



#### Campaign Background and Objectives

Just Eat first came onto Ireland's foodie scene in 2008, and since then have been the market leader in the food delivery category. Since its introduction to the Irish market, it has become a household name through its strong support of Irish culture, with sponsorships at the heart of it all, partnering with Taste, Electric Picnic, All Together Now and launching the annual Takeaway Awards that not only support local culture, but local restaurants too.

But in 2020 our competitors were turning up the heat. Although Just Eat were the nation's favourite restaurant aggregator, they were seeing their share of orders being eaten away, particularly against younger, urban consumers.

Despite outspending our competitors and delivering an overwhelming 72% SOV, our competitors continued to challenge our position. Uber Eats had launched in the market in Q4 of 2018, and had quickly acquired hungry customers with being the exclusive delivery partner of McDonalds, and our internal insights suggested that Uber Eats orders were dramatically growing YoY as a result of the partnership. We weren't lovin' it. And while Deliveroo orders remained flat, they were signing new restaurant partners and diversifying their offering, as well as expanding their operations to new regions where we previously were largely unchallenged.

And when we dove into what our consumers thought about all of this, we knew we had some work to do. Our high value target demographic, labelled Urban Spenders (of whom nearly half ordered takeaway weekly), were wanting more trendy, premium and diverse food offerings – and our competitors were beginning to answer this need. In fact, nearly half of Uberoo's customers were in this segment, as opposed to only 29% of Just Eat's. With app penetration almost ubiquitous and consumer loyalty low in the category, we knew that differentiation was necessary to stave off the competition and show this valuable audience why they should just eat Just Eat.



We knew that Urban Spenders showed heightened engagement across aggregators, but especially Uberoo. Our challenge was to capture more occasions towards the bottom of the funnel.



### Campaign Background and Objectives

Just Eat's proposition is simple, we aim to deliver joy. We had already done this in a lot of different ways, namely our playful and infectious "Did Somebody Say..." TV and radio creative, which amplifies doing what makes you happy. Awareness of this creative was high, but it seemed that somebody said "Did Somebody Say", well, too much. It was wearing on our consumers patience, and although the creative would be Snoop-ified in later months and go on to be an incredibly well-loved ad and a trending Christmas song on Spotify about burritos dropping down a chimney (yes, that actually happened), it wouldn't be for some months yet and we had to find a way to show that Just Eat were delivering joy in a new and fresh way. And thus, we came to 3 Key Brand Challenges that needed delivering:

- **Drive reappraisal of the Just Eat brand** We needed to drive reappraisal and show that we're a premium and trendy brand, particularly with the lucrative Urban Spenders.
- In addition to this we needed to unlock more mid-week occasions; we were behind our fair share when it came to order occasions in the week. We needed a media activation that would have high frequency during the week to drive those mid-week occasions and increase share on weekdays.
- Be relevant and part of the zeitgeist We knew that Just Eat was a cool brand, but we needed to remind consumers of that and show that we're at the helm of all things joyful.

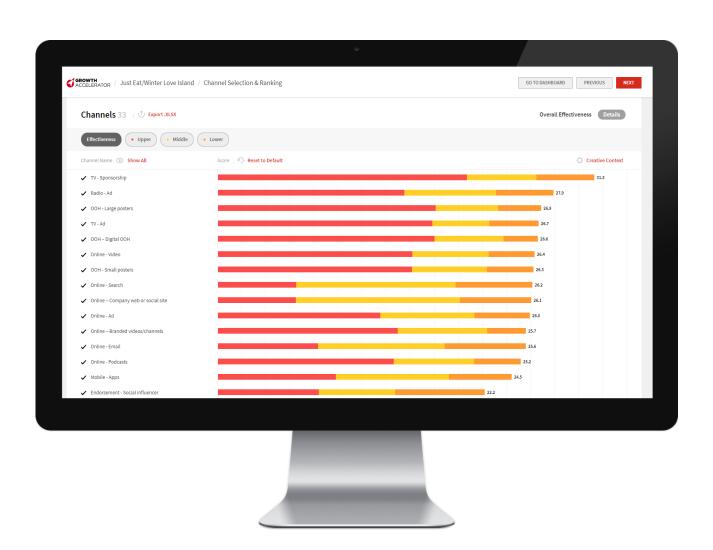


## Sponsorship Selection

We knew both from our research and extensive sponsorship experience in our team, that TV Sponsorship was the most effective and efficient way to tackle our brand challenges, we just needed the right property.

Thinkbox research told us that viewers of a sponsored TV show are 10% more likely to believe the featured brand *is popular* - key for this challenge - and twice as quick to recommend it vs. non-viewers. It also found TV sponsorship fuels long-term brand health because it gives vast, consistent advertising reach.

Not only that but our UM proprietary planning tool Growth Accelerator, which maps our high value audience against the category and campaign KPIs, demonstrated that sponsorship was the clear channel to drive our communications objectives.



## Sponsorship Selection

We had been keeping a keen eye on *Love Island* and knew that a new 'Winter Edition' was being introduced. We kept close to Virgin Media (almost to the point of stalking!) to see if previous sponsors Tesco would take up the opportunity. Happily for us, they did not.

The compatibility between Just Eat and Love Island was one to rival even the most committed of Islanders. It ticked all the boxes to hit our key objectives:

- It was trendy and part of the zeitgeist;
- Being on regularly throughout the week it answered our desire to drive mid-week occasions
- It was a big enough property with enough clout to drive reappraisal of the Just Eat brand.

In addition to this it was perfect for our high value audience, the lucrative Urban Spender, who loves to binge watch TV shows and were big fans of Love Island.

The show itself also had numbers which needed no oversell; A whopping 2.2 million viewers had tuned in for the summer 2019 series averaging 551,000 views per show. Over half of all adults 15-34 tuned in to the series and the show delivered 12 million streams across all digital platforms which was up 32% YOY.



#### The Plan

We had done the research, created the strategy, and now it was time to put the plan in action. Within our contract, we top and tailed the programme itself along with After Sun, and had presence in the promos for the show and all catch up content of both programmes. On top of this though, we negotiated some social value along with additional BVOD value which we were able to deploy on a weekly basis to upweight our presence around the show. But as WARC shows us, it's important that we put investment into other channels to make the sponsorship work hard for us and create a true partnership between the property and brand. Only then would they be each other's type on paper.

So on the 12<sup>th</sup> January, not only did we kick off the first episode of Winter Love Island, but we kicked off a full Love Island campaign. By doing a full campaign, our aim was to show that we weren't just the sponsors of Winter Love Island, but we were at the forefront of Love Island culture in an organic and authentic way.

Just Eat were firstly able to deliver joy through giving away a trip for 2 to South Africa (where Winter Love Island was based). This was used to fuel the creative for the campaign and further amplify our connection with all things Love Island. We launched a national OOH campaign complete with digital, commuter and retail formats with special bus wraps also included. We also launched a radio campaign across national and local stations to drive awareness and recall of our partnership with Winter Love Island. And did we stop there? No, we wanted to go "factor 50" on this sponsorship. We created bespoke partnerships with both Lovin and Entertainment.ie as we were able to map viewers of Love Island to these sites through audience research on TGI/GWI. We knew that both these sites indexed well against Love Island viewers, and we created partnerships that not only promoted our sponsorship of the show, but also showed how well Just Eat and Love Island go together. We gave takeaway recommendations based on the spiciness of the episode, which drove orders while being culturally relevant.

But we didn't just want to drive mass awareness of our partnership, we wanted to be at one with the superfans and go...meta. We became the first ever sponsor of My Pod on Paper, Ireland's most listened to local LI podcast. Year after year Irish fans go to My Pod on Paper to join in on fun debriefs of each episode, and it was a good time for us to partner with them. Their listenership grew 33% YoY, and they trended as the #1 podcast in Ireland on Apple podcasts during the season. We worked with Q4PR who carried this into Just Eat's PR strategy, where Just Eat partnered with Fionnuala Jay, Love Island expert and comedian to brand her Love Island commentary during the season.









#### The Plan

We then amplified our stings. We were lucky that Just Eat UK were also sponsoring the property, which meant that McCann were able to produce stings from within the villa. This created a huge sense of synergy with the show, and Derek was born. Derek, a Just Eat driver and fellow Love Islander was shown taking part in match ups, challenges and heading to the hugely awaited Casa Amore. The nation loved Derek so much so that he, like every other true Islander, has become an influencer in his own right:



Pictured: Derek, getting those likes

Last but certainly not least, we had our always on TV & BVOD running throughout the sponsorship. By doing some in depth research on our Urban Spenders, we were not only able to identify that Love Island was their show of choice, but we were also able to map out the shows they watch when they're not glued to the villa. From here, we were able to create a very tailored schedule of shows that contextually targeted our audiences' favourite shows, and we were able to upweight our buying during hungry hours (the time bands with the highest order numbers through Just Eat), so that we were maximising on mid-week orders.

We flighted the campaign to align with the timings of the show (12<sup>th</sup> Jan - 23<sup>rd</sup> Feb), but we upweighted the first three weeks to build recall and awareness of our sponsorship. We knew that this was when our media had to work the hardest and post this point, we were focused on maintaining frequency, particularly for those mid-week order moments.

Although we planned the campaign to the last detail, we learned that some things are truly unpredictable. In the time we sponsored the show the tragic passing of Caroline Flack occurred. In this time, the community we worked hard to become a part of was shaken, and we were grateful to work with a client like Just Eat, who chose to donate their stings during this period to the Samaritans helpline to support those grieving. While the Love Island community was hurting, the show continued to provide a platform for people to bind together in a special way to get through a tough loss and start an incredibly important conversation.







#### **CLIENT TESTIMONIAL**

"We were delighted to couple up with Virgin Media for the first ever Love Island Winter series in 2020. As the nation tuned in, we offered Just Eat customers who tapped the app for breakfast, lunch or dinner a chance to win a luxury break away to the stunning South African coast, the home of the Love Island Winter villa.

Sponsorships have always been an integral part of our Marketing strategy, and this was a huge success for us in terms of driving both orders (+20% YoY) and spontaneous awareness (+3% on the back of the sponsorship).

Creatively, our Just Eat driver, Derek helped to drive relevance and reappraisal of the Just Eat brand, resonating particularly well with our target market of young urban spenders. The team at UM worked tirelessly with the Just Eat team and our PR agency to maximise the effectiveness of the sponsorship throughout the entire series, as well as during the challenging final weeks of the show, including the rollout of replacement idents that carried #BeKind messaging. This collaboration was paramount to the overall success of our sponsorship".

Louise Duffy;

Senior Marketing Lead: Ireland

# Did Just Eat and Love Island Successfully Couple up?

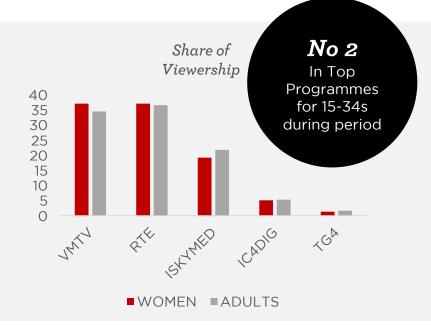
#### Show Performance

The show delivered phenomenal viewing numbers across our key buying & targeting demographics;

• ADS 24-44 - 48%

• All Adults: 52%

• All Women: 56%



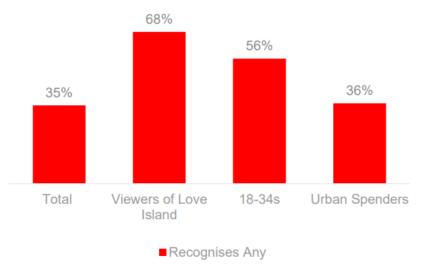
#### The Value

We received added value that totalled €288K on top of the property price, and the value delivered equated to 51% more than the price paid.



#### Our stings not only resonated with Urban Spenders but became highly recognisable

Our Idents featuring Derek successfully resonated with our Urban Spenders and recall was strong

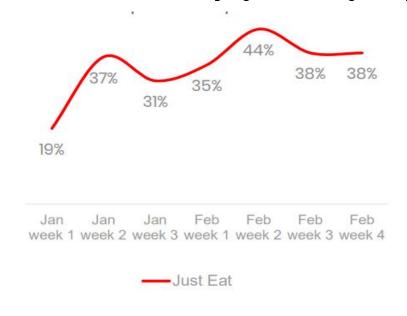


Source: EX Tracker

Question: ETC20 Do you remember seeing/hearing this advertising on the internet, in newspapers or magazines, on TV, on posters/billiboards, on social media or on the radio recently??

Base: Main sample. February: Total n=395, Recognisers n=137

We Saw Brand Attribution build quickly, demonstrating that our Idents and multi-channel awareness campaign was having an impact



Source: BX Tracker

Question: Q2\_Sponsor Which brands do you associate with the following shows?

Base: Main Sample + love Island boost Love Island viewers n=395



# How we measured against our key KPIs



#### How did it measure up to our KPIs?

The task for Love Island was as follows:

- Drive reappraisal of the Just Eat brand
- *Unlock more mid-week occasions*
- Be relevant and part of the zeitgeist

KPIs were measured based on the following indicators:

#### Drive reappraisal of the Just Eat brand

#### **Amongst Young Urban Spenders**

Is a brand that I can relate to (brand tracker)

Brand connection (brand tracker)

Brand preference (brand tracker)

#### Unlock more mid week occasions

Satisfies you whatever your mood or occasion (brand tracker)

#### Be relevant and part of the zeitgeist

Brand buzz (from BrandVue)

Brand momentum (brand tracker)

Spontaneous brand awareness (brand tracker)

Social sentiment (Byte)

While Love Island has boosted brand relevance, our focus on Derek has also led to bigger perception shifts that were important for us to gain in:

- We saw a strong uplift in perception around the treatment of RP's and delivery drivers due to our championing of Derek
- Perception around the brand satisfying consumers whatever the mood or occasion rose, putting us in a strong position against our KPI of driving mid-week orders
- We saw an increase in those feeling they could relate to the Just Eat brand, showing we had successfully become a part of the zeitgeist.

Source: Just Eat BX Tracker



# We won on key attribution goals of premium and trendiness while driving overall reappraisal of the brand and brand relevance

Love Island made Just Eat appear more premium and trendy, a key challenge we needed to address, whilst also building trust;



Source: Just Eat BX Tracker

The short term impact of Love Island has been more about building relevance and momentum, but there were also early signs of brand reappraisal;

- We saw an almost 10% uplift from our brand tracking for 'Brand I can relate to'
- Brand connection, preference and consideration all increased in our brand tracking during this period
- Finally, brand momentum saw an 8% increase off the back of our sponsorship

Source: Just Eat BX Tracker



#### We also drove significant orders across the period as well as driving other key performance indicators

#### Key Business Results

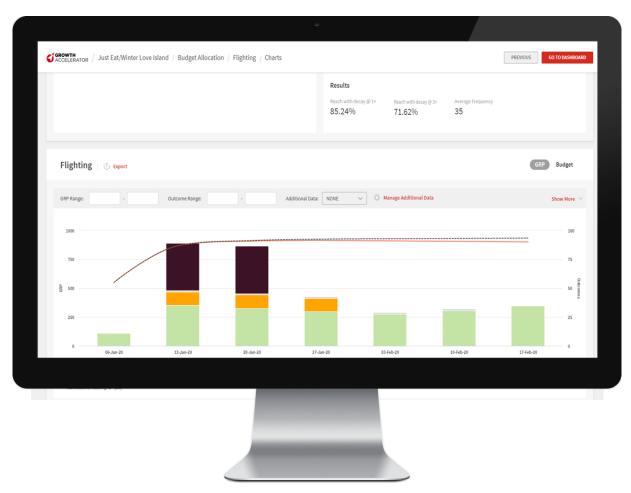


## We maximised the creative potential and power of the property making it work as hard as possible;

- 1. The addition of Derek to the villa made Just Eat synonymous with the show;
- Just Eat Branding was clear and present ensuring strong attribution across the season
- 3. Relevant creatives were successfully deployed and activated across channels driving incremental reach of our association



# Total Campaign Reach delivered 72% of Urban Spenders 35 times



Source: UM Growth Accelerator

In our OOH Poster Impact research, we saw that those exposed to our OOH campaign were able to strongly recall our partnership with Winter Love Island due to our multichannel activation.



Source: PML Proprietary Research



