



## **TAMI 2021 – Best use of Sponsorship**

**Entry Title:**

### **“Normal People Love Wine”**

**Javelin & Casillero del Diablo**

#### **1) Background & Objectives:**

Casillero del Diablo have been sponsoring smaller Irish dramas since 2018. The first show they sponsored was Red Rock on Virgin Media One in January 2018 & its return in February 2019. Following its success, CDD sponsored two more Irish home-grown dramas including Blood starring the infamous Adrian Dunbar, both series 1 & 2 and then Irish crime drama series, Darklands in October 2019.

Over the three year period Casillero del Diablo moved from #5 - #2 wine brand, both in volume and value share. However that final hurdle, getting to number one wine brand was proving tricky. In order to make that final step to the top, Javelin recommended that Casillero del Diablo go after a big-ticket Irish Sponsorship in 2020.

#### **2) Strategy:**

Our strategy for Casillero del Diablo since 2018 was “Owning the night in”. We wanted to be the wine of choice for Irish People on their nights in by associating the brand with key Irish Dramas.

For 2020 the challenge was to identify a high potential Irish Drama and negotiate within budget. Our budget to date had allowed us to afford the smaller dramas but we needed to go after something much bigger. In our response to the 2020 brief we presented the story of LoveHate and its phenomenal success. It was this scale of drama we needed and wanted. We knew we had a challenge on our hands as there hadn’t been anything quite like LoveHate since the show ended in November 2013.

Our strategic approach across the past four years has been to undertake a sponsorship in Q1 and again in Q4 around Hallowe’en which are key periods for the brand. Each year our sponsorships have continued to boost all brand metrics, positioning and sales for the brand.

Enter March 2020. A global pandemic. Uncertainty filled the now virtual boardrooms of every marketing team around the world. How do we react? What do we do? No one had been taught how to market through a pandemic. Fear of the unknown had increased anxiety amongst the whole population and promoted panic buying behaviour across the world.

Notably for us, off-trade wine sales increased by 34% over the four week period from March 9<sup>th</sup> – April 5<sup>th</sup>. Lidl and Aldi had become key competitors and as their marketing and purchasing departments learned more about Irish peoples buying habits and adjusted, they have become even bigger competition. Within a year of the German discounters opening in Ireland both were selling easy-drinking wines at competitive prices. Over the years they have upped their game on the wine front, with Aldi introducing a “super premium” range, at Christmas 2013. In 2014 Lidl launched their “Claret Offensive” – a premium range of wines. Competition has never been stronger amongst the wine brands. People were queuing for supermarkets all over Ireland and with the increase in wine sales and the competitive landscape we knew we needed to act fast to make sure Casillero del Diablo was **the** wine of choice for Irish Households.

In tandem, we identified the early signs of a huge rise in impacts across TV. Leo Varadkar’s address to the nation on March 17<sup>th</sup> brought in a whopping 1.599 million viewers on RTÉ One.

On Thursday March 18<sup>th</sup> we had an emergency meeting with our clients and, based on our strategic recommendation they agreed that we would begin looking for any suitable properties and bring back the date for our sponsorship plans in line with what was happening in the market.

After the meeting we contacted sponsorship teams across the key stations and collected all available upcoming sponsorships. Normal People really stood out to us. The show really appealed to the team at Javelin and we consulted with a number of writers and producers who all **concurred** with us that this show was going to be a big hit. The brand new series was due to start on April 28<sup>th</sup> so we needed to move fast. We had to negotiate hard on the price, pitch it to the Casillero team in Amsterdam and Chile, get approval, produce the stings and submit the stings to copy clear for approval all across a four week window.

This was a collaborative effort where everyone worked together in an agile and reactive manner and we got the sponsorship live in record time.









### 3) Results:

TABLE 1) VOLUME AND VALUE YOY COMPARISON, THE TOTAL CATEGORY VS CASILLERO DEL DIABLO

SPONSORSHIP PERIOD SALES COMPARISON 28 <sup>th</sup> April – June 2nd 2019 VS 2020		
	TOTAL WINE CATEGORY	CASILLERO DEL DIABLO
VOLUME	+28%	+60%
VALUE	+32%	+59%

Table 1) Compares the volume and value increase yoy for the period for which the sponsorship was live. It compares the year on year increase for both the total category and for Casillero del Diablo specifically.

TABLE 2) BRAND AWARENESS AND WINE BRAND AWARENESS RANKING

	 Ireland	 Netherlands	 Belgium	 Denmark	 Switz	 Germany	 Russia	 Poland
Awareness	96 (96)	65 (71)	65 (63)	86 (88)	66 (60)	58 (61)	68 (74)	62
	==	▼	▲	▼	▲	▼	▼	New 2021
Awareness ranking	#1 (1)	#7 (4)	#2 (6)	#1 (1)	#4 (7)	#5 (4)	#8 (6)	#12
	==	▼	▲	==	▲	▼	▼	New 2021

Source: Kantar Brand Equity Report 2021

Table 2) Shows total awareness of Casillero by market and Awareness ranking for Wine Brands by Market.

TABLE 3) BRAND POWER

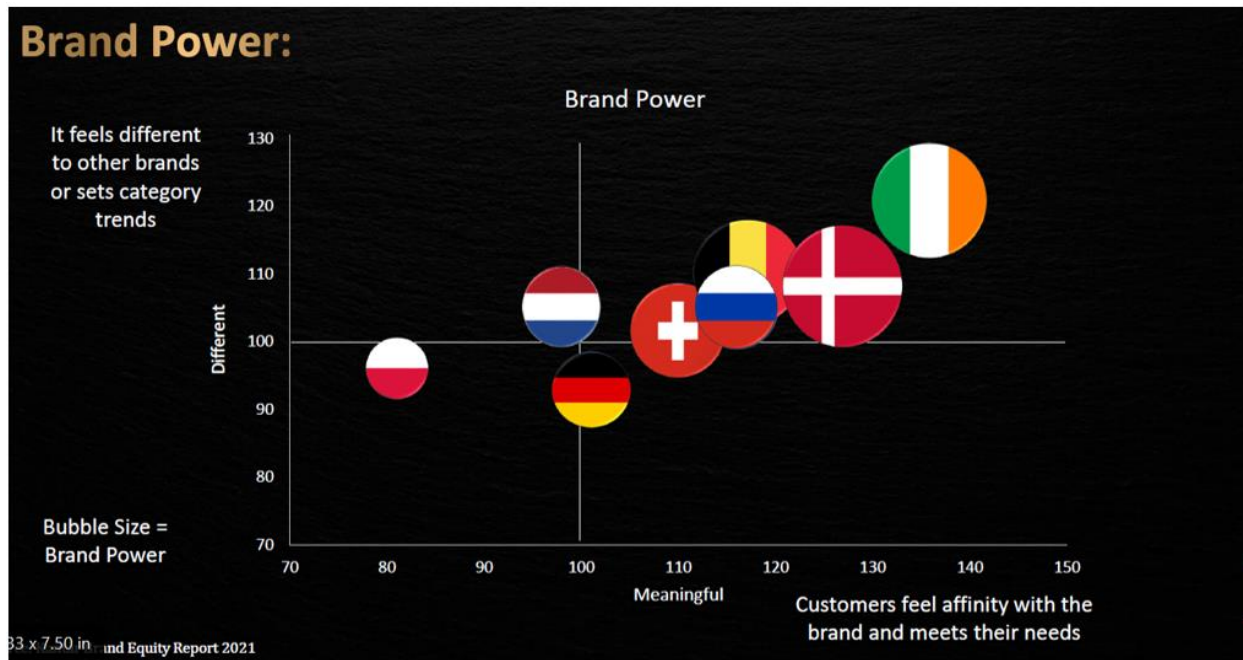


Table 3) Shows that Ireland are the highest scoring market for Brand Power. Moving ahead of Mexico and Chile for the first time.

Normal People surpassed all expectations. The final episode received a 33% share.

The show set a new record on RTÉ Player with 3.3 million streams by the end of the series, gaining the highest number of streams for any show within a short space of time. The previous record was held by *Love/Hate* Season 4, which received 1.2 million streams in 2013. *Young Offenders* Series 2 secured 1.05 million streams in 2019, while *Dublin Murders* attracted a total of 560,000 streams.

The show was also nominated for four US Emmy awards and Paul Mescal won best actor in the BAFTA Television awards in London on June 6<sup>th</sup>.

#### 4) The Plan:

In the early days of Covid19 TV played a hugely important role in keeping people informed and entertained. With TV being the most trusted medium (*TAM&B&A Tracker study 2020*) we identified the opportunity to bring forward our plans and maximise TV's potential during the lockdown. The nation were watching more news and current affairs than ever before with people anxiously tuning in for Government updates on the lockdown and how the pandemic was effecting their day to day lives. In addition people were spending more time at home and looking for ways to keep themselves entertained. People were relying on television as an escape from the craziness that was happening in the world and this was reflected in impacts.

We predicted that Normal People would perform really well. This was both down to the strong storyline and super cast but also based on the circumstances that Irish People found themselves in amidst a global pandemic. The sponsorship included both linear TV sponsorship and the sponsorship across all episodes on the RTE Player. With an increase in TV on demand, the broadcast VOD element was really important for us too.

While Hallowe'en is a key period for the brand we realized that moving the budget forward would drive higher performance for the brand given the increase in impacts. It was key for brands to be agile and reactive to what was happening throughout the pandemic.

The show kicked off on 28<sup>th</sup> April and ran double episodes every Tuesday evening at 10:15pm for six weeks up to June 2<sup>nd</sup>.

Our overarching strategy as mentioned above is to own the night in. In February we kicked off a bespoke digital audio series around owning the night in. Esther McCarthy is a well known broadcaster, columnist, journalist specializing in entertainment. She broadcasts the weekly feature "Movies and Booze" on Newstalk and has interviewed many of the leading names in cinema as feature writer and film critic at Sunday World. We partnered with Esther to create a 1 minute long entertainment guide each week and seeded it out across digital audio platforms including music streaming, radio and podcasts. This feature further positioned Casillero as the perfect pairing for your nights in. The feature would talk about upcoming great television programmes each week. We focused on the best programmes that were on TV that particular week. When Normal People aired we featured it on our weekly entertainment guide. This activity finished up the same week as Normal People. The entertainment guide achieved 838,0000 completed listens with over 9,326 hours of exposure time.

In addition we ran a sky adsmart campaign to further extend our reach. Our weekly entertainment guide would include certain shows on Sky and the listeners would see our Casillero del Diablo ad when watching. All activity worked hard together ultimately building a strong association between Casillero del Diablo and our target audiences night in. The ultimate goal being that our audience would choose Casillero del Diablo as their wine pairing which watching their favourite shows on television.

## 5) **Client Involvement**

**Emilie Biver, European Marketing Manager, Concha y Toro commented;**

"We have been delighted to support and sponsor smaller Irish dramas over the past number of years.

For 2020 we worked with Javelin to finally close the gap and be the number one wine brand in Ireland. Our agency team proposed that in order to do this we needed to go after a really big property.

We were delighted to become the sponsor of Normal People on RTE. Our teams watched from our various locations around the world, including here in Amsterdam and our MD in Chile as Normal People became a global success story.

And indeed a success story for us too as we saw Ireland storm into the lead across our markets with Casillero del Diablo becoming the number one brand with a whopping 96% awareness.”

For the past four years, Casillero del Diablo has established itself in Irish people’s minds and households by “owning the night in”. This has been done through a strong presence on a multitude of media channels, the strongest one being TV. By partnering with high quality Irish series such as Normal People, our objective was to strengthen Casillero’s brand awareness through a wide and impactful reach. Now more than ever we need to adapt to our consumer’s behaviour, and given how COVID-19 has increased the demand for home entertainment we believe that our consistent investment in television has contributed to grow our brand awareness to an impressive 96%, becoming #1 brand in the market. We are delighted to work with a performing agency like Javelin, who have helped us establish Casillero del Diablo in Ireland through the years by advising us to sign for strong sponsorships like Normal People.”

**6) Entry Presentation:**

Please see link to video here

<https://vimeo.com/560409761>