

# CASE STUDY

PROVING NEWSPAPERS WORK AROUND THE WORLD: PACKAGED GOODS CONNECTING WITH COMMUNITIES

## The Challenge

Flora is a soft margarine in the U.K. that is an alternative to butter and hard margarine.

Unilever's Flora pro-activ is a line of products containing plant sterols which are clinically proven to lower cholesterol, a key risk factor in developing heart disease.

Customers can buy Flora pro-activ at all major supermarkets. The challenge is to encourage them to do so.

## The Objective

To connect with consumers across the country and encourage them to try the Flora pro-activ line.

## The Creative

The print ad created by Unilever shows the four products available in the Flora pro-activ line.

It also clearly states the benefit : lower cholesterol (which is a risk factor in developing heart disease).

And finally it tells informs consumers how much of these products is required: three portions daily.

While the ad provides valuable information, alone it lacks in warmth and a connection to real people and the community.

## The Plan

The ad would run as part of an advertorial in newspapers. Papers can effectively reach across the country but the added benefit is the addition of an editorial piece which would be localized. Community members would be featured in the advertorial: their struggles with high cholesterol and pro-activ's ability to help would be detailed.



We were impressed by the way the advertorial allowed us to directly engage with our audience within their own community environment, Localizing the editorial and photography clearly made our message even more relevant and powerful to our audience.

- Caroline Banquet, Flora pro-activ, Brand Manager

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## The Results

Qualitative research was undertaken and it confirmed the benefits of communicating via local newspaper advertorial in conjunction with brand advertisement. The feedback garnered included:

- “The picture of the woman makes it feel more relatable.”
- “The fact it’s done as an article is clever. I read it. You read it and identify with the subject.”
- “It makes us feel like it’s (addressed) to us because it’s in our local paper.”
- “I trust my local paper as it’s been around for such a long time so you would trust Flora.”

The community approach was a core component of communications strategy for Flora pro-activ this year. The feedback from the groups has endorsed this localized strategy.

- Kathryn Watson, Business Director, Mindshare

The local newspaper advertorial strategy was seen in research as being both smart and relevant. The trust of the newspaper also became a halo for the brand.

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)

