

Best Use of TV Sponsorship

Panadol 'Made in Ireland' with RTE

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HALEON



Campaign Name: Panadol 'Made in Ireland' with RTE

Entrant Company: Core Sponsorship

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Collaborating Organisations: Panadol / Haleon (formerly GSK), Publicis Leon, RTE Media Sales, Core Sponsorship and Core Research.

Background & Objectives

Background

Haleon is one of the world's leading healthcare companies who employ over 1,700 people across four locations in Ireland. The global home of Panadol is situated in Dungarvan, Co. Waterford where approximately 6.5 billion Panadol tablets are produced each year.

Panadol have embedded themselves in the heart of the Irish community and have employed generations of families over the years. With their 'Made in Ireland' tagline, they have reached all corners of the world and now supply over 70 markets including Europe, Australia, Africa, Asia, and America.

What was the competitive position of the brand and its recent marketing history?

Competitive Position of the brand

Panadol has been the leading pain product in Ireland for a number of years, with significant and unprecedented levels of unaided awareness – consumers actively asking for 'Panadol' instead of 'paracetamol' has become the norm in everyday vocabulary and practice. Our mission was to retain the existing link between Panadol and Ireland, reinforcing Panadol as an Irish product Made in Ireland, and to remain category leader in the analgesic pain market.

Recent marketing history

Panadol has had a successful partnership with RTE over a number of years and it has continued to perform well in establishing Panadol as a brand made in Ireland. They had



previously sponsored a range of different activity on RTE including Nationwide and their 'Homegrown Heroes Campaign', where they identified and recognised community heroes across Ireland who make a difference every day.

At the beginning of 2022 we had an excellent foundation supported by research which gave us a base for our objectives. The 'brand perception of Irishness' score for December 2021 was 76%. One of the core objectives for the 2022 campaign was to increase this through our sponsorship.

Business Objectives

Panadol had a distinct business and marketing challenge; they needed to improve brand perception and give consumers a reason to choose the Panadol brand over others during times of purchase. To achieve this, we focused on three specific objectives.

Our objectives at the outset of this campaign clear and concise.

- To increase brand awareness that Panadol is a product that is made in Ireland.
- Expand sales in Grocery in IRE.
- Drive relevance with a younger audience of Ads 25-44.

2) The Strategic Solution (Marked out of 20) (400 words)

What was the 'big idea'?

Going into 2022 we wanted to keep the content fresh and relevant to consumers. Our ambition was to change our approach slightly whilst making sure we were complementing the overall brand strategy and ambitions.

Using Irish broadcaster RTÉ and their high-reaching media platforms, we created a campaign that resonated with consumers on an emotive level. The partnership with RTÉ leveraged RTÉ's place as Ireland's most trusted media source and allowed us to access RTÉ creative and production capabilities to create stings and content. The centrepiece was a sponsorship of RTÉ's Irish documentaries and programmes showcasing inspiring Irish stories.

This was further strengthened by a sponsorship of premium Irish shows on the RTE Player, sponsorship of the Paddy's Day Parade, a HPTO on the RTE website around Paddy's Day, and sponsorship of Playback on RTE 1. This multi-pronged approach created a range of touch points to the campaign for Panadol.

The strategy combined a consistent always on approach which was activated by sponsoring Irish documentaries and inspiring stories which we then amplified with our key message at specific periods for the brand such as St Patrick's Day and utilising The Late Late Toy Show for spot. We chose these particular properties to sponsor because it enabled us to retain a strong presence year-round, while also upweighting at key times for the brand.

Role of Research - What research did you do and how did you get to the "big idea" and why?

Since 2019 we have been tracking and measuring Panadol Extra's media campaigns. The primary objective of this research is to assess the campaign itself by looking at: Property fandom, brand awareness, brand perceptions etc. This research was essential when it came to strategically planning our sponsorship for 2022 and showed where we needed to focus our efforts in order to gain important purchase consideration at the counter.

During the last wave of research in late 2021, Core Research reported that some of the messaging had performed weakly on distinctiveness and memorability – indicating a lack of brand association between these messages. This was then a focus we brought into our 2022 sponsorship campaign, we wanted the campaign to have meaning so we focused on Irish documentaries and inspiring Irish stories, we also wanted it to have the capacity to enter the mental workspace and elicit an emotional and rational response

The research also showed us that we needed to be personally relevant to our audience which was one of the reasons we branched out into the player sponsorship space so that we could reach the younger audience audience with content and within a space that was relevant to them.

Role of TV

TV was a key element in our strategy as it was imperative for driving our core 'Made in Ireland' message. Panadol has had the leading SOV in the Irish market for a number of years, and TV is key to maintaining that strong position. Television is vital for long term success as it accumulates over time; we found this to be essential uplift and amplify Panadol as an Irish brand, as well as the preferred pain solution.

Sponsorship is an inherently emotive tool, which allows Panadol to exist beyond a functional message. Creating a partnership with RTÉ aligned Panadol with original Irish content to continue to reinforce its 'Made in Ireland' message both explicitly (campaign messaging) and implicitly by anchoring the brand with an Irish content provider, and Irish oriented content.

How did agencies work with each other?

This campaign was truly a collaborative effort between RTE, Publicis Leon, Core Sponsorship and Core Research.

Core Sponsorship worked in tandem with RTE to coordinate the different elements of the sponsorship throughout the year. We also worked with the media team in Publicis Leon with regular updates and reviews to keep all teams up to date on the sponsorship.

Core Research carried out three waves of research throughout 2022, at the beginning, middle and end of the campaign term. This research was invaluable in terms of monitoring the performance of the campaign.

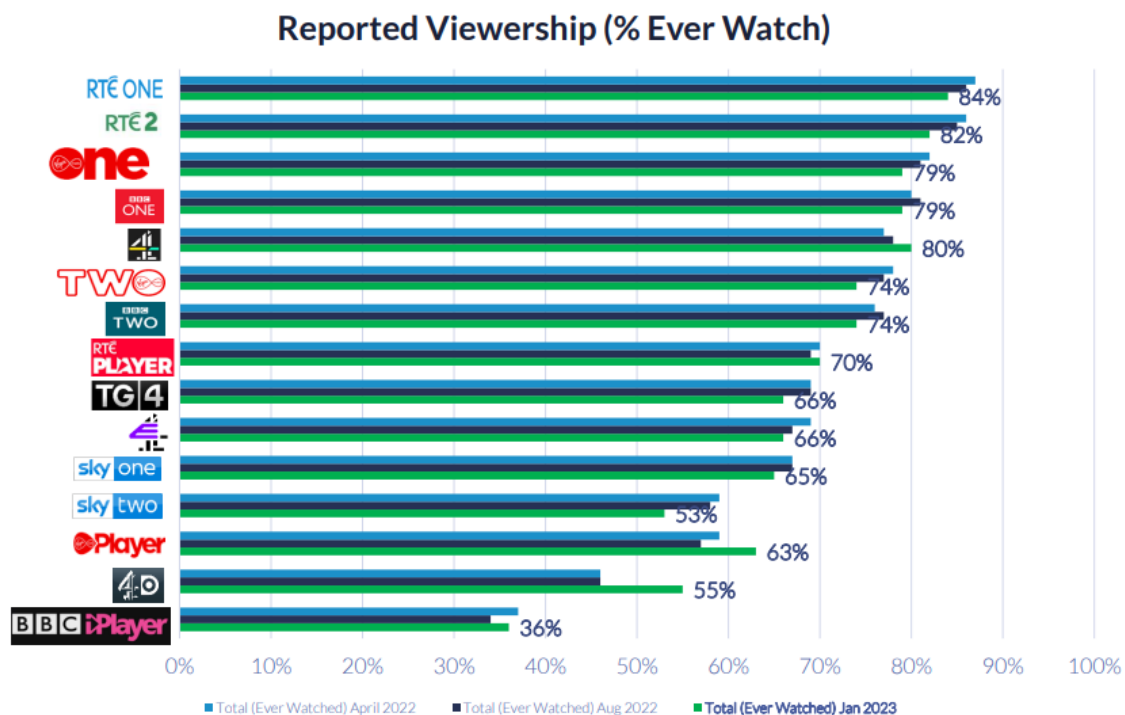
3) The Plan (Marked out of 30) (600 words)

How did you make the most of what today's TV has to offer? Outline the implementation fully.

Due to the nature of TV schedules, the programming was not laid out at the offset of the sponsorship, so we had consistent monitoring of the schedule throughout the year to pick the most suitable programming for the sponsorship. We made the most of what TV had to offer Panadol by cherry picking the most suitable documentaries and Irish shows, whilst making sure we were aligned with our brand message and campaign objectives.

Why RTE?

RTÉ One continues to be watched by more people than any other station, with over 8 in 10 claiming to ever watch it, and just under 2 in 3 claiming to watch it at least once a week.



Reported Viewership: RTÉ One, RTÉ 2 and RTÉ Player

Core Research, January 2023.

- 9 in 10 of the Irish population report ever watching RTÉ One, RTÉ2 or RTÉ Player, while 2 in 3 of the population tune into all three channels; indicating that the partnership is likely to be effective at attaining both reach and frequency. When we consider video on demand (VOD), RTÉ Player (70%) continues to provide significantly more value than all VOD other players in the Irish market.



- There continues to be a balanced spread of viewership across gender, region, and age, with a slight skew to older cohorts among traditional TV (One and 2), with a greater skew towards our target audience (25-44s) for the RTE Player.
- The extension of the sponsorship to the RTE Player helped us to tap into a younger audience of Ads 25-44 who are more likely to consume their media on playback devices such as players.

Describe how the use of TV was integrated with other marketing activity, whether media advertising or not.

TV is our hero channel for Panadol in Ireland and leads our flighting and alignment across other mediums. We plan our TV weighting to align with key moments for the brand across the year and use other channels such as OOH to amplify periods of heavier TV investment. Particularly for our Made in Ireland activation, our heavier TV presence is supplemented by nationwide OOH, as well as upweighted BVOD activity.

Seasonality is key for Panadol's planning. We have two key periods of the year; St Patrick's Day and Cold and Flu season (which runs from September to January). During these key moments we significantly upweight our activity to maximise our reach. We align across TV and sponsorship activity, particularly for St Patrick's Day to align with our 'Made in Ireland' messaging; this includes sponsorship of the official parade as well as specific home-grown programming. We also utilised one-off programming such as The Late Late Toy Show to amplify our Made In Ireland messaging.

Consider the market your brand was operating within and also what competitive activity existed at the time.

The wellness category is very competitive, with pain even more so. TV is extremely important for Panadol to continue to remain top of mind for consumers against their numerous competitors.

When reviewing the Irish market, there were no other pain brands taking part in sponsorships of this kind during this timeframe, meaning Panadol was standing out in this respect.

Conclusion

Panadol continues to lead all brands when it comes to perceptions of being made in Ireland and has been recently announced as the No.1 painkiller in Ireland again, retaining it's title.

Panadol has evolved from being a product made in Ireland to a brand chosen by Irish consumers. It has gained those important inches in competitive advantage, giving consumers a reason to choose the Panadol Extra brand over others,

5) Client Involvement (Marked out of 10)

Feedback from the client

"Panadol has been made in Dungarvan for over 40 years and we are delighted to continue our *Made in Ireland* campaign within the Irish market. Our fifth year of sponsorship with RTE ventured into a new territory featuring the sponsorship of Irish stories, documentaries, and content across RTE and RTE player, the latter being significant in expanding our target audience to 25–44-year-olds.

As one of Ireland's most trusted media channels, RTE have been instrumental to authentically communicating Panadol's *Made in Ireland* campaign. RTE continues to impress with their creative response by intertwining the commemoration of Ireland and Panadol's Irishness, whilst simultaneously focusing on the voices of the Irish community and individuals who are crucial to the campaign. Though the partnership has evolved over the years, its purpose has remained the same - elevating the provenance of Panadol as a key point of difference within the pain category, whilst celebrating Ireland, its people, and local communities."

Lucy Else

Brand Manager GBI

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Feedback from RTE

"As Ireland's most trusted media organisation, and as the home of Irish content, RTE is proud to be Haeon's primary Irish media partner since 2018. In 2022 working closely with Core Sponsorship, we co-created a bespoke campaign activation built around Irish storytelling, which captured the essence of Panadol's *Made In Ireland* proposition, placing Panadol at the heart of rich documentary content across TV, Radio and Digital."

– Dara Meaney, Head of Sales, RTE.

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