

Very.ie Rebrand



VjPLDAkW

Entrant details

Company Name

Dentsu

Summary Paragraph

2022 was the biggest year in The Very Group's 40-year history in Ireland. Littlewoods Ireland was rebranding to Very to integrate with their UK brand, Very.co.uk. It was a daunting task to go from a well-established, multicategory online retailer with 78% awareness in the market to being an unfamiliar brand.

Background and Objectives

Following the rebrand from Littlewoods Ireland in July 2022, we needed to focus on driving mass awareness of the Very brand. With such high sales in 2021, a very competitive retail market, and cost-of-living crisis, they were under more pressure than ever to remain top of mind for our customers and deliver our sales targets this golden quarter.

Being an online only retailer, they don't have any store fronts to capture people's attention, so we needed to make sure that we used media to remain top of mind and to drive sales.

As Ireland's largest online pureplay retailer who deliver more than 2 million parcels annually, Littlewoods Ireland (LWI) needed to focus on maintaining and migrating their existing customers, whilst building their brand metrics to LWI levels and beyond for the new brand Very. Devising the strategy, planning, and executing the campaign that would support the successful transition from Littlewoods Ireland to Very would require a full team and multi- agency approach.

From an AV Perspective, we had two main objectives, Spontaneous Awareness & Consideration. As well as this, we also wanted to Maximise SOV, Drive brand reappraisal, strengthening brand relevancy and appeal & driving engagement at scale.

The Strategy

The rebrand strategy was not a flash in the pan style approach. This brand campaign needed to introduce the Very brand and set it up for continued success in Ireland.

In the absence of on ground stores, media was needed to work to drive brand visibility, TOM recall, ultimately driving sales. We engaged with the client and all areas of the business to ensure the strategy was well informed, incorporating both theory and best practice case studies.

Boldly shouting out that 'LWI was now Very' was key to transferring the goodwill from one brand to the next. We did this through our fully integrated (TV/OOH/Radio/VOD/YouTube, digital display/paid social) campaign, planned with a focus on reach and frequency. Customer communications mirrored the campaign messaging to ensure consistency. TV was seen as the best medium to drive the reach and frequency and was integral to the media mix.

The Plan

Our AV execution was backed by competitive and market place analysis, ensuring we were maximising SOV as well as driving awareness and strengthening brand awareness. Our pink creative stood out across all channels and literally allowed us to paint the town pink for launch.

We created buzz in a relevant way by:

1. Launching the AV element of the campaign with a spot buy in the All Ireland Senior Hurling Final as well as supporting our Linear TV campaign launch with both TV & VOD packages in Love Island to ensure we were driving reach & awareness from the outset.
2. Sponsorship of Irish events: On our 6th year sponsoring the Hurling Championship, we launched to the crowds at Croke Park on All-Ireland Sunday. We secured title sponsor of Ladies Day at the Dublin Horse Show, the most high-profile event in the Irish fashion calendar, with heavy TV activity and spot buys around the events.
3. Our campaign went far beyond a standard marketing campaign, it involved a full refresh of every element, whether visible or invisible to our customer. From the delivery bag that arrived at doors to implementing strategic 301 redirects across thousands of URLs to protect our organic & direct traffic, we managed it all.

The Results

1. Very's prompted awareness rose +20 percentage points
2. Spontaneous awareness rose +12 percentage points overachieving our 6-month target by 4%.
3. 'They offer a choice of ways to pay' SURPASSING LWI levels at 63% .Our credit offering is our USP as a business, landing this differentiating message is of the utmost importance.
4. On All Ireland Sunday we unveiled our branded pink signage throughout Croke Park and offered match goers a special treat of free branded pink ice creams. The rebrand TV ad was shown at the ad break to 620k viewers.
5. Very Ladies Day at the Dublin Horse Show landed earned media amounting to 38.2m in reach,
6. Irish Times profile interview with MD Rossa Butler allowed us to tell our rebrand story, reassuring that we had a presence in Ireland.
7. Our customer base trading rate is strong since rebranding,

Client Involvement

"It is easy to get wrapped up in the excitement and opportunity of a rebrand however it is quite daunting to look at the potential risk it posed to the business. It's widely acknowledged at senior levels that the rebrand was managed exceptionally

well by our team reinforcing the value and credibility of marketing as a discipline throughout our business.

We are particularly proud of achieving all of these results despite a challenging budget (low 6 figure)."

Catherine O'Toole, The Very Group