

# Heinz & Australia's Got Talent



Seven Media Group last year announced the creation of SMG Red, its cross-media advertising sales unit. Already the group has proved its worth with an increasing number of successful campaigns under its belt. Among these is Heinz.

## Background

Condensed soup has long been a staple product in Australian kitchens. Recognised for providing quick meal solutions, condensed soup usage had become relatively uninspired and, with newer ready-to-serve soups being the latest innovation, Heinz Condensed Soup was under threat. Experiencing declining sales, it was at risk of becoming irrelevant.

As the critical retail months for soup approached – that is, the lead up to and across winter – the market leader in the condensed soup segment, Heinz needed to protect its shelf position and ensure endurance of the condensed soup category. It needed to re-invigorate interest in the product offering and its versatility – Heinz Condensed Soup isn't just a soup, it's a meal ingredient as well.

## Challenges & Objectives

There had been no “new news” in condensed soup for seven years. Heinz needed to make its condensed soup relevant by re-positioning it as a “modern meal ingredient”. The aim was to re-engage consumers and excite them – as well as Heinz's sales and trade partners – about the broader product usage.

With the single-minded proposition of “new ways to use an old favourite”, Heinz and its media agency MPG approached the Seven Media Group seeking a way to bring this concept to life and generate instant sales.

## The Solution

A high impact campaign, delivered with the right tone and style and in the right environment was critical to achieving Heinz's ambitious sales targets.

As the number one Light Entertainment family program, Australia's Got Talent provided the perfect partnership, not only on free-to-air TV, but across the broader Seven Media Group which includes Pacific Magazines and Yahoo!7.

Assets were further leveraged to provide high profile point-of-sale materials aligned with Australia's Got Talent, as well as a brand TVC produced by Seven for Heinz that used talent from the show.

# CASE STUDY: HEINZ

## The Solution (continued)

Working with Heinz's creative agency DDB, the brand position was communicated via creative that adopted the successful "Quick Change Artist" act from the show to demonstrate just how simply and easily you can "teach an old soup new tricks".

The Seven Media Group created a two-phase major campaign across three months, with each phase delivering consistent messaging across all media and directly driving sales. Phase one demonstrated and repositioned Heinz Condensed Soup with a modern and fun flair, incorporating a major "money-can't-buy" purchase incentive linked to Australia's Got Talent to ensure maximum cut-through from campaign commencement.

Phase two encouraged consumers to experiment with Heinz Condensed Soup as a "modern meal ingredient" and to share meal ideas with others.

## Results

Heinz's partnership with the Seven Media Group delivered results that far exceeded expectations, growing Heinz Condensed Soup's share by 4.6% versus the same period in the previous year. It also ensured that by the conclusion of the soup season, Heinz had retained its market leadership position in the condensed soup segment.

HJ Heinz senior product manager, Micaela Pinkerton is delighted with the campaign outcome. "The business objectives of this campaign were achieved. The professionalism of the Seven Media Group allowed the execution of the campaign to run smoothly."

As testament to the impact of this campaign, sales of Heinz Condensed Soup grew by more than 17% in stores where Australia's Got Talent branded point-of-sale was used. This was more than double the overall growth for the campaign period.

Seven's network director of sales Kurt Burnette says the Seven Media Group is committed to delivering marketing solutions that deliver results for its clients.

"The Seven Media Group has made this commitment to its clients and agencies through SMG Red to deliver effective solutions, with innovative ideas and fully integrated multi-platform campaigns. "We are thrilled that this campaign for Heinz delivered such outstanding results."