

Best Use of TV Sponsorship
Londis – Proud Sponsors of Ireland’s Fittest Family



core™ Sponsorship



Londis PROUDLY SPONSORING **FITTEST FAMILY** IRELAND'S

RTÉ ONE | **PLAYER**



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Entry Details

Client: Londis

Product/Service: Irish Retail Convenience Brand

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

Entrant Company: Core Sponsorship

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Collaborating Organisations: Zenith, RTÉ Media Sales, Londis

Background & Objectives

Londis has 60-years of heritage in Ireland, with its retailers sitting at the heart of 120+ communities around the country. Every Londis is owned & run by Locals, every store is shaped by and for the local community it serves.

The brand needed a proofpoint of this community ethos in its marketing mix, and it needed to be authentic. It needed to allow Londis to walk the walk as well as talk the talk; displaying its local ethos to national audiences while actively engaging retailers at the local level.

Regarding the competitive landscape, Londis competes for market share and footfalls with the biggest retailers in the market. In the last number of years, we have seen a huge increase in the competitive landscape with top retailers such as Aldi, Dunnes Stores and Tesco increasing their investment into €10million+ territory. Londis cannot compete on a pure euro-to-euro basis in terms of building share of voice. It was of strategic importance to maximise on a modest marketing budget.

Londis' 3 key objectives were:

1. Increase awareness of Londis' 'Local like You' messaging.
2. Bring the idea to life for our customers.
3. Engage local retailers and give them something to be proud of.

The Strategy

Londis brand-tracking showed 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 an authentic **proof point of this community ethos** in its marketing mix.

We know 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, what role could TV play?

Investing in a sport sponsorship 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.

We know the power of TV and we know that a TV sponsorship would **provide an audience of significant scale but in a cost-efficient manner.**

This is why partnering with RTÉ across Ireland's Fittest Family would be of strategic importance to Londis and would marry effortlessly with our key objectives.

- Series 11 ran from late October into mid-December which **allowed for a significant level of presence at the most expensive time of year to buy TV airtime at a cost-efficient price** while also **providing a strong lead in for the Christmas period** which is an extremely competitive period for this sector. Londis cannot compete with the budgets of Tesco, Lidl, Aldi etc. and this is why sponsorship of IFF helps to **reinforce the brand's "Local Like You" messaging** while **further support could come via additional channels** to build affinity and local relevance. **This sponsorship would build SOV in this critical period for the category.**
- IFF provides the **perfect community-based platform.** The show involves 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.**

However, this strategy wasn't going to work without a solid working relationship across multiple stakeholders, the breath of the activation was just too wide. We needed involvement from the ground up – and that's where we would start. Londis worked with show producers **Kite Entertainment** and **RTÉ** to ensure the on the filming days, the competing families and crew were kept fed and watered by Londis – **an activation that you don't see, but is built on the foundations of community.**

The entire campaign then had input and contributions from **Core Sponsorship, Zenith, Teneo, In The Company of Huskies** and, of course, **BWG**, in order to bring all the elements together and make this a success.

The Plan

Londis executed a **full 360° campaign** to bring the sponsorship to life beyond our TV stings, but, TV played a key role in delivering on our objective of **increasing awareness of Londis and its 'Local like You' messaging**.

The below touchpoints were executed:

❖ Bespoke TV sponsorship creative and BVOD

Collaborating with In The Company Of Huskies, we crafted bespoke sponsorship stings featuring local warehouse distributors Liam & Des, showcasing Londis' local expertise in a witty tone.

On RTE Player, the stings garnered over 361k streams, a 14% increase from Series 10, while also resonating well with viewers in our research. But running a sting before, during and after IFF wasn't going to cut it. **While strong stings are a good start, we weren't going to stop there – not by a long shot!**

❖ Spot buys

We strategically invested in **TV ad spots** during the first and last episodes of the series to **reinforce our local messaging** through longer creative, ensuring ownership of the show's crucial moments.

❖ In show integration

Jerseys worn by the competing families would all contain a Londis logo on the sleeve – a typical feature across sports jerseys, so this was seamless. While we were at home shouting at the TV screens for our favourites – the Londis brand was front and centre.



The iconic **Wall obstacle** in the show's drama-filled Eliminator round displayed the Londis logo.



The Ireland's Fittest Family **trophy** in the Final was engraved with the Londis logo and decorated with branded ribbons.



❖ Viewer Competition

Integrated into six episodes, a viewer competition offered the chance to win €5,000, fostering audience engagement and excitement.

❖ Davy's Fittest Superstars Competition

A new competition was ran in 2023, inspired by the IFF sponsorship. We teamed up with coach Davy Fitzgerald in a competition that would see 25 teams compete in trials and obstacles as seen on the real IFF programme. The teams would donate to Irish Hospice Foundation as requirement for entry as the final teams would compete in Davy's Fittest Superstars for a €4,000 prize.



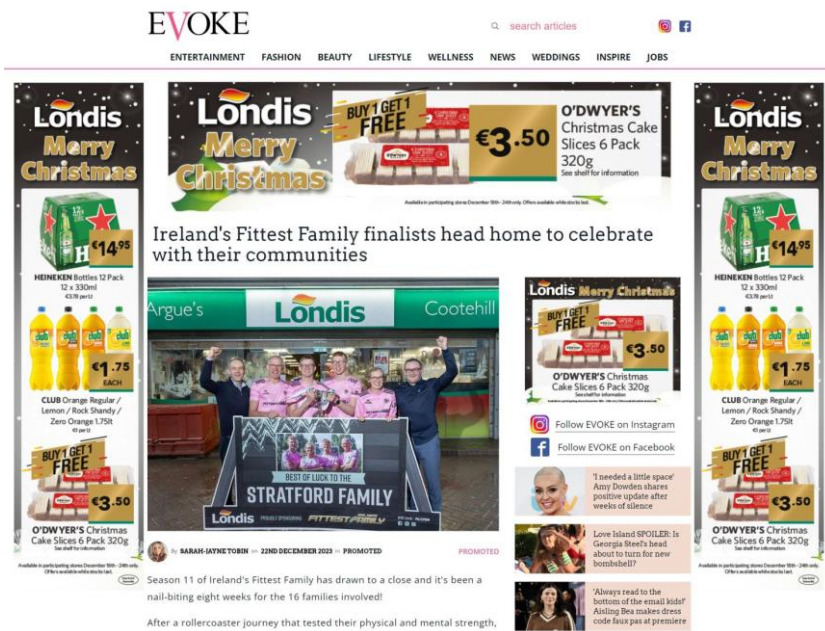
❖ Social Media

Like previous years, Londis IFF content was executed across social channels, ran live polls, and live-tweeted each episode to maximise engagement. This year IFF themed TikToks were created to further extend reach and association with the show.

In addition we also promoted the new Davy's Fittest Superstar competition via social channels.

❖ DMG Digital Partnership

Through our partnership with DMG, we promoted native articles and display ads, maximizing online visibility and engagement



Our paid media activity that ran in parallel with the show, offered an even bigger sense of presence for the property and allowed us to engage consumers via integrated and relevant messaging. It also allowed us to activate in areas that our bigger competitors are not present in in order to bring the “Local Like You” message closer to home.

PR

❖ Media Day

Londis and Teneo engaged with Davy Fitzgerald, to run a media day to promote the sponsorship.

Davy's status as one of Ireland's best-known sportspeople resulted in 22 pieces of coverage across national press, radio & digital media, widening the reach of the Londis sponsorship. There was also PR coverage which involved the series winners, The Stratford Family, and finalists, The Byrnes. This featured in local press which further drove home that sense of community and support that Londis provides.



In Store POS

Deploying various point-of-sale assets, including posters and hanging boards, we integrated the sponsorship into the in-store shopping experience, fostering a deeper connection with local communities nationwide.



These activations, combined with our TV campaign, authentically embedded the Londis brand into the show's narrative, solidifying its association as a real-life sports sponsorship beyond mere badging.

Results



How did the sponsorship perform against our key objectives?

Increased Awareness

❖ Brand Tracking & Research

Londis research shows that awareness of their sponsorship of IFF increased from 17% in 2022 to 33% in 2023 – an amazing 94% increase YoY - showing our long-term association with the show is paying off and continuing to grow. Furthermore, awareness of Davy Fitzgerlad’s association with Londis was 24% which further displays the brand connection to the show.

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).

Demographic	Awareness	Persuasion	Branding	Appeal
Convenience shoppers	27%	40%	72%	57%
Families with teenagers	37%	50%	85%	56%

Source: Londis Campaign Research, B&A

❖ Sponsorship Delivery

Nearly 2.0m people saw the Londis stings – 44% of Individuals. 44% of Londis’ key HKWK audience saw the stings.

An average of 450,000 Individuals tuned in to each live broadcast. The show averaged 38% of the share of total TV viewers and 40% for their key HKWK audience.

This is **even more important than in typical TV sponsorships due to the in-show exposure brought about by the Londis jersey and obstacle branding.** Each week the show aired, people were watching the families compete in Londis-branded jerseys and attempting to scale the Londis branded obstacle in the final, 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	1,966,000	44%	528	450,184	38%
<u>Housekeepers w/ kids</u>	228,000	44%	466	44,404	40%

Source: Nielsen Techedge, 2024

RTE Player Views (total)	361,362
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Source: RTÉ Media Sales, series 11

Bringing the sponsorship to life

We brought the sponsorship to life within the show itself making it look and feel like a real sports sponsorship. We had presence on the jerseys, on the course itself and right down to the winner’s trophy which had ‘Londis’ engraved front and centre.

We gave our audience multiple touchpoints to engage, across BVOD, social media, digital partnerships and through extensive coverage delivered by the media day. We ensured that our customers could engage directly with the sponsorship in store which was delivered through in store POS and visits from local competing families.

Retailer Engagement

Londis-branded IFF merchandise was sent to all retailers ahead of the series launch while 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.

“We are proud that Londis is investing in our brand with such a strong sponsorship. As a Retailer, I cannot see a better television sponsorship that we would rather be associated with. It is made for our Londis brand. We are thrilled and proud to be able to locally promote the association.”

Jimmy O'Brien, Londis Barntown



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 did experience an increase in 2023 compared to 2022. However, we can 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 3.6:1**. Within this, Londis exposure on the jerseys & obstacle alone generated a ROI of **1.65:1** against the sponsorship fee paid.

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

Our new TikTok social activity reached 874,016 with a CPM coming in -11c vs KPI while the social support of our Davy Fitz competition earned 1,607,376 impressions on Meta (+600k vs KPI).



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"The driving force behind the success of season 10 of Ireland's Fittest Family was a strong collaboration between the teams in Core Zenith, RTÉ Media Sales and Londis. Together we challenged ourselves to integrate this TV sponsorship into Londis stores across the country and the hearts and minds of our shoppers. There has been a trust that was nurtured between all of us, and we all had the same goal, to make the Ireland's Fittest Family TV sponsorship a huge success."

Gillian Rigley, Marketing Manager Londis

Londis

Thank You

Londis – Proud Sponsors of Ireland's Fittest Family

