

CASE STUDY

PROVING NEWSPAPERS WORK: PRINT AND ONLINE

The Challenge

To increase awareness, trial and likelihood of future use of Gay Lea Spreadables Butter.

The Objective

Gay Lea Spreadables Butter wanted to reinforce its benefit – butter (not margarine) that smoothly spreads even after having been stored in the refrigerator.

The Plan

In the spring, Gay Lea kicked off a campaign for Spreadables in magazines and online. The Canadian Newspaper Association broached the brand about a test over the summer period to demonstrate that newspapers and their online sites could help build the brand. Gay Lea agreed to run in both media for a six week period. A mix of newspapers across the country were chosen with a plan which included two newspaper ads each week combined with impressions on the paper's online site.

The campaign kicked off with colour, 2/3 page size ads featuring a coupon. Frequency was maintained through smaller sized ads (banner and digest size) run in both colour and black and white. The campaign closed with the ad with coupon running again to encourage purchase.

The Creative

The creative was designed to stand out while delivering its message in a lighthearted manner. The ads boldly states, "Stop Toast Brutality". It is combined with a visual of a piece of toast being senselessly butchered by butter. This overtop delivery simply conveys the brand's message but with disarming style. The coupon provides a high value (\$1 off an item that usually sells for just over \$3) incentive to purchase.

The Results

An outside research house, Totum Research Inc., was hired to track the impact of the newspaper and online campaign. Pre and post advertising testing was conducted across the country. Exposure to the newspaper and online campaign increased all the key metrics! And this is of particular note as the campaign had already run in other media before the newspaper and online started. So the newspaper/online baseline (i.e. pre-test scores) were likely higher making these results even more impressive.

Awareness of Spreadable Butter	+16%
Trial of Spreadable Butter	+9%
Likelihood of future usage	+20%
Gay Lea branding	+14% (+23% online*)

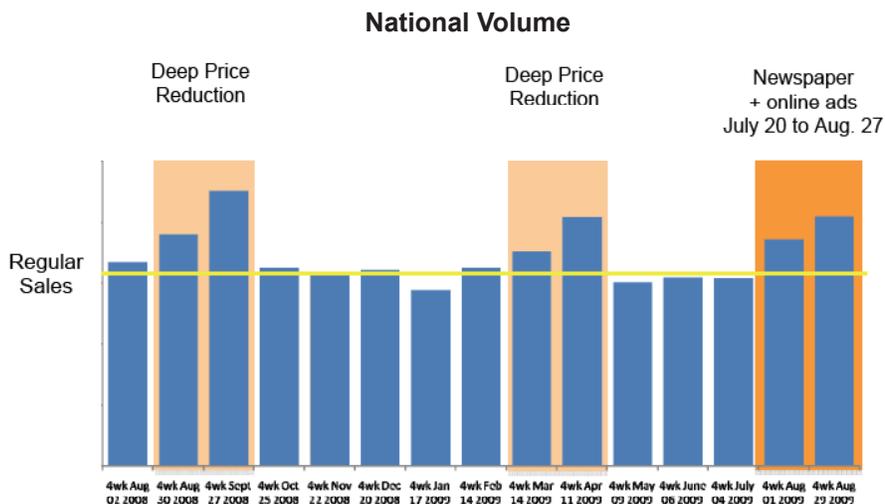
*Online the branding in the ad was stronger and the results proved even better.

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The Results (continued)

Compared to regular sales volume, Gay Lea Spreadables Butter experienced a boost in sales during the period of newspaper and online advertising - akin to previous deep price discount sales lifts.



Gay Lea shared their results across the country which demonstrated that all regions enjoyed success during the newspaper and online advertising period.

Sales Growth vs. year ago

	4 weeks to August 1	4 weeks to August 29
NATIONAL	11%	8%
MARITIMES	28%	-59%*
ONTARIO	13%	20%
WEST	1%	19%

*Anomaly due to large promotion in the region

Gay Lea is very pleased with the volume growth that occurred during the newspaper and online advertising period. The butter market has changed considerably with dramatic decreases in private label everyday pricing making this a very challenging market. We were particularly impressed with the results in the West, where Spreadables garnered its highest sales volume ever during this period!

- Liz Maynard, Product Manager, Gay Lea Foods

Summary

Advertising in newspapers and their sites has proven successful for a packaged goods product.

Totum Research finds that two-thirds of those noting the newspaper ads were women. Almost 60% of those noting online were women. This demonstrates that this media can effectively deliver a female target.

**Newspapers and their sites effectively
and smoothly helped spread Gay Lea's message!**

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

