

SuperValu

Best Short-Term Activation **SUPERVALU**

Food Inspiration



core™ Sponsorship



Client: Musgrave - SuperValu

Product/Service: SuperValu

Campaign Name: SuperValu Food Inspiration

Entrant Company: Core Sponsorship

Address: 1WML, Windmill Lane, Dublin 2

Lead Contact: Sean Rea

Email: sean.rea@onecore.ie

Phone: 087 7505157

Collaborating Organisations: Starcom, RTE

Campaign Summary

SuperValu had been losing market share, with value identified as a key factor (Kantar). The sudden lockdown, due to COVID-19, presented an opportunity. Increased in-home cooking meant the nation needed daily inspiration but also needed value with increased shopping bills. In partnership with RTE, SuperValu used ambassadors Kevin Dundon and The Happy Pear to create a short-term TV cookery miniseries, airing as a solus spot immediately after the 6pm News. This short-term activation included seven x three minute ads and five segments on the RTE Today Show airing from 23rd April to 14th May. Capitalising on the now captive news audience, the content was shot with one camera, directly from the chef's own kitchen. We used the miniseries to feature a recipe idea of the day which aired in an ad break takeover. This was supported with editorial cookery slots on the Today Show, cooking live in studio. All content was amplified across SuperValu and RTE's social channels. The objective of the campaign was to drive traffic to Supervalue.ie and inspire the people of Ireland to cook at home for less with the SuperValu range. This short-term activation delivered on all objectives, delivering 1.1m viewers to the miniseries, increase in traffic to the SuperValu inspiration hub and most importantly helped drive a 61% increase in sales of the SuperValu range.

Planning

Business challenge

SuperValu had recently found themselves third in the Kantar Grocery Market Share tracker, lower cost foreign and indigenous rivals were gaining more share with the release of every new report. Even 0.1% gains here are extremely hard fought. Value for money scores were also slipping. At the time, during our COVID-19 lockdown which started on Mar 15th, SuperValu saw an increase in new customers, and to ensure these new customers and existing ones, felt SV delivered value for money, they wanted to encourage trial of their SuperValu range. Trial of these products would help show that it could compete with lower cost rivals but maintain its reputation that was built on high quality.

The Insight

Lockdown had led to retailers focusing on serious safety messages and while they were important, we felt that COVID messaging fatigue was setting in amongst the public. We sensed people were looking for inspiration and would welcome quick and easy recipes that were also easy on customer's wallets. This was reinforced by key trends that were emerging.

As people now had more down time at home, there was an increase in the uptake of new hobbies, particularly home cooking. Cooking and baking took off with internet searches for recipes surging! People were also more conscious of their spending as shopping bills had increased with increased home consumption.

Viewership of news content had experienced significant growth. No surprise given every evening families were gathering around the TV to hear the latest updates from the government.

We knew if we could produce new, relevant and inspiring content to showcase the SuperValu range we could cut through the serious safety messages from our competitors and be the first retailer to capitalise on these trends, with quick and easy recipes.



TAMI Awards 2021: Best Short-Term Activation

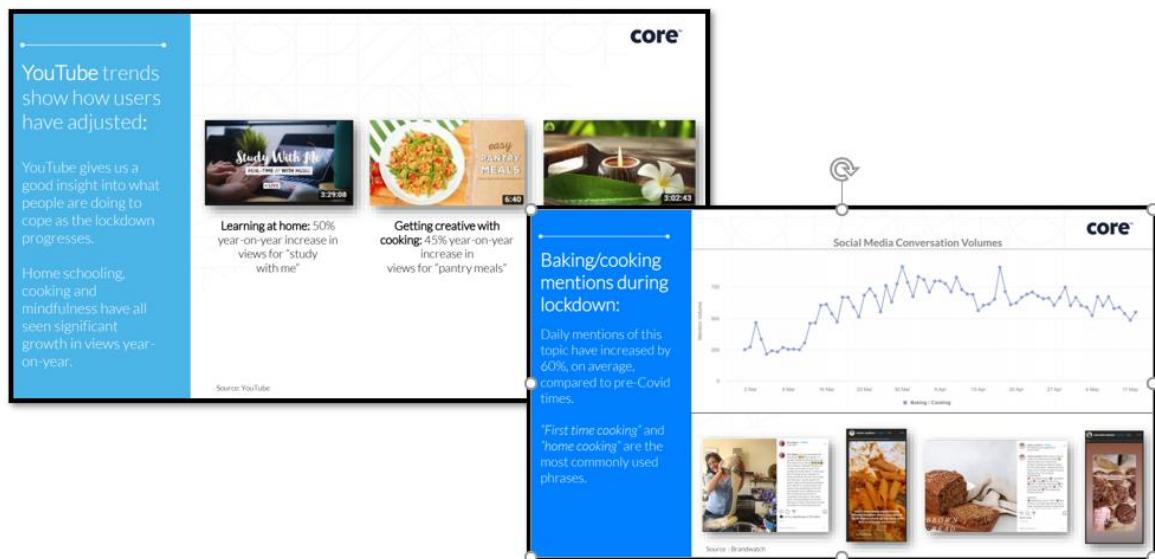
The Idea

Our idea was to create new recipe content using ingredients from the SuperValu range with specific relevance to lockdown trends and to match in store offers.

For example, the baking trend had led to a nationwide shortage of flour, we customised our recipes based on this and featured a flourless porridge bread and flourless chocolate biscuit cake. Key ingredients would be on offer in store and online that week.

This was the hook to drive customers to the 1,000s of other recipes on supervalu.ie.

Our new recipe content would be delivered by brand ambassadors Kevin Dundon and the Happy Pear. This agile response to consumer needs was key to the success of the partnership. All that was left was to find the perfect partner that would provide the platform to reach our audience.



Partner Selection

We needed a partner that would deliver on a range of metrics if we were to achieve our objectives. Using our partner selection framework, we analysed the pros and cons of various partners, scoring them 1-5 on metrics such as:

- Reach at Scale
- Content Distribution
- Content Creation
- Multiple Platforms
- Value for Money

Ultimately RTE came out on top, outscoring the nearest alternative by 10 points.

SMART objectives:

SPECIFIC.

Increase sales of the SuperValu range. Drive traffic to the SuperValu site and food inspiration hub. Inspire people to cook our recipes.

MEASUREABLE.

Show a positive correlation between the partnership and traffic to the inspiration hub. Increase sales of the SuperValu range over the course of the partnership.

ACHIEVEABLE.

We could use SuperValu ambassadors (chefs) to inspire the nation but using the own brand range specifically.

The increased consumption of RTÉ content meant our campaign would cut through.

RELEVANT.

We wanted to create content that was specifically made for customers' needs at this time – not rehash old content.

TIMELY.

To gain first mover advantage during lockdown we had to move quickly, and we did.

We were briefed on the 6th April and undertook the mammoth task of initial ideation, full creative production and planning and booking of programming for a start under 3 weeks later.

Execution

We produced a cookery miniseries called the 7@7, creating seven three-minute ad break takeovers that would air after the 6pm news on RTE 1 at 18.57. By using our celebrity chef ambassadors, it looked like just like a mini cooking programme. Each episode showed just how quick and easy the recipes were showcasing a single recipe from start to finish in three minutes!



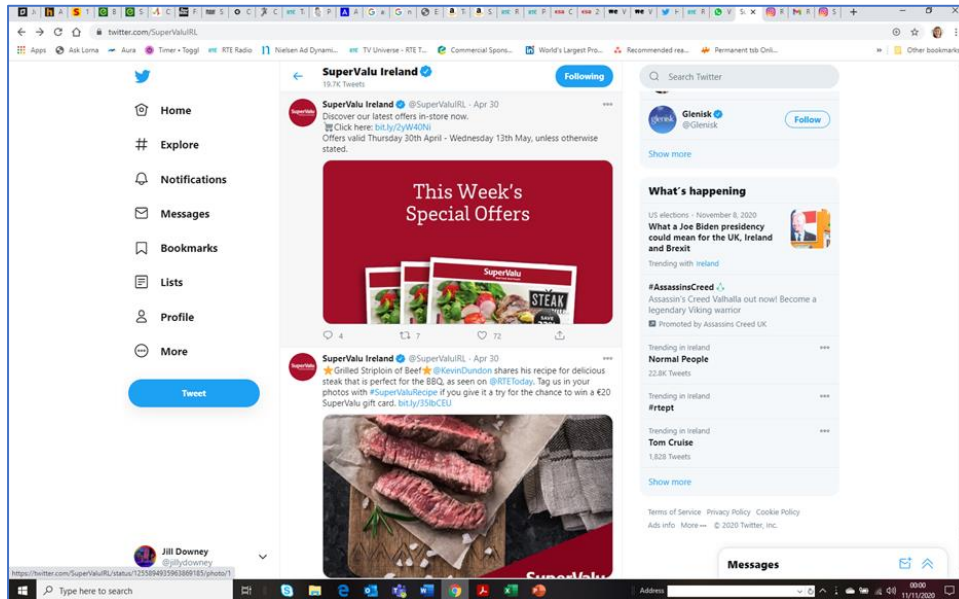
We also had longer form cooking demos on RTE's Today Show. This format allowed the ambassadors talk in more detail about the recipes and to remind viewers that key ingredients were on offer online and in store. Due to lockdown restrictions, filming had to take place with one camera and had to be shot in our ambassadors own kitchen. This gave the miniseries an authentic look and feel.



Timing was also key, our Today Show episodes aired at 4pm, the perfect time to influence meal choices that evening. The later 7&7 miniseries gave people something to think about and would influence the next day's shop. TV provided the campaign with a broad reach national platform for each piece of content. The integrated campaign had a range of supporting activity across complementary channels.

TAMI Awards 2021: Best Short-Term Activation

There was massive social support in the partnership across both RTE and SuperValu' own channels linking the content to the SuperValu inspiration hub.



Use of Marketing Comms

Our content had SuperValu branding throughout - on aprons, branded ingredients and on screen graphics. It was important to link the featured ingredients to in store offers as we can see with the below porridge for the flourless bread recipe.



We also wanted to make it as easy as possible for viewers to get involved, this was encouraged by an on-screen prompt to take a photo of the on-screen ingredient list all available at SuperValu.

Ingredients

SuperValu

- 1tbsp SuperValu Olive Oil
- 500g SuperValu Red Split Lentils
- 1 red onion
- 3 cloves of garlic
- 1/2 a thumb-size piece of ginger
- 1 courgette
- 4 medium tomatoes, ripened/ 1 x 400g SuperValu Chopped Tomatoes Tin
- 1 tin of coconut milk (400g)
- 1tsp salt

- 2tsp SuperValu Ground Cumin
- a pinch of cayenne pepper
- 1tsp SuperValu Ground Turmeric
- 1tbsp SuperValu Medium Curry Powder
- 1tsp freshly ground black pepper
- 1.8ltr vegetable stock
- 2tbsp SuperValu Soy Sauce
- 1 lime, juiced
- 10g fresh coriander

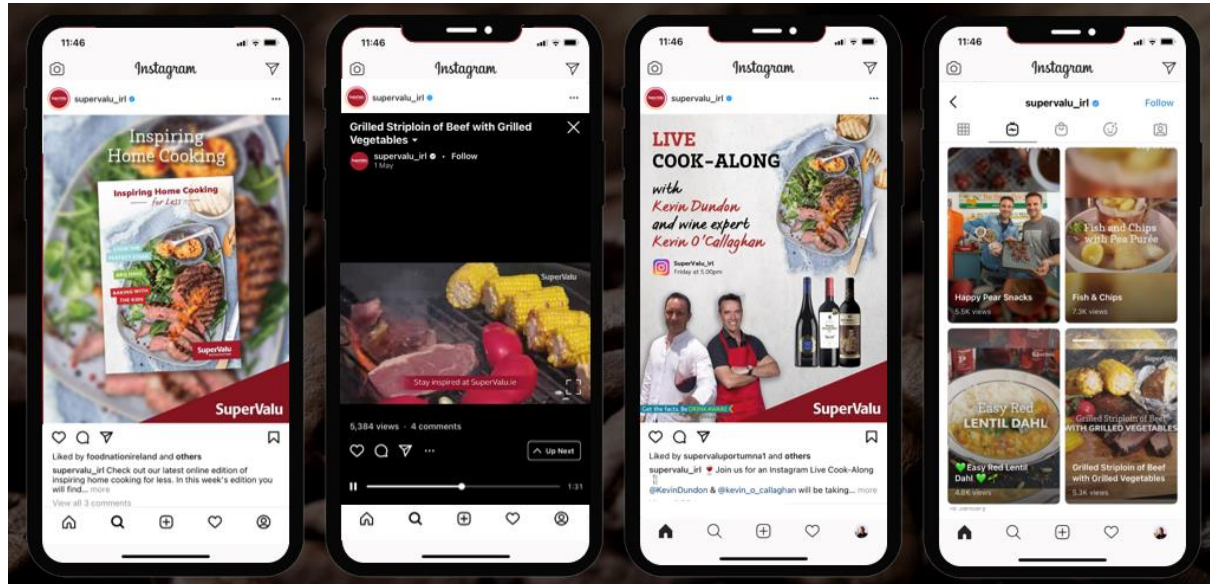
Take a
picture



TAMI Awards 2021: Best Short-Term Activation

SuperValu used their own social channels to push out recipe snippets and reminded people to tune in that evening for the miniseries at 18:57. Live cook-alongs were hosted on SV's Instagram with our celeb chefs.

SV created online and in store recipe booklets that featured all recipes from the miniseries, readers were encouraged to visit the food inspiration hub. Recipes were carefully selected to reflect offers; these would also feature in the miniseries. Inspired cooks were invited to showcase their creations through social and SV gave €20 vouchers to their favourite posts.



Evaluation

“Our Food Inspiration partnership with Core and RTE was a collaboration that delivered on every level. The partnership had to deal with physical restrictions but delivered brilliant results at a crucial time.”

Owen Lynch, Food Leadership Brand Manager SuperValu.

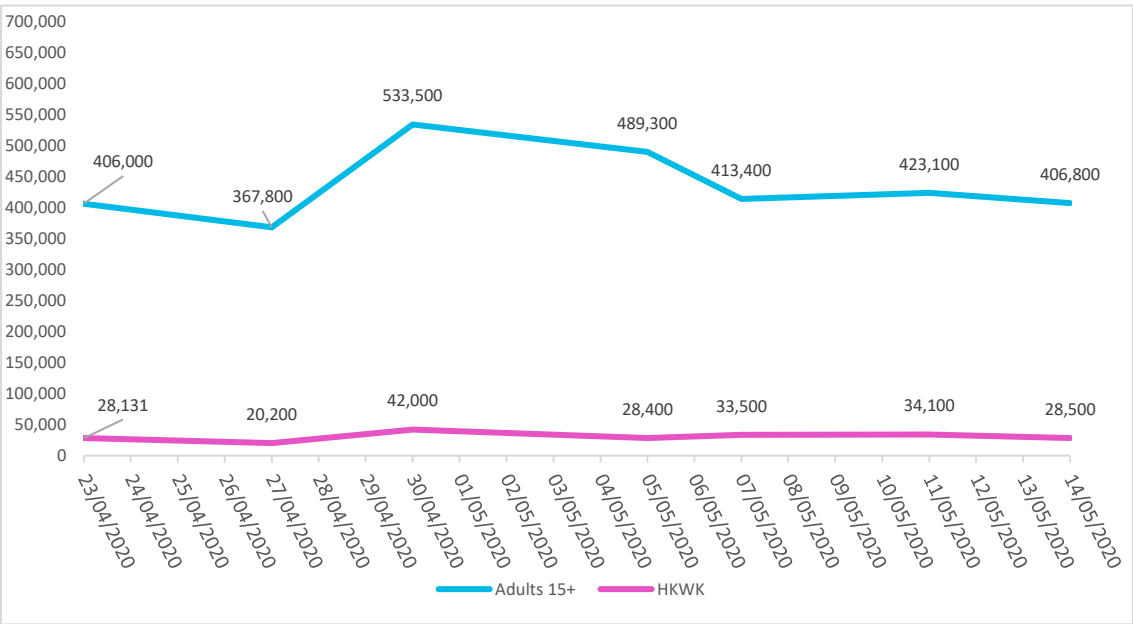
The partnership delivered against all key objectives.

Media Delivery

Viewership soared and exceeded all expectation in terms of reach, especially when compared to pre lockdown levels. This was thanks to a 23% increase in News consumption and 76% increase in viewers to Today Show versus pre COVID.

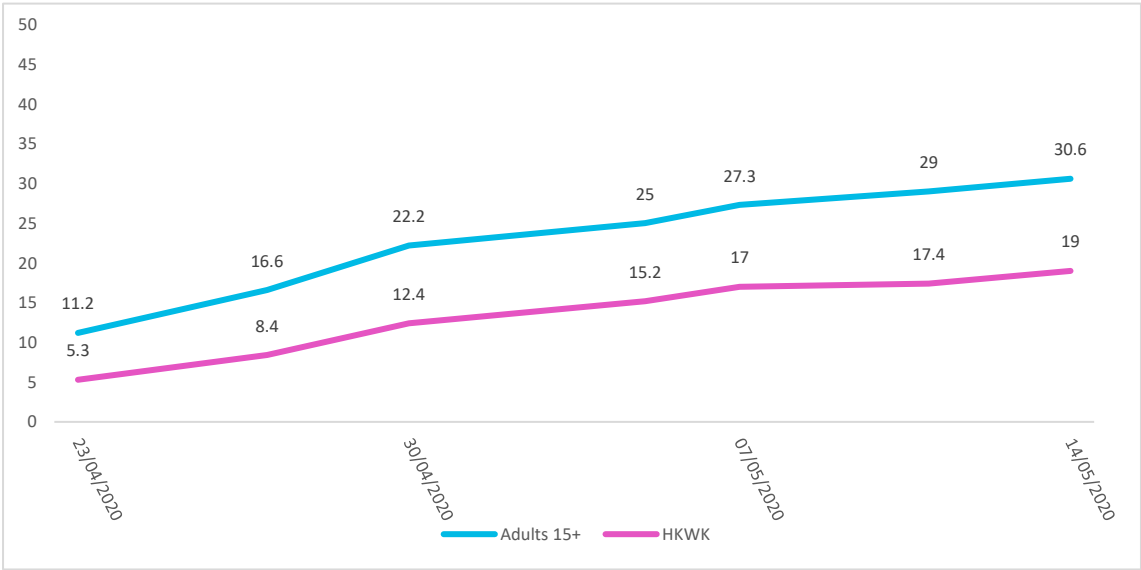
Overall there was a huge 1.1m viewers of the miniseries, peaking for Kevin Dundon’s BBQ Steak recipe at 533,500 viewers.

18:57 Miniseries Viewership

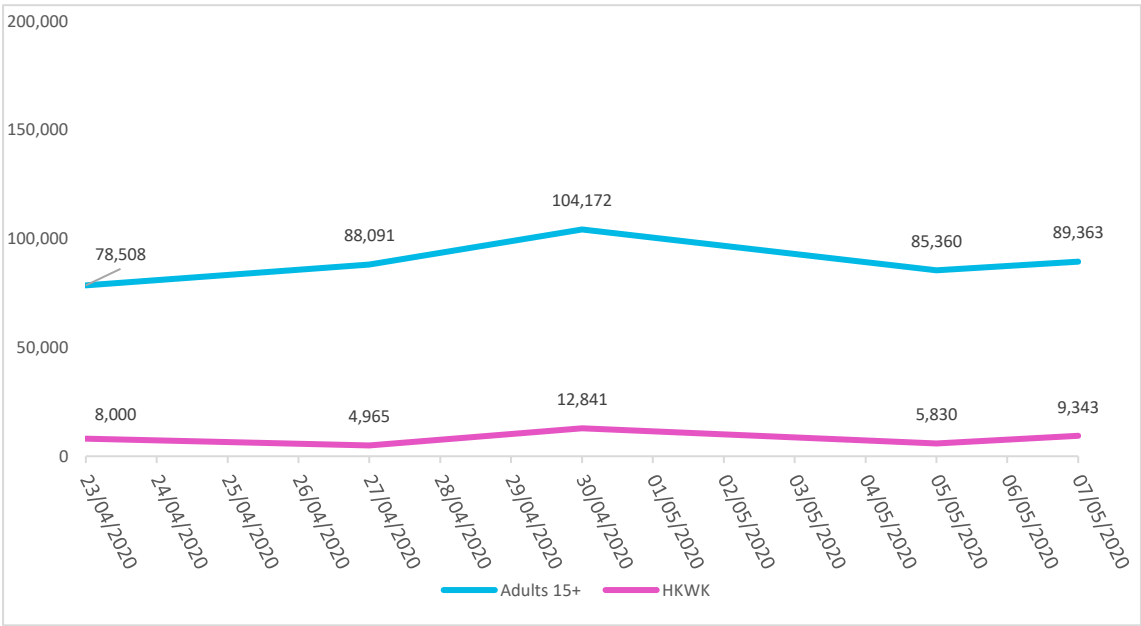


TAMI Awards 2021: Best Short-Term Activation

Cumulative Reach 18:57 Miniseries



Today Show Segment Viewership








TAMI Awards 2021: Best Short-Term Activation

This short-term activation was timed perfectly as we capitalised in the surge in viewership. This is evident below when looking at average delivery versus pre lockdown levels.

Segment	Average partnership viewership (Ads15+)	Pre-Covid average viewership (Ads15+)	Average partnership viewership (HKWK)	Pre-Covid average viewership (HKWK)
18:57	434,271	351,000	30,690	29,000
Today Show	89,099	50,500	8,196	8,000

Traffic Increase

There was a clear correlation between traffic to site and the partnership achieving one of our key campaign objectives. Traffic to the inspiration hub peaked when both the Today Show and our 18:57 segment aired.

Related queries 		Rising    
1	kevin dundon chocolate biscuit cake recipe	+1,550%
2	kevin dundon biscuit cake recipe	+1,400%
3	daiquiri recipe	+350%
4	sangria recipe	+350%
5	strawberry daiquiri recipe	+300%
< Showing 1-5 of 25 queries >		

Website recipe traffic massively increased at times when we broadcast our recipe videos. For example, Kevin's Porridge Bread Recipe on SuperValu.ie drove an increase of +327%. These results were mirrored on social, with organic reach growing exponentially as people across Ireland were looking for inspiration. The flourless bread example saw 90k views organically with a further 40k boosted on social media.

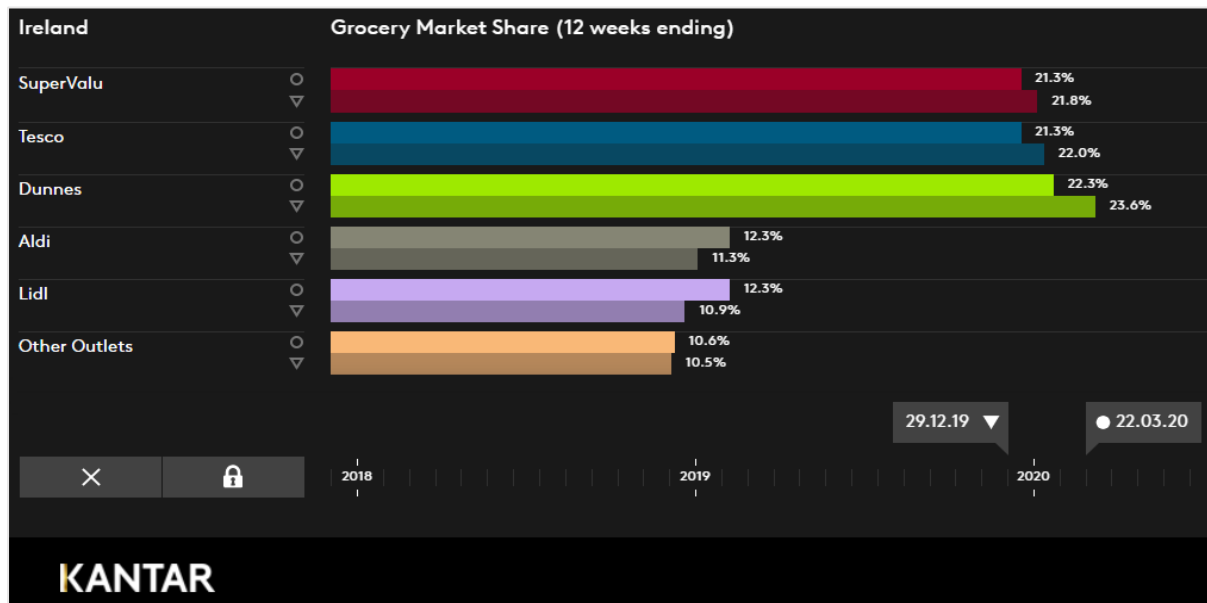
TAMI Awards 2021: Best Short-Term Activation

Sales Increase

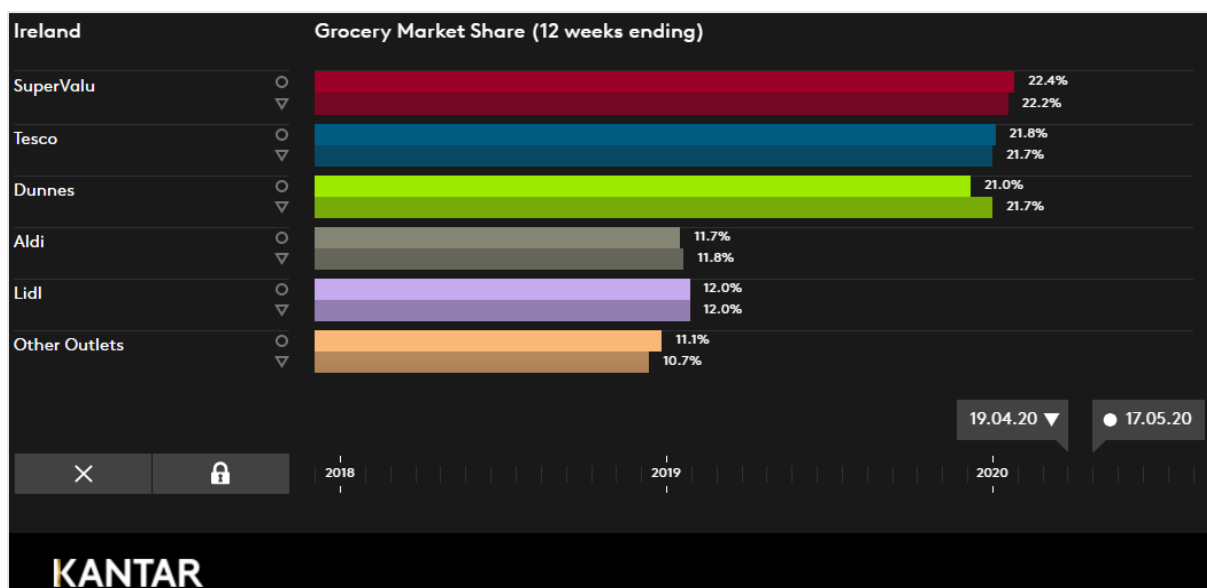
Most importantly, this campaign delivered tangible sales results. Over the course of the partnership sales in store grew by 30%, some of this is undoubtedly from increase customers but more importantly and much more attributable to our campaign is the fact that sales of the SuperValu range were up over and above the 30% increase and were up by 61%.

In addition to driving people to the food inspiration hub, inspiring cooking and generating sales for SuperValu's own brand range. SuperValu's reclaimed their top spot over the course of the short term activation. Their overall response to COVID, including this campaign the reason for their success. And that success has kept going to this day.

Pre-Campaign



Post-Campaign



Specific ROI Metrics are sensitive data but as you have seen sales are unequivocally up. To give a different type of ROI metric, by taking advantage of a softer TV buying market and increased viewership our campaign cost a fraction of what it would normally cost SV. This is before you consider the cost of production of all the content. In total the media value alone represented a 57% discount on normal SV rates.

Long term benefits and future planning

Long term

According to Red C research SuperValu was now seeing significant improvements in value perception in Dublin. A range of fresh recipes & content have now been added to the food inspiration hub. The SuperValu range is now well established as a low-cost option whilst maintaining the high-quality SuperValu's reputation was built on.

Learning

This activation proved to us that TV can be an effective channel to deliver agile solutions for SuperValu. In such a cluttered category we are continually monitoring consumer trends and ready to follow this blueprint to react quicker than competitors.

SuperValu



core™ Sponsorship

RTE

