

**Client:** Top 4 Supermarket

**Campaign Objectives:**

- Drive consumers into store to take advantage of Boxing Day sale offers
- Highlight the range of products and discounts available in the sale

**Target Audience:** All readers

**Campaign Dates:** Sunday 26<sup>th</sup> December 2010

**Research Dates:** Mon 27<sup>th</sup> – Fri 31<sup>st</sup> December 2010

**Additional Comment:** Advert ran on Boxing Day when there was still some disruption from the heavy snow that fell in December

**Execution:**

- Four **colour adverts** ran in the front half of The Mail on Sunday.
- One full page, one 25x4 and one double page spread placed throughout the front half of the paper.
- The supermarket branding and strapline were visible in each of the adverts. Additional money off signalling and discounts were on the adverts.



## Campaign Results...

The advertising was very successful in increasing consideration of buying household and electrical products at the retailer and driving actual purchase of offer products.

### Awareness:

- Spontaneous advertising awareness was **26%** whilst prompted awareness was **60% (2.9m readers)**. This is a really impressive recall figure almost certainly helped by the clear and impactful creative highlighting sale offers.
- There was good awareness of all of the executions when prompted
  - Page – **58%**
  - 25x4 – **34%**
  - DPS – **67%**

### Call to action:

- **52%** of readers who saw the advert said they would consider buying the electrical, furniture or home ware products showcased in the advert from this Top 4 Supermarket.
- **6%** said they were **planning to buy** the particular products advertised on their next shop – that's the equivalent of **173,000 readers planning to buy** as a result of the adverts in The Mail on Sunday.

### Brand attributes:

- **Price, value for money** and **quality brands** were the main reasons The Mail on Sunday readers gave for considering buying products shown in the advert.

### Impact:

- **72%** state that some of the **offers/products caught their eye**
- **66%** said that the **advert contained good offers**
- **58%** state it made them **think more** about this supermarket
- **56%** stated **they are more aware** of the range of products available
- **36%** are **interested in finding out more** information about the products advertised

