

BEST USE OF TV SPONSORSHIP
LUCOZADE ZERO AND MINDSHARE IRELAND
“LOVE AT FIRST DATE”

LUCOZADE ZERO®
ZERO SUGAR
SPONSOR OF FIRST DATES



BACKGROUND AND OBJECTIVES

Using the entire armoury of Mindshare to launch and sustain a new product

BACKGROUND

Behind every great love, there is a great first date story. First Dates Ireland is no different for Lucozade Zero.

So brisk and upbeat episodes sit and swing on the tension balance between sweet and sour dating encounters. The Gibson Hotel in Dublin and its restaurant's chatty maître'd, Mateo Saina provide the theatre and a quartet of "love-hungry singletons", take centre stage for a chance to find love.

Lucozade has always been a match for Ireland as the most beloved energy drink. But, like every category and consumer good, the strength of its brand and status comes under fresh threat with changing consumer behaviour, attitudes and often regulation. In May 2018, all these converged with a newly imposed sugar tax on drinks. In addition, a new law reflected changing attitudes towards sugar products and consumer intention to consume less sugar. Enter Lucozade Zero. A low-calorie alternative for people who want to live a life full of energy. The ambition was to launch a product with a meaningful place in the minds of consumers that was distinctive and could deliver significant business results.

We had the product; now, we had to find a way to connect it to the target audience meaningfully.

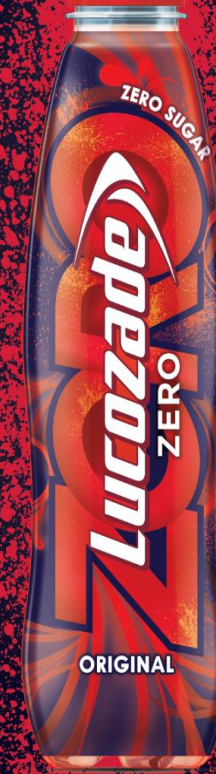
THE APPROACH

The strength of TV advertising is undoubted. The power of the TV spot has an incredible legacy at launching and growing brands and products from the ground up. In addition, TV sponsorship, especially in Ireland, is often seen as an additive supplementing existing TV activity. So, if you are looking to boost some brand health, likeability, or consideration, for example, then sponsorship is for you.

But there are scarce examples of identifying a property and leveraging that platform to launch an NPD in an eminently cutthroat category.

We flipped the usual – communications platform first – planning approach. Instead, we went consumer first and found a property that would resonate so well with the audience; and hung our communications efforts off that.

Z E R O S U G A R
Z E R O S A C R I F I C E



LUCOZADE ZERO
TOTAL LIBERATION

BACKGROUND AND OBJECTIVES (CONTD)

OUR OBJECTIVES

The competitive dynamic of soft drinks has hit a crescendo. As a result, the category lives off new introductions, whether sugar-free, calorie-free, fat frog, mystery flavours, or divergent colours. In that spirit, many introductions are like the nature of courtship. You must kiss many frogs to find a prince.

We set out to prove that Lucozade Zero could provide a fizzy feeling to Irish dating.

“Launching a product and submitting its personality and essence to a property is an inherently risky affair. But we planned a long term game with long term players. It was the furthest thing from reactive.”

1. Build a robust brand through AV and sponsorship

2. Build a product that delivers for the business

3. Build an association against a property and extend it outside of the property



THE STRATEGY

OUR AUDIENCE: OUT TO FIND LOVE

We wanted to get soft drink buyers to choose Lucozade Zero as part of the repertoire by taking a cultural platform and mirroring its relevance into the product.

While we all moderate our sugar intake, their desire for love and all things dating showed no signs of slowing down. Just over a decade ago, it appeared that everything was going to become some form of reality TV. While it never indeed left our screens, its nature has changed for the better. We, as viewers, have become accustomed to reality TV shows that have one consolidated prize at the end of it.

The winner gets a cash prize, a singing contract, or some other gain their fellow contestants didn't. That dynamic on TV captivated audiences in the building of allies and betraying others in the route to winning. In that sense, reality programming moved away from actual reality. The social experiments have conditions far too manipulated to be natural or reactions that

seemed too contrived to appear genuine.

First Dates is the antidote to all of that. Even though there are 17 cameras filming daters, the principal strain or nervousness will come from the person sitting a few feet from you. You both win if you hit it off; if you don't, you both lose, but the end goal is mutual. There is also something unique with a first date that is entirely identifiable – be that the awkward lull in the conversation, an overshare, the chaos around the bill. It would seem that everyone watching whom ourselves weren't in the restaurant identified with each date.

SHUT UP
AND SIP ME

LUCOZADE ZERO
ZERO SUGAR



SPONSORS



RTÉ 2

LUCOZADE ZERO
ZERO TO HIDE



THE PLAN

In a cluttered space, we had no assets and a limited production budget. Enter First Dates Ireland on RTÉ. The format was one familiar to Irish audiences through the UK iteration. The tone, wit, and charm identify with 25-44s and would work for the brand.

However, there is an inherent danger in just using a TV sponsorship property. The show gave us a platform and communications territory, but we had to stretch it further with the scale of the job. We could not live within the walled garden of

the show and the station. We needed supporting activity with the same spirit and tone but with strong product cues and calls to action.

Mindshare, with the client, created a three-year strategy for Zero. It allowed us to benefit from awareness generated from the property in year one, to build as many reference points as possible. And only then could we introduce more vital product cues in year three to ensure the product stood alone and didn't get absorbed by the show.

TAKE ME BACK TO YOUR PLACE

LUCOZADE ZERO

ZERO SUGAR



SPONSORS



RTÉ 2

YEAR ONE

Cupid shoots an arrow, and love forms. However, the most critical part of this tale of love was how it developed over the years.

Year one for any launch is beautifully reductive. Instead, get people aware of the product, where it fits in their lives and encourage trial.

FLIRTING

We developed sponsorship stings that educated the audience on the product in the show's irreverent tone. Playing on the strength of big property sponsorships, they hit the most crucial cohort at high frequency. The 'zero to hide, zero sugar' dating scenes had all the show's humour encapsulated into stings. Awareness and relevance was the goal.

PLAYING THE FIELD

But badging alone would not be enough. We had to extend the property outside of RTE. Every touchpoint, however, lived the same tone and charm. Social, OOH and radio brought wit to the fore. Bold lines, like "Take me back to your place" and "meet in the shops I'll be wearing red", helped drive trial and created a halo of the show on our product.

On Valentine's day, the brand sampled thousands of pink cans, acting as a modern-day rose to a younger generation.

SPONSORSHIP & ATL



YEAR TWO

GETTING SERIOUS

With association built in year one, we expanded our reference points to live outside the show.

Laughter is truly the language of love. From that, a content series with Joanne McNally – *Joanne's Dating Woes* was born. It established Zero with the following of one of Ireland's emerging talents. But, crucially, it took our dating and love territory beyond the *First Dates Ireland* property.

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SPONSORSHIP, ATL AND CONTENT

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LUCOZADE ZERO

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Pimp your plank: 5 variations to blitz every body part

Updated / Thursday, 17 Jan 2019 06:06




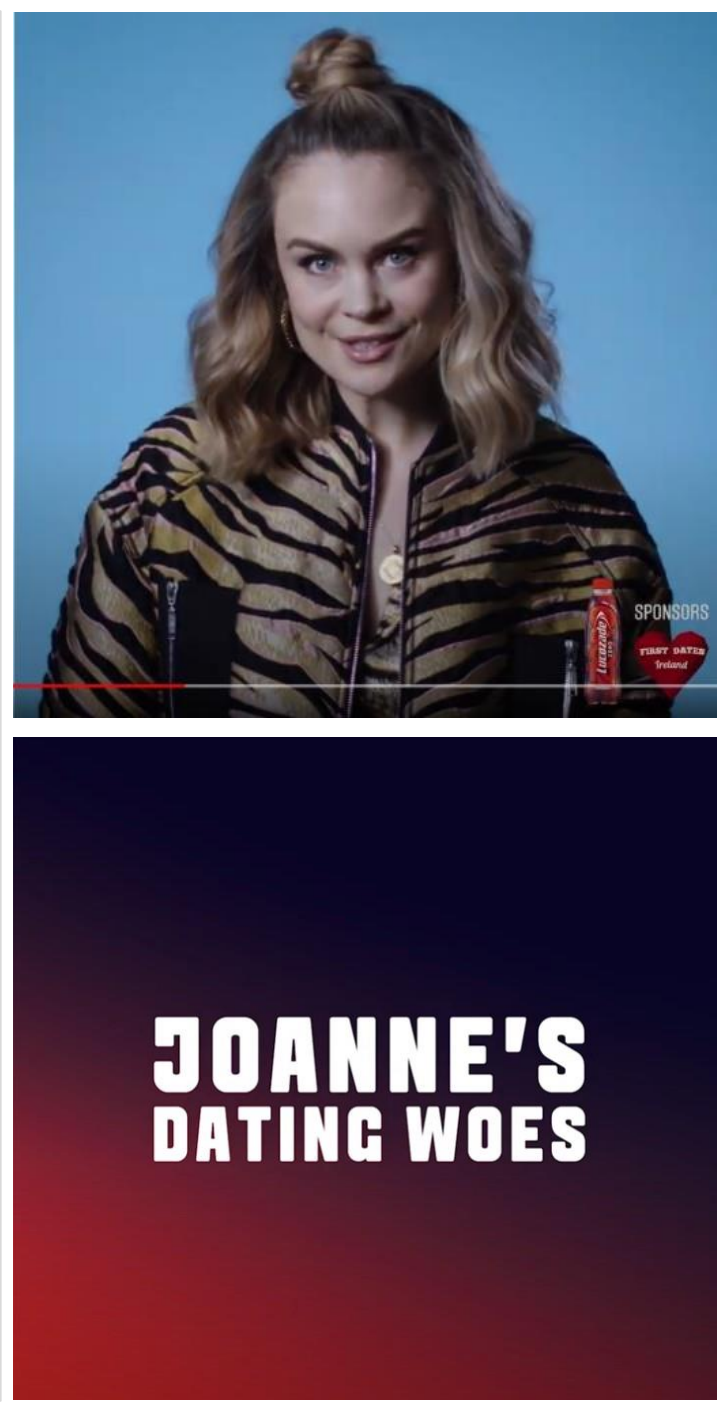
Pimp your plank

Hed your fill of proud new exercisers showing off their plank challenges? We say, if you can't beat 'em, join 'em.

But don't waste your time extending the entry-level plank for hours on end – the most likely result is overworked back muscles, not the carved core you're hoping for.

No, for a full body workout and a cast-iron core, you're better off switching up your plank. Adding new plank styles will help chisel your chest muscles, engage your glutes and trim your thighs.





JOANNE'S DATING WOES

YEAR THREE

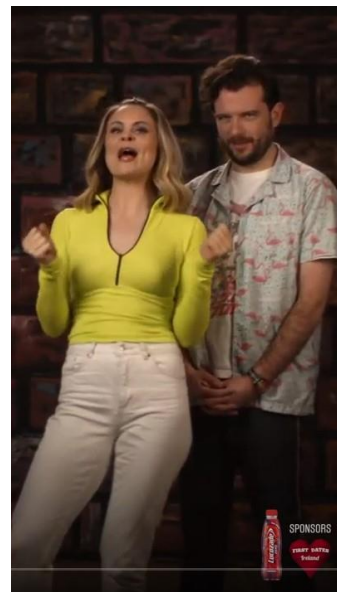
SPICING THINGS UP

Association and preference cultivated successfully in year two. In the third year, we still wanted to extract the maximum from *First Dates Ireland*, but continue to build product cues independent of the property.

We again refreshed the stings around the show, we added a different inflection to the content series by adding additional talent. Joanne McNally and Kevin McGahern presented the *Dating Wheel of Devilment*.

In addition to now established communications suite of sponsorship stings, social and OOH, we added a product-focused AV asset (made by Invention). It allowed us to communicate the refreshment cues and stretch airtime beyond the sponsorship property.

SPONSORSHIP, ATL, CONTENT & PRODUCT COMMS





SPONSORS

FIRST DATES
Ireland

Results

“Launching Lucozade Zero set the bar at the backdrop of limited resources. It proved that a cultural property as crucial as First Dates could act as a vehicle for awareness, trail and ultimately, massive value to the changing energy drinker. And in direct partnership with Mindshare and its constituent parts.”