, very strong compared to the average of 5%.



O'Donnells *of Tipperary*

SPONSORS
GREY'S ANATOMY



..... **TASTE ABOVE ALL ELSE**

Thank you!