

CASE STUDY

PROVING NEWSPAPERS WORK: FOR DRIVING SALES

The Challenge

Niagara Falls-based Open Wine wanted to get the attention of millennials (18-30 year olds). This group is a key target for liquor/beer/wine messages and they get bombarded with them.

The Objective

The advertising agency, Bensimon Byrne was challenged to drive 'on-premise' consumption (i.e. at bars and restaurants) of Open wine while also communicating the positioning of the brand.

The Creative

The wine is called Open. Its position is carefree (i.e. be open to anything) which would of course resonate with young adults. As such, the print ads included a phone number to a hotline that gives callers one of 20 random activities that they can partake in that night. Suggestions included go bowling, watch a foreign movie, have a board game night, explore a new neighborhood and more.

The Plan

Newspapers and entertainment magazines were chosen to reach the target which is always on the hunt for what is going on and what they can do. The addition of a phone number with suggestions for activities added an unexpected twist.

Joseph Bonnici, creative director at the agency, noted that “the seemingly low-tech platform was chosen to get the reach of mass media with the interactivity of social media, to break through to the brand’s core target of millennials.”

The Results

“I think this is the best way to reach this target because it’s unexpected. Our target age group has been marketed to in every way, and they have a lot of spending power, and a lot of social influence in terms of culture and what’s happening. We wanted to use these print ads to show a different face for a wine brand.”

- Joseph Bonnici, Creative Director, Bensimon Byrne

The campaign for Open wine ran in newspapers and magazines for an eight week period. As a result, **print media helped the brand achieve a 70% growth rate during the period.**

This campaign effectively engaged its target – and as a result, they bought – the best possible response!

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

