

# O'Donnells Christmas Campaign



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## Entrant details

Company Name Virgin Media Television

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## Entry details

Primary Agency/Company Name Virgin Media Television

## Summary Paragraph

Virgin Media Television worked with O'Donnell's and their Media Agency Core Media to develop a bespoke campaign which focused on two areas: building their brand awareness and increasing their reach and frequency. They came to Virgin Media seeking sponsorship opportunities to target ABC1 18-34 year old females.

## Background and Objectives

The party snack market is extremely competitive especially around Christmas. With so many popular brands offering amazing choices and flavours particularly in the crisp market, Keoghs, Tayto, Doritos, and Walkers to name just a few, O'Donnell's wanted to stand out from the crowd and be perceived as Ireland's number one, hand cooked, gluten free premium crisp brand and dominate that lucrative Christmas party snack market.

O'Donnell's felt there was a lack of awareness of their product range especially around peak shopping times/events, but they knew that they had potential to promote their range and to boost their sales if they could be innovative in the way they used the power of television advertising. Their core objective was to push their brand to the forefront of shopper's minds in the run up to Christmas.

Virgin Media Television developed a bespoke campaign which focused on two areas: building brand awareness and increasing their reach and frequency. O'Donnell's wanted to appeal to a younger audience, to protect the future of the brand.

Their core audience was ABC1's 18-34-year-old females. They came to Virgin Media

seeking sponsorship opportunities which were based around the personality traits of this age demographic: humorous, witty, and fun.

## The Strategy

With the goal in mind of driving O'Donnell's to achieve higher reach and frequency and appeal to their target audience of ABC1 18-34yr olds, we believed that an always on weekly sponsorship within Graham Norton would achieve maximum reach and frequency for the brand with the mixture of new and repeated episodes. The Graham Norton show was selected as it is a humorous, youthful, and witty show based around celebrity culture that would resonate with their core target audience. We knew that with its placement within peak programming on Virgin Media One every Saturday night, O'Donnell's stings with the right creative would get maximum reach and brand awareness amongst their target audience. It would also build the association as the snack of choice this festive season amongst their audience when they are relaxed, captive, and ready to be entertained with Graham Norton and his guests around the Christmas season.

In addition to a title sponsorship, we explored other innovative solutions that would appeal to the youthful demographic of 18-34s and achieve brand awareness for O'Donnell's leading up to Christmas. A two-week cross station Christmas countdown was the ideal solution to align O'Donnell's with the joy and excitement of Christmas, allowing the nation to countdown together with a series of creative and brand led stings that ensured O'Donnell's were top of mind when shoppers were buying all their Christmas treats. The Christmas Countdown was an innovative solution that leveraged the power of linear TV to achieve widespread brand awareness and position O'Donnell's as the premium crisp of choice over the festive period.

A Pause Ad campaign was integrated to achieve brand awareness among the 18-34 demographic which are highly engaged with multi-platform viewing. The Pause ads which were placed through a variety of different programming gave O'Donnell's the opportunity to promote their product range around Christmas and drive traffic to their own website, aiding the viewers purchase journey.

## The Plan

### Graham Norton Title Sponsorship

To achieve their marketing objective of widespread reach to a younger demographic, we believed that a Graham Norton sponsorship with its tongue in cheek and fun content was the ideal fit for the O'Donnell's brand. The 3-month sponsorship ran from December to February 2023. The sponsorship stings were created by Oliver, with feedback from Virgin Media Television and the client throughout the process. The creative featured the humorous character, Ed O'Donnell whilst also emphasizing the quality and care that goes into each pack of O'Donnell's crisps. A 10" sting ran on the pre-title introduction and a 10" closing sequence for each broadcast. The 5" sting copy which emphasised the breadth of their product range ran at the start of each commercial break and a 5" sting at the end of each commercial break. O'Donnell's Sponsored Graham Norton Promos also ran within the sponsorship to further build the association with the show and brand awareness of O'Donnell's crisps.

### Virgin Media Player

To amplify the reach of the sponsorship, a 10" pre roll sting also ran on all live streaming and catch up of Graham Norton on the Virgin media Player. A clickable logo was also present on the banner of the show, which would lead customers to the O'Donnell's website to achieve their objective of driving awareness of their extensive product range. This further built association with the sponsored show and helped to drive traffic to the brands own website.

### O'Donnell's Christmas Countdown Takeover

To fulfil O'Donnell's core objectives to push their brand to the forefront of shopper's minds in the run up to Christmas, we produced an innovative concept of a Christmas Countdown in promotional airtime to create brand awareness whilst also associating the brand with the festive season which would achieve their overall goal of increased sales. The creative was produced in house with our advertising production team, with assets and feedback provided

from the client. The countdown takeover ran for two weeks commencing on December 12th which is the key two weeks to influence consumer decisions before Christmas.

#### Pause Ads

Pause ads which are a new to market and innovative initiative from Virgin media Television were an integral part of the plan to achieve widespread brand awareness across all catch up on the Virgin Media Player. Two variations of the graphic were used to keep it fresh and eye-catching for our viewers, one of their hero product mature cheese and onion and another of their full product range. Once the content is paused for more than 4 seconds the graphic pops up and if the graphic is clicked it led them to the O'Donnell's website. 500,000 impressions were booked across a two-month period from December 1st.

#### The Results

The Sponsorship of Graham Norton has been extraordinarily successful in achieving their goal of increasing reach and frequency for O'Donnell's.

- The sponsorship has achieved a cumulative viewership 000s of 710k across Adult's 18-34 with an impressive reach of 127.6k and an average frequency of 5.6. 14.6% of Adult's 18-34 saw the stings at least once.
- A total viewership 000s of 2 million for Women ABC1 was achieved with an average reach of 248.3K and an average frequency of 7.4. 31.8% of this audience viewed the stings at least once.
- The Womens 18-34 demographic also performed well with cumulative viewership 000s of 476.7k with an average Reach 000s of 73.6k and frequency of 5.4. 17.9% of viewers in this demographic were exposed to the stings at least once.
- Graham Norton achieved a total of 20,277 sponsored catch-up streams and 5,800 live streams.

#### Pause Ads

The O'Donnell's Pause Ad's fulfilled all booked 500,000 impressions.

They achieved a click through rate (CTR) of 0.74% in Dec and 0.67% in January which is ahead of the CTR benchmark of 0.1%-0.2% for Pause Ads. There was a total of 3,536 clicks within the 2-month window. This was a great result, and we achieved the objective of building their brand awareness of their extensive product range to influence shopper decisions around the Christmas period.

#### Christmas Countdown

- A total of 219 Christmas Countdown promos ran across VM1, VM2 and VM3 from the 12th to the 25th of December to ensure there was high frequency for the campaign so O'Donnell's would be top of mind.
- The Christmas countdown achieved cumulative viewership 000s of 580k across Adult's 18-34 and impressive reach of 195k and average frequency of 3.0.
- There was also a powerful performance among the target demographic. Womens ABC1 achieved a total viewership 000s of 1.1 million, an average reach 000's of 321.1k with 37.1% of that audience viewing the countdown at least once.
- Women 18-34 achieved a total viewership 000s of 1.7 million with an average reach frequency of 3.1 with reach 000s of 553.7k with 32.9% viewing the countdown at least once.

As a team who understand the power of TV advertising and the possibilities of what it can achieve, we knew we had to think outside of the box to develop a creative and innovative campaign that would achieve O'Donnell's brand objectives. The innovative always on campaign achieved their core objective of positioning O'Donnell's to the forefront of customers minds in the run up to Christmas, and this activity was the final push towards achieving outstanding sales and brand awareness results for 2022:

- Market share Crisps (value) which was +8.1% vs 2021 retaining its No.1 position\*
- Their Net sales in 2022 were +11% versus 2021, Volume +8% vs 2021.
- **Profitability +32% versus 2021.**

- Frequency of purchase for O'Donnell's grew by 2.8% in 2022 .
- ***O'Donnell's up 15 places to number 49 in the Checkout Top 100 FMCG brands for 2022***

#### Client Involvement

The client was incredibly involved throughout the entire process from idea conception right through to implementation of the campaign. They required the estimated viewership figures for the Graham Norton Show and The Countdown for their key demographic to ensure the sponsorship opportunities were the best fit for their brand and their key messaging.

The stings were made by their in-house creative team in collaboration with the production team at Virgin Media Television. All scripts, story boards and assets were shared across the teams for sign off to ensure all brand guidelines were adhered to across the campaign.

“Sponsorship with Virgin Media provided a fantastic opportunity for O'Donnell's to drive mental availability with our key target audience at a particularly important time of year when the market can be extremely competitive. This enabled O'Donnell's to cut through and stand out. The Christmas Countdown drove audience engagement and consideration through the festive season while Pause Ads allowed us to explore new and innovative formats”

Karen Hurley, Marketing Manager

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