



Best Use of TV Sponsorship

LONDIS Proud sponsors of Ireland's Fittest Family



core™ Sponsorship



Entry Details

Client: BWG Foods

Product/Service: Londis

Campaign Name: Londis: Proud Sponsor of Ireland's Fittest Family

Entrant Company: Core Sponsorship

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Collaborating Organisations: Zenith, RTÉ Media Sales

Background & Objectives

Londis has 60 years of heritage in Irish life, with its retailers sitting at the heart of almost 140 communities around the country. Every Londis is owned & run by Locals, every store is shaped by and for the local community it serves. Londis brand tracking from June 2019 shows that being Irish owned and having a commitment to local suppliers are two of the top 5 'brand truths' for Londis shoppers.

The brand needed a proof point of this community ethos in its marketing mix, and it needed to be authentic. This proof point needed to allow Londis to walk the walk as well as talk the talk; offer proof of its local ethos to a wide audience while actively engaging retailers at the local level.

There were three key objectives to this sponsorship.

Firstly, we wanted to increase awareness of Londis and its 'Local like You' messaging. Secondly, we wanted to bring the sponsorship to life for our customers and extend its reach beyond the contracted assets.

And most importantly, we wanted to engage local retailers and give them something to be proud of.

To measure the reach of our local messaging in our TV stings, we would conduct consumer research & track viewership numbers on a weekly basis.

To assess the extent to which we brought the sponsorship to life beyond TV, we put in place tracking on our digital and PR activations.

Finally, we would measure the engagement of our retailers through the volume of entries into various competitions we were running on local & national levels

The Strategy

Londis brand tracking from June 2019 shows that being Irish owned and having a commitment to local suppliers are two of the top 5 'brand truths' for Londis shoppers.

The brand needed a proof point of this community ethos (a key brand differentiator) in its marketing mix, and it needed to be authentic. This proof point needed to allow Londis to walk the walk as well as talk the talk; offer proof of its community values to a wide audience while actively engaging local retailers.

We identified that sponsorship is particularly adept at creating emotional connections between brands and consumers, something which was vital for the community message Londis was seeking to land. We also know from Byron Sharp's work that these emotional connections are key helping to build mental availability, improving the likelihood of a brand being considered in purchase situations.

So sponsorship was the right fit to allow us to connect authentically to consumers and deliver an emotion-based message. But what role did TV have to play? Investing in sports sponsorships like the GAA or Irish soccer teams could help us promote community credentials to a wide audience. But fees and activation costs for such activity are prohibitive. Event-based sponsorship is more accessible from a cost point of view but lacks a wide audience. TV sponsorship would provide an audience of significant scale but in a cost-efficient manner.

So why was renewal of Ireland's Fittest Family (IFF) the right fit?

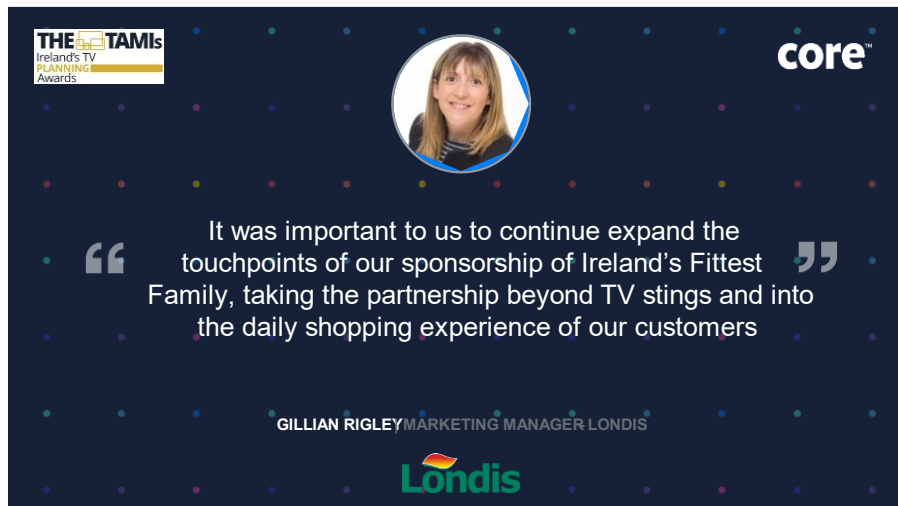
Series 7, the first year of Londis' sponsorship, attracted more than 2m total viewers & delivered strong viewership numbers against Londis' key Housekeepers with Children target.

Disruption to schedules caused by COVID-19 meant that two series were due to run in 2021, allowing Londis to bookend the year with high-profile sponsorship activity.

Series 8 ran in January & February, allowing Londis to promote its local bona fides alongside a healthy-living message, perfect for the New Year, "New Me" audience tuning in. Series 9 ran in the lead up to Christmas, giving Londis significant share of voice at a crowded time of year for its sector. Series 9 also had the added advantage

of offering Londis a significant number of TVRs at the most expensive time of year to buy TV at a very cost-efficient price

Most importantly, however, IFF provided the perfect platform for Londis to grow its already stellar community-based reputation. The show attracts families from all over Ireland, working together to be named as the fittest family in the country. The spread of competing families is the perfect representation of Irish communities and offered the ideal opportunity to engage local retailers.



The Plan

Londis executed a full 360° campaign to bring the sponsorship to life beyond the traditional TV stings. A key element of our execution was ensuring that the partnership integrated into the in-store experience for both our retailers and our customers, as well as hitting every touchpoint at which the consumer interacted with the brand.

Londis created a suite of bespoke sponsorship stings for the IFF partnership, the creative of which featured two local warehouse distributors, Liam & Des, who know every detail of their customers lives! The messaging conveyed Londis' local expertise in a witty and light-hearted tone. In order to reach the substantial on-demand audience for IFF, Londis stings also ran on the RTE Player, where they received more than 230k streams across the series

Relevant & effective stings were a good start, but we weren't going to stop there.

We know TV sponsorship can be so effective because it allows brands to associate themselves with programming viewers are passionate about. But running a sting before, during and after IFF wasn't going to cut it.

In a first for the show's sponsor, Londis branded the jerseys worn by all competitors in the show, as well as the iconic Wall obstacle in the show's drama-filled Eliminator round. This helped integrate the brand authentically into the show as it reached its thrilling conclusion, deepening Londis' association beyond just badging and giving it the feel of a real-life sports sponsorship.



To ensure ownership of the show's most important episodes and to deepen our association further, we invested in TV ad spots in the first and last episodes of the series, re-enforcing our local messaging through longer creative.

To bring the sponsorship to life in a digital space, we created Londis-branded IFF GIFs for use on social media, ran live Twitter & Instagram polls and live-tweeted each episode to maximise engagement. We also created a bespoke microsite to run a customer competition to win an adventure holiday voucher.

Separate to our contracted assets with RTE, Londis engaged with Davy Fitzgerald, who features as a coach in the show, to run a media day promoting the sponsorship. Davy's status as one of Ireland's best known sportspeople results in more than 30 pieces of coverage across national press, radio & digital media, widening the reach of the Londis sponsorship considerably.

We also sent A2, A4 and shelf-talker point of sale assets to all Londis retailers ahead of the show's launch, with the creative promoting the sponsorship and featuring a QR code to allow customers in-store to enter our adventure holiday giveaway. This brought the sponsorship away from TV and digital media channels and integrated it into the shopping experience of our local communities around the country.



Results

So how did the sponsorship perform against our key objectives?

Increased Awareness

Brand Tracking & Research

Londis research from February 2022 shows that the IFF stings performed best against Londis' key target of families with teenage children. Responses among this cohort outperformed B&A averages significantly against appeal of the creative and how identifiable these stings were as belonging to Londis, while matching averages for persuasion (willingness to find out more about the brand).



Sponsorship Delivery

Over the course of 2021, more than 2.7m people saw the Londis stings around IFF broadcasts. The reach was even stronger against Londis’ key Housekeepers with Children audience, where 65% of that universe saw the sting.

The show average more than a third of the share of total TV viewing for both audiences measured, with an average of 475k people tuning in to each broadcast. This number is even more important than in typical TV sponsorship due to the in-show exposure brought about by the Londis jersey branding. Each week the show aired, almost half a million people were watching the families compete in Londis-branded jerseys and attempting to scale the Londis branded obstacle, meaning we were reaching a mass audience at their most engaged.

Audience	Sting Reach	Sting Reach %	Sting TVR's	Avg. viewership of show	Avg. Share of Show
Individuals	2,765,000	62%	1,423	475,334	35%
Housekeepers w/ kids	340,000	65%	1,312	53,128	38%

Source: Nielsen Techedge, full year 2021

Player Live Streams	Player On-Demand Streams	Total
270,800	412,727	683,527

Source: RTÉ Media Sales, full year 2021

Bringing the sponsorship to life

Utilising show talent Davy Fitzgerald, our media day generated coverage across digital, social, radio & press (including vital trade publication coverage) that amounted to a PR value of €729k for Londis.

Point of Sale signage & branding was sent to all retailers, with almost 1000 customers entering the competition ran using the QR code included on those assets.

Our bespoke social content drove a paid & organic social media reach of 14.2m people across the duration of the series. The engagement rate on our Instagram content was 79.89%.

Retailer Engagement

Londis-branded IFF merchandise was sent to all retailers ahead of the series launch and more than 70 of our retailers entered into a competition to win a cash prize for their store, showing strong engagement from retailers. Retailers also had in-store appearances from local families competing in the show. Anecdotal feedback from retail forums indicates that the activity around the sponsorship was extremely well received, with retailers feeling a real sense of ownership and involvement

Return on Investment

Due to commercial sensitivity around sales data, we cannot share specific ROI/sales uplift figures for this partnership, though we can say that Londis sales figures increased for 2021 (when IFF aired twice) compared to 2020 (when the show didn't air at all). Instead, we'll look at the value delivered vs fee paid, the earned media value derived from PR activation and the cost effectiveness of Londis social media activations.

When we compare the media spend on the sponsorship package vs the value delivered by the sponsorship performance, we see that the value delivered by the partnership outstripped fee paid by a ratio of 2.15:1.

Coverage of the media day with show talent Davy Fitzgerald generated a PR value of €729k for Londis across digital & social media, as well as press & radio.

Londis' paid social media campaign delivered 7.2 impressions on Facebook and 1.4m impressions on Twitter.

Londis
Local like you



Zenith
The ROI agency

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RTÉ
Media Sales