

**BWS print campaign serves a double**

# ADvance

the effectiveness of newspaper creative



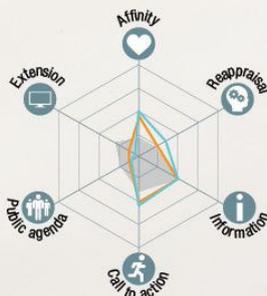
## OPINIONS

"The ad showed a new version of an old favourite, told me where to get it and what price, made me want to go and try it"  
 "The ad was something different. It was very eye-catching and easy to remember. It makes the reader want to go to the shop and try Baileys salted caramel."  
 "I feel quite positive about this ad. I'm a Baileys fan and a fan of salted caramel and this sounds very decadent and perfect for a dinner party."  
 "I like how easy it is to see the price and the flavour seems yummy!"

"The bright orange bubbles are eye-catching and clearly show the deals currently offered by BWS."  
 "It's very colourful in comparison to the rest of the newspaper article, and so attracted the eye of the reader."  
 "It was a little cluttered, it would have grabbed more attention if there was half as many items with really special prices."  
 "BWS ads are so frequently in the papers and always have too many products and are generally cluttered."

## COMPARISONS

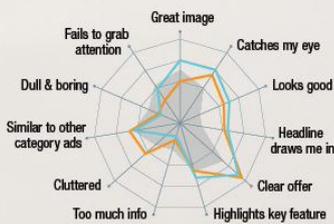
### ROLE MAP



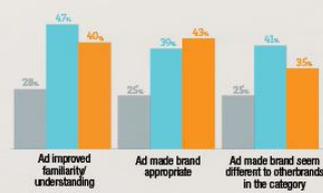
### ACTION MAP



### DIAGNOSTICS MAP



### BRAND EQUITY IMPACT



KEY: All newspaper norm (grey), Dessert is served (blue), 100 days of summer (orange)

## RESULTS

### DESSERT IS SERVED

Colourful imagery helps the ad to stand out, but the mouth-watering description of Baileys salted caramel liqueur really excited respondents. They appreciated how different the ad was from the category norm, positively differentiating BWS from competitors.

### 100 DAYS OF SUMMER

The ad successfully achieved its primary goal, driving shoppers in-store. Bright orange colours help the ad stand out on the page, and the price bubbles pique interest. Although some were turned off by the number of products featured, which gave the execution a cluttered feel, the ad still generated above-average responses in terms on intention to visit the store, search online, and buy the products.

## Standouts

- BWS campaign attracts double the amount of shoppers than the typical retail ad.
- Variety in ad design keeps the campaign fresh for consumers.
- Using fewer products in an ad increases attention.

## Introduction

For liquor retailers, summer is high season.

Alcohol retailer BWS created the “100 days of summer” print campaign to drive in-store sales over summer.

The promotion offers shoppers discounted prices and the chance to win prizes every day.

The campaign, “100 days of summer”, used two different approaches to creative execution.

The first follows a tried and trusted retail ad template, incorporating a number of offers in one execution.

The second approach promotes one sale item for each day of the campaign.

The tactic of using different creative approaches is often used in intensive retail campaigns to combat fatigue that may set in among consumers who have seen the ads one too many times.

Variety in same-campaign executions not only keeps things fresh for consumers, it allows creatives to produce ads specifically designed to achieve a desired marketing goal, e.g. lift brand consideration, promote an individual product or encourage customer loyalty.

NewsMediaWorks selected two ads from the BWS campaign to test using ADvance, a proprietary ad effectiveness research tool.

The “Something Special Happening Everyday” Execution

This ad appeared in Tasmanian publication, The Mercury, on November 20, 2015.

This type of retail ad aims to prompt immediate response to the offers, whether it be to visit the store, tell others about the offer or buy a featured product.

The template uses the bright orange of the BWS logo in the border, headline and pricing to attract the reader's attention and reinforce the BWS branding. The photographs clearly display the branding for all eight product lines, making it easy for readers to recognise the brands. The price-offers show the amount saved for the strongest offers, aiming to generate immediate sales. And, to make purchase as easy as possible, BWS' website URL and telephone details are featured in the footer.

### The "Dessert is Served" Execution

On November 17<sup>th</sup> 2015, this ad appeared in a number of newspapers including The Herald Sun, The Cairns Post, The Geelong Advertiser and The Gold Coast Bulletin.

It follows a different creative direction than the "Something Special Happening Everyday" execution.

There are consistent elements in both campaigns to reinforce BWS' branding: both ads use the BWS orange as a design element, the same font for headlines and body copy, the same visual approach to pricing, a clearly-identifiable BWS logo, and contain contact details in the footer.

However, in contrast to the previous ad, which took the conventional approach of featuring a range of products and offers to attract buyers, this ad focuses on a single stand-out product, Baileys salted caramel liqueur.

The ad uses a single photograph of the bottle, incorporated into a bright, playful illustration, supported by a catchy headline, descriptive copy and prominent pricing.

A simpler more single-minded approach trades off a range of attractive price-point offers in order to achieve more cut-through - at least, that's the aim.

Results from ADvance indicate the dual approach adopted by BWS worked a treat.

## Strategic RoleMap

*Six strategic advertising roles of newspapers have been validated both qualitatively and quantitatively by NewsMediaWorks, resulting in the creation of RoleMap.*

Both ads successfully provoked an immediate response from respondents, with the call-to-action prompting a positive response from readers.

Some 29 per cent said the “Dessert is served”, featuring Baileys, encouraged them to visit a BWS.

*“The ad showed a new version of an old favourite, told me where to get it and what price. It made me want to go and buy it.”*

One in four said the “Something Special Happening Everyday” ad provided information that was interesting, namely the attractive deals on offer.

*“The bright orange bubbles are eye-catching and clearly show the deals currently offered by BWS.”*

The campaign also lifted consumer affinity with BWS. One in four said the “Dessert is served” ad gave them a good feeling about the brand with one in five (21%) saying the same of the “Something Special Happening Everyday”.

“Dessert is served” played a strong role in encouraging re-appraisal of BWS. Taking a less-traditional approach was well received, and around one in five respondents said the ad lead them to think differently about brand.

*“It’s a playful mix of photos and images which attracts my attention. Looks great. It’s not something I would expect from BWS or any other bottle shop.”*

## ActionMap

*Newspapers are recognised as an effective medium for delivering a Call to Action. ActionMap, another proprietary newspaper metric, expands on this strategic role to provide an understanding of the types of action a newspaper ad inspires.*

After seeing both ads, some 12 per cent of respondents said they would buy from BWS, double the score of a typical retail ad (6%).

The vivid product description in the copy excited respondents who viewed the “Dessert is served” ad.

*“It really caught my attention. Salted caramel in a liqueur is so different and sounds so delicious.”*

The ads also got respondents talking, with one in five saying they would tell others about an offer they saw in the campaign.

Some 13 per cent said they would search for more information online after seeing the “Something Special Happening Everyday” ad, more than twice that of the “Dessert is served” execution.

*“It made me check online to see if the store is near my place. I’m due to buy some whiskey so I’ll drop in if there’s one close”*

## Creative Diagnostics

*NewsMediaWorks proprietary newspaper metric, provides a set of creative diagnostics unique to the attributes of newspaper advertising. They’ve been developed to help identify areas for improvement where results across other brand and advertising measures may require further analysis and interrogation.*

In terms of aesthetics both ads performed above the norm, which make it easy for readers to see what was on offer. In particular the “Dessert is served” ad stood out for respondents.

Two in five said the ad is eye-catching, with 40 per cent saying the ad had a great image. One in three said the ad highlighted an important feature to them.

*“BWS have nailed it with displaying one product rather than other alcohol shops that show a heap of products on the one page.”*

The “Something Special Happening Everyday” ad also scored positively across a number of creative diagnostics, though there are some negatives.

One in four said the execution is too similar to category competitors with a further 22 per cent saying the ad is too cluttered.

*“It was a little cluttered, it would have grabbed more attention if there was half as many items with really special prices.”*

*“BWS ads are so frequently in the papers and always have too many products and are generally cluttered.”*

*“It’s just like every other bottle shop ad”*

However, it wasn’t all bad news. The bright orange template was considered eye-catching by 35 per cent of respondents.

## Brand Perceptions

The campaign significantly improved respondent attitudes to the BWS brand, with both executions influencing opinions in different ways.

One in two (48%) said the “Dessert is served ad” improved their familiarity with BWS while one two in five said it differentiated it among competitors.

Some 43 per cent said the “Something Special Happening Everyday” was on brand.

## Summaries

*“Dessert is served”*

Colourful imagery helps the ad to stand out, but the mouth-watering description of Baileys salted caramel liqueur really excited respondents. They appreciated how different the ad was from the category norm, positively differentiating BWS from competitors.

*“Something Special Happening Everyday”*

The ad successfully achieved its primary goal, driving shoppers in-store. Bright orange colours help the ad stand out on the page, and the price bubbles pique interest. Although some were turned off by the number of products featured, which gave the execution a cluttered feel, the ad still generated above-average responses in terms of intention to visit the store, search online, and buy the products.

Research conducted online by Ipsos Media CT. Fieldwork conducted December 2015. Sample aged 18+, based in Sydney, separate samples tested for each ad: n = 112 for Dessert is served ad, n = 112 for 100 Days of Summer. Significance tests conducted at 90% confidence level. Full details of methodology, Role Map and Action Map available on [www.newsmediaworks.com.au](http://www.newsmediaworks.com.au)