

CASE STUDY

PROVING NEWSPAPERS WORK AROUND THE WORLD: IN CONJUNCTION WITH TV

The Challenge

Jalna competes with around 20 other brands in the yogurt category. While most brands compete on taste and creaminess, Jalna is positioned around health and well-being.

While Jalna has a long history in Australia and many people are aware of the brand, Jalna doesn't have a differentiated position within the minds of consumers. Jalna's uniqueness comes from its production process, which sets the yogurt in the pot. As a consequence Jalna, unlike other yogurts, uses only pure ingredients, resulting in a superior taste and texture. In specific terms, this means that Jalna doesn't add anything like stabilizers, gums or thickeners. All of this would be complex information to communicate simply.

The Objective

The campaign task would be further complicated by consumers' perceived trade-off between healthiness and taste. To avoid substitution with brands positioned around taste, Jalna's campaign needed to meet a dual challenge:

1. Provide a rational message around the product benefits that differentiate Jalna.
2. Provide an emotionally reassuring message about taste to combat the perceived trade-off and increase attraction to the brand.

The Plan

Jalna also needed to differentiate itself from the 80% of investment by the category which goes to television. Therefore television and newspaper advertising were used in concert for this campaign with a different goal for each.

TV ads were 60% of media plan. It would use the Brand Power TV format which has an infomercial feel and would be effective to communicate the rational product claims. This would allow consumers to feel good about the healthiness of the product.

Newspaper ads were 40% of the plan and were scheduled to match the mood of consumer with message of the ads. The target audience, women, would often be caught juggling the needs of a healthy, balanced life with the desire for freedom and fun towards the end of the week and into the weekend - this was appropriate time for the ads.

The Creative

The TV ad would use the "Brand Power" format to demonstrate Jalna's production process to communicate why the technique produces healthy as well as creamy yogurt.

For newspaper, the brand needed to emotionally engage consumers in a compelling way so it centred around the insight of the 'debts and credits' lifestyle that women often wrestle with. Jalna could help offset an 'attack of the guilts' by virtue of its pureness and natural goodness. Yet its great tasting creaminess also meant there were no (taste) compromises... unlike the rest of their lives.



Thanks to Newspapers Works for this case study.
For more information on it, go to www.thenewspaperworks.com.au



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The Results

- Newspapers helped improve brand equity, on measures of quality, familiarity and uniqueness, by up to 24% when added to TV
- The addition of newspapers helped deliver a more positive emotional reaction to TV by 65%
- Commitment and intent to trial increases by an average of 56% when newspapers were added to TV
- Actual sales grew by 8%, reversing a negative growth trend!

This case study is a great example of how newspapers can help build a brand as well as drive sales hard.

- Costa Tsaconas, Jalna Dairy Foods national sales manager

The campaign was unique in reversing the roles newspapers and TV are most often used for, so that in the Jalna campaign newspapers played the role of building attraction to the brand while TV delivered the rational information.

For further industry information, go to www.newspaperscanada.ca

