

Rapid and Real Support

SuperValu

Best Use of TV in a Crisis

June 2021



ENTRY DETAILS

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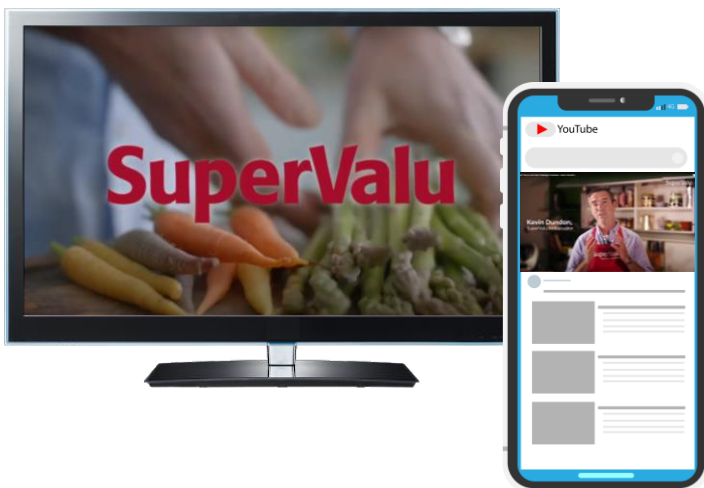
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Category

Best Use of TV in a Crisis

Entry Title

Rapid and Real Support



Summary Sentence / Headline

SuperValu showed leadership and support to Irish communities in a time of crisis, resulting in them becoming #1 supermarket in 2020.

BACKGROUND & OBJECTIVES

“Good morning, I need to speak to you about Coronavirus and Covid19” began Leo Varadkar’s statement from Washington on March 12th, where he rallied the nation to come together. In the aftermath of Leo’s announcement panic took over and consumers swarmed to SuperValu to stockpile amid concerns about the supply chain. On the same day, Musgrave CEO Noel Keely urged consumers to remain calm and advised the public there was no need to panic buy.

We needed to reassure the nation that we could cope with the demand and that we could help. SuperValu’s overarching goal during this crisis was to **support communities in these unprecedented times**. Achieving these 3 objectives would deliver on this.

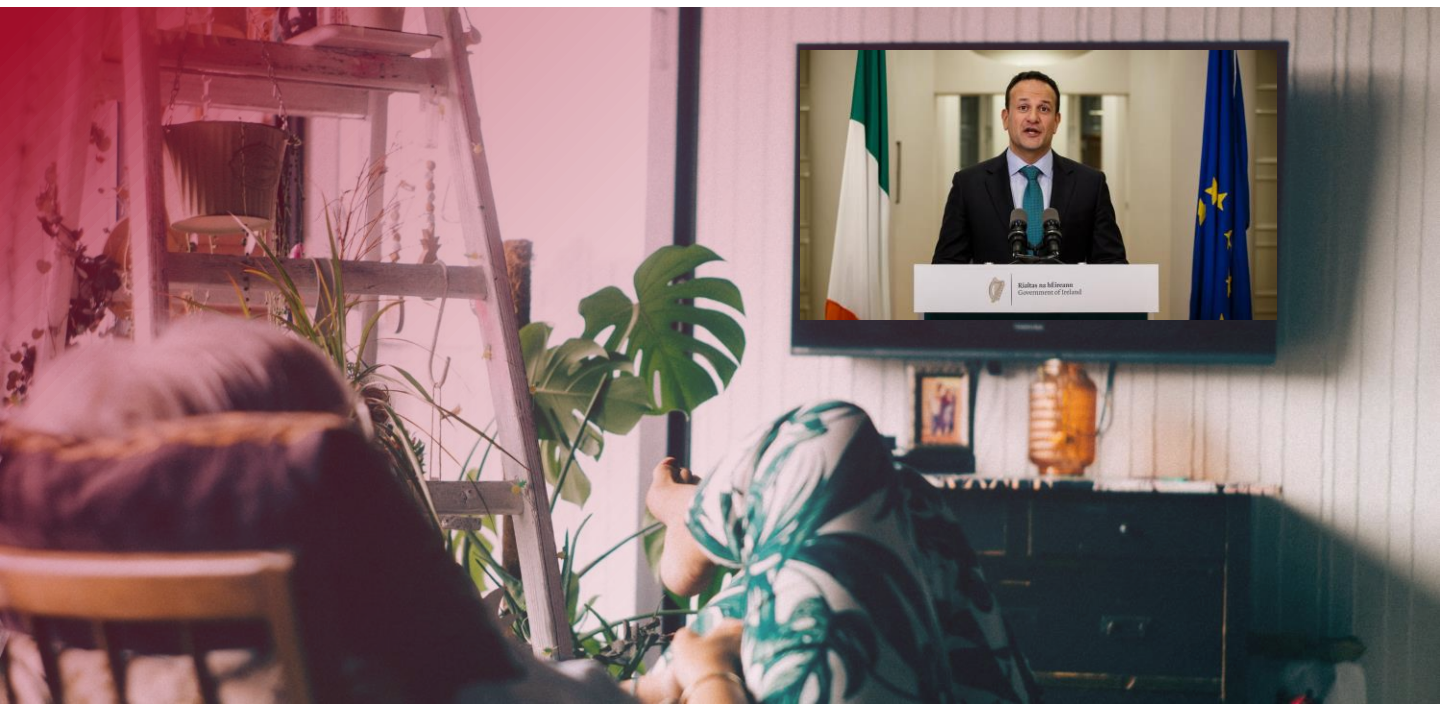
Objective 1

Execute mass communication to the Irish community as quickly as possible reassuring the public that SuperValu were open for business, continuing to stock shelves with all the essentials and most importantly, in a safe and clear environment.

As weeks became months of lockdown, people began to adapt to the new ways of living. With that buying habits shifted from urgent stock piling to inspiration for home cooking. People were getting more experimental in the kitchen and were actively seeking out new recipes to try. Our second objective:

Objective 2

Provide inspiration for cooking at home with your family, your partner, or your housemates.



BACKGROUND & OBJECTIVES

Towards October, there was a sense of uncertainty on whether we would have a normal Irish Christmas. We lived in hope that we will soon be reunited with family and friends to break bread at Christmas. This was our final objective

Objective 3

After the year we've all been through, give people a reason to Believe things will get better – believe in great food, great prices and great company with SuperValu.

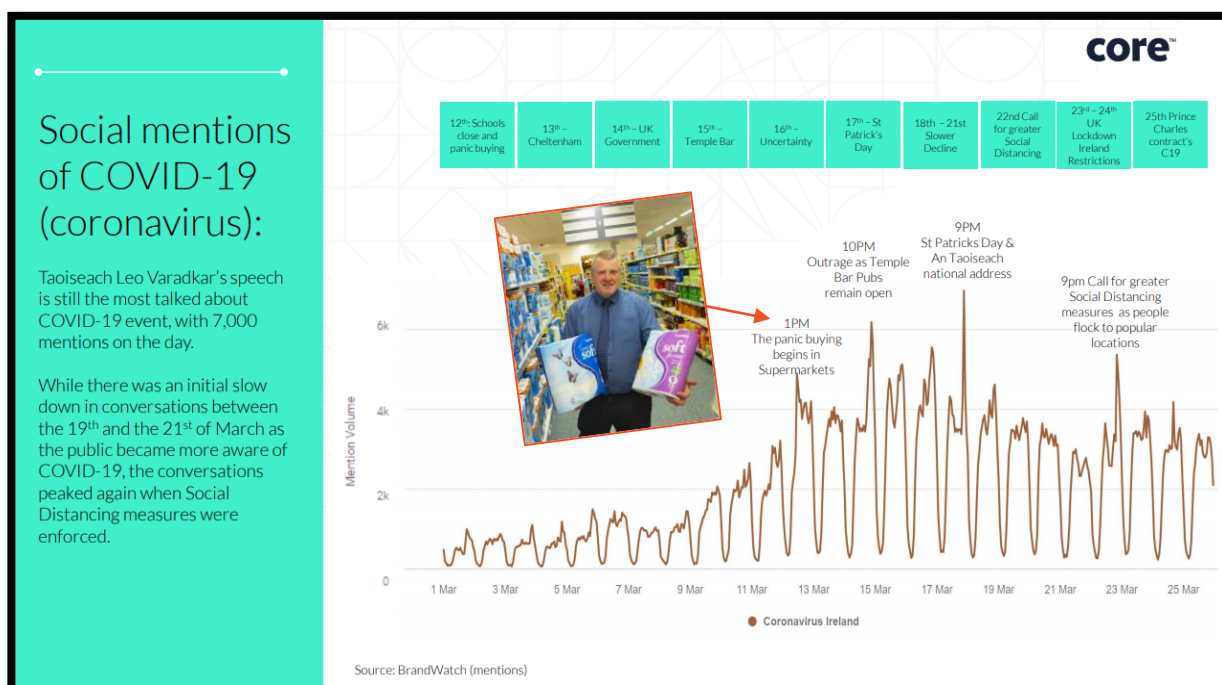
This is the story how SuperValu used TV effectively throughout 2020 to support the people of Ireland in their different states of need during this COVID Crisis. By showing leadership, support to all Irish communities and elevating these messages of support through media. Having started 2020 as #3 supermarket in Ireland behind Dunnes and Tesco, we moved to being #1 supermarket for 7 months in a row and currently hold the position for the past 3 months of 2021. Showing that no other supermarket was there for the people of Ireland more than SuperValu.



Objective 1

Post 12th March announcement, SuperValu made the **decision to pull all their price and item comms across every media channel**. They felt it wasn't the right time to be shouting about 2 for 1s while the country was in crisis. They took the next few days to really listen to consumers and understand what messages they needed to hear at this time.

Through Brandwatch mentions it was evident that people were in panic mode and didn't know what to expect. As one of the few places that could remain open, SuperValu launched **#Thereforeyou** campaign which reminded and reassured Irish people they were open for business, fully stocked and taking all the necessary precautions to keep **you** safe when shopping.



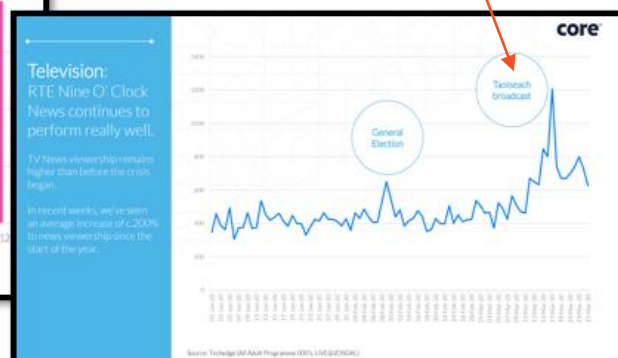
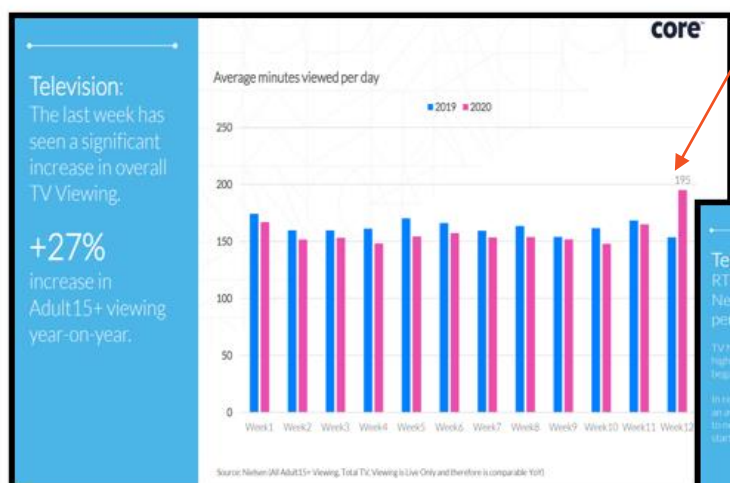
The turnaround time from developing the communications to going live was three days which is tight to say the least. To deliver on this ask, it required close communication between ourselves, the client and the creative agency. Not only that, but we also leaned heavily on our investment team to advise on where to invest our budget for the best return based on our objectives.

THE STRATEGY

One of the most important elements of this campaign was trust. As many would have seen, the volume of fake news circulating during this time was endless.

Now more than ever Irish people were seeking information from trusted media sources. When it came to choosing our channels and targeting, we invested heavily in these media outlets. TV has always been a lead media channel for SuperValu; but it was also a trusted environment to get our message out.

From the Core Media Consumption report during this period, we could see the rise in viewership across All Adults, +13% increase YoY.



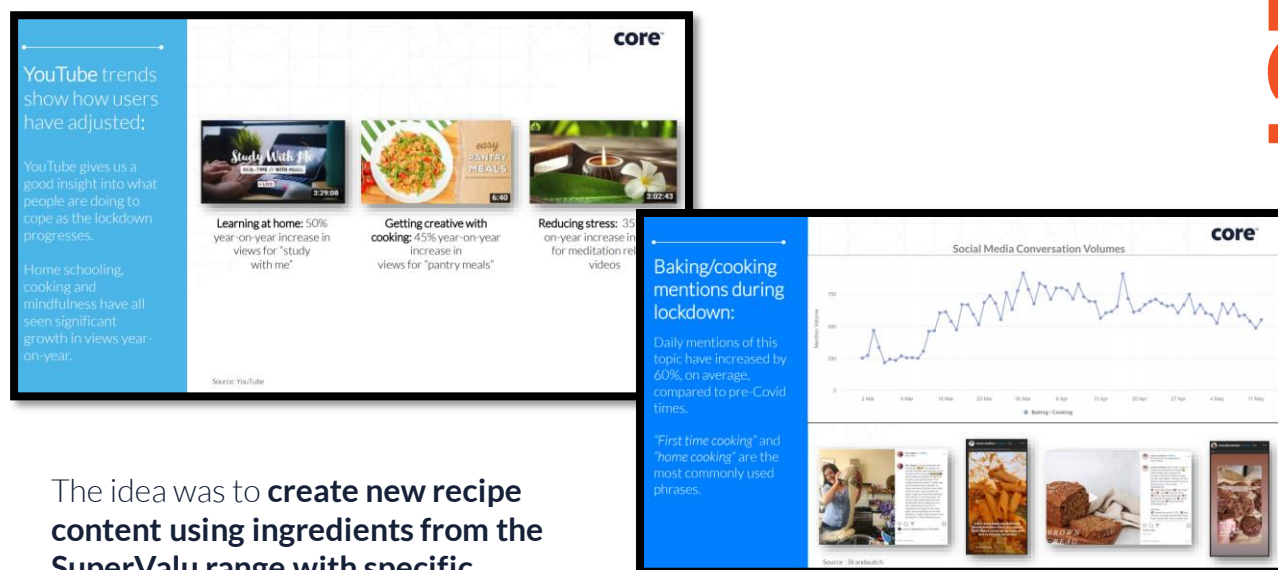
This would be the most effective channel to reach a mass audience with our message. With so many questions still unanswered, the news continued to dominate the TV market. It was essential we positioned our ads within these types of shows and trusted stations to ensure cut through.

Objective 2

As March moved to April, and announcements from the government continued to extend our lockdown, people began to adjust to this new way of living. 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.**

THE STRATEGY

Searches such as ‘Get creative with cooking’ increased 45% YoY and ‘Home Cooking’ was one the most common used phrases on social media. We sensed people were looking for inspiration and would welcome quick and easy recipes that were also easy on customer’s wallets.



The 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. To execute this idea, we knew a video led approach would have the greatest cut through and impact with consumers given the increase consumption of these channels continued.

Objective 3

As 2020 came to an end, the question that was on most Irish people’s mind was “will I be able to see my family this Christmas?”. There really is no better Christmas than an Irish Christmas!

What people missed the most during this pandemic was seeing family and loved ones. This became the focal point for the Christmas campaign and to land this theme right, we knew TV would be the main channel to deliver on this emotive ad.

Objective 1

SuperValu's #ThereForYou campaign launched 16th March with a 30" TVC that was supported across Radio, Print and Digital.

For TV, given the tight turnaround of this campaign we were able to utilise the always on TV plan that had been paused for a few days to launch the new TVC which was efficient use of budget. However mass reach and high frequency were priority for this ad, so we needed to revise our TV plan to optimise towards these KPIs. We made the following changes.

- Buying audience changed from HKWK to All Adults which afforded us more ratings and increased reach
- Increased our weekly coverage from 1+59% to 1+80%
- Increased our frequency to 27.5, ensuring 63% of our ads were delivered in Peak.
- Revised station mix, upweighted our share in RTE to 47% and Virgin to 27%, prioritising spots in new programming



Objective 2

THE PLAN

For the Home Cooking campaign, the strategy and idea were in place, all that was left was to find the right partner that would provide a platform to reach our audience. Using the Core media consumption report as a guide, we could see viewership to RTE channels, content and news was soaring. At the same time advertising spend had collapsed and we wanted to support Irish media owners who were facing tough times also. We worked closely with RTE to deliver excellent value - *3 mins for price of 1min and they had the means to capture and edit content even during lockdown.*

We produced a cookery mini-series 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.

Timing was also key, our Today Show episodes aired at 4pm, the perfect time to influence meal choices that evening. The later 7&7 mini-series gave people something to think about and would influence the next day's shop.

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



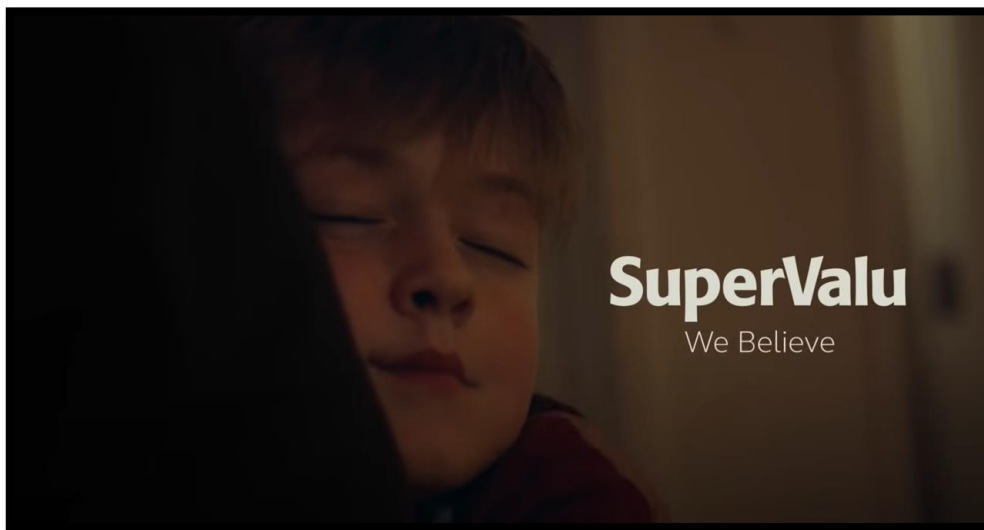
Objective 3

THE PLAN

In the retail sector, Christmas is without doubt the busiest period in media. SuperValu knew they had something special this year with their TVC but from a budget point of view it would be a challenge to compete with the likes of Tesco and the discounters on TV. **We had to be smart with our planning and buying by working closely again with our investment to optimise our copy lengths and pricing to get the best return.**

Alongside the big Christmas brand ad, would be always on Price & Item copy which serves as a footfall driver to stores. We planned a weight that wouldn't cannibalise the brand ad.

Another key factor in our planning was the launch date of the Christmas ad. Looking at last year's data from Ad Intel, most competitors would launch mid to late November but given the year 2020 had been and the excitement people had for Christmas we expected this might come sooner. **SuperValu's goal was to be number 1 at Christmas.** From a leadership point of view, we couldn't be last to the party! We had seen the positive impact being first to market with Covid comms in March had on performance, we took this learning into Christmas and set a launch date of 12th Nov with a 60" Brand TV ad.



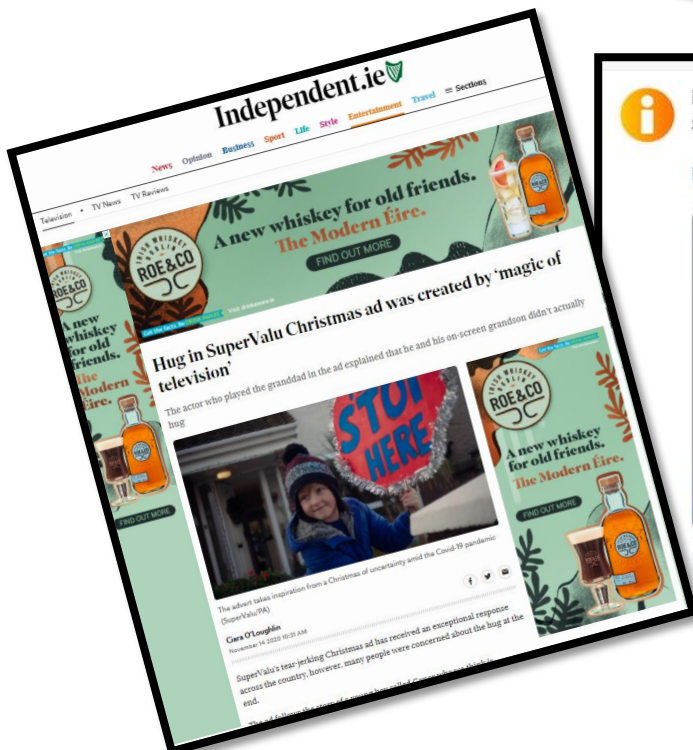
We kept our buying audience the same (All Adults). This had proven effective in our previous campaigns. It also gave us scope to maximise our budget and afford more ratings. We went BIG the first 2 weeks for of the campaign with over 400 ratings per week, built a plan specifically to ensure we had maximum exposure over the first few days of the campaign by appearing in key programming that included:

- RTE Six One News
- Virgin 6 O'Clock News
- Soccer International Ireland vs England
- Late Late Show
- GAA

THE PLAN

After those first 2 weeks of 60" in November, we introduced our 30" cut down with a 70/30 split between the 30" and 60". This was a tactical move to stretch our budget further in November. As we moved in December which cost less, we were able to bring back the 60" in the run up to Christmas.

We maintained our 30" P&I ad throughout Nov & Dec with a weekly reach of 1+50%. Overall, for SuperValu, we wanted to hit a minimum of 500+ ratings a week across the two months. Working closely with our TV buying team we **delivered the strongest TV campaign for SuperValu to date**, with a 1+84% and a frequency of 36.4 for the full campaign with 61% of our ads delivered in Peak. Not only that the ad was **viewed 23.6 million times across all platforms, reaching as far as headlines in New Zealand and across the world.**

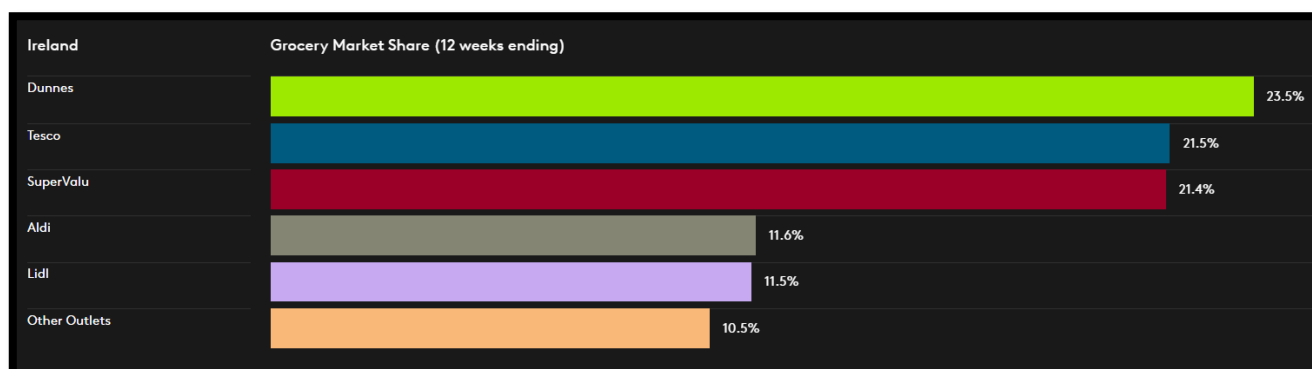


Overall business performance

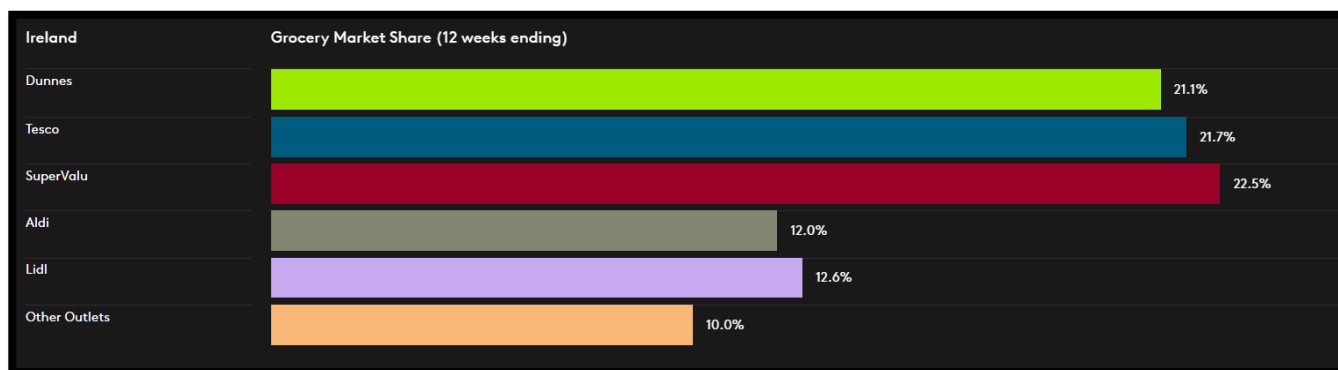
SuperValu were number **1 supermarket for 7 months in a row**: April 2020 – October 2020 and currently maintain the top spot in 2021.

- [REDACTED]
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Feb 2020

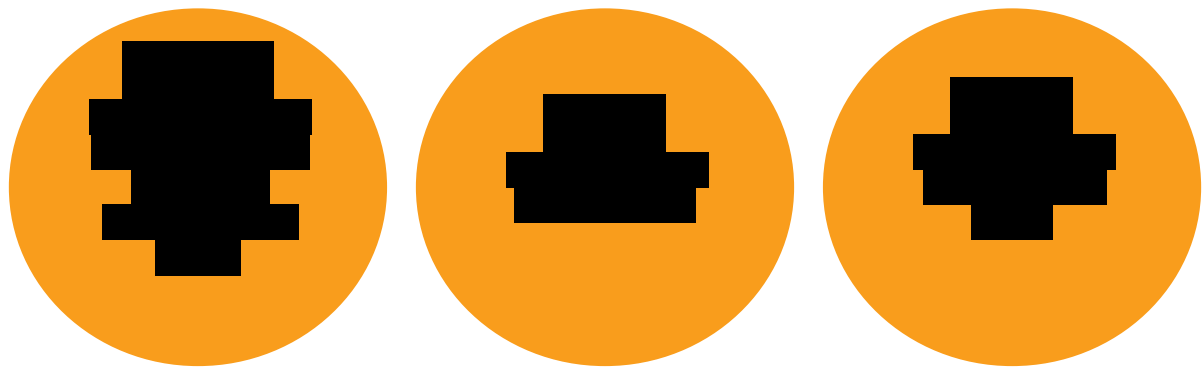


April 2021

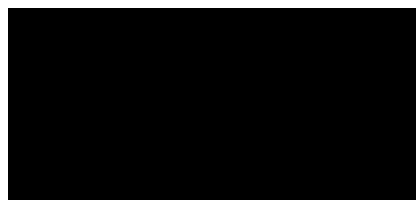
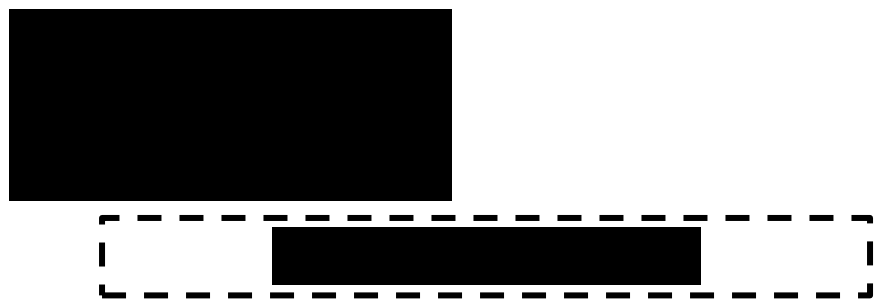


THE RESULTS

Home Cooking Partnership with RTE



Christmas Campaign



CLIENT INVOLVEMENT



"2020 was a chaotic year everyone. From the outset SuperValu was classified as an essential retailer. Shopper safety and reassurance around stock levels were two key messages that needed to be communicated to shoppers to alleviate stress, worry and to stop panic buying. In March 2020, SuperValu were the first retailer in Ireland to the market with COVID reassurance communications messages, and we were the first to air our TV campaign. Turning this campaign around was a credit to Starcom and our agencies involved.

Across the year, we adapted with shoppers needs – reassuring them on safety, inspiring shoppers through a partnership with RTE, driving home that SuperValu is a real part of the community and that we are #thereforyou – all campaigns which leveraged the power of AV.

And to culminate at the end of the year with a piece of copy which, in our eyes, was the message of hope at Christmas, and what everyone was aspiring to with the SuperValu 'Believe' Christmas advert. This piece of copy was aired across TV, VOD, Social and achieved brand recording breaking reach and engagement for the brand."

Owen Lynch, SuperValu Brand Manager

Thank You

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