

'What makes John West the best?'



In early 2006, Simplot and agency Grey embarked on the development of a new television campaign that has been highly successful in driving sales and significant market share, along with reinvigorating the John West brand.

Objectives & Challenges

Within a retail grocery category, it's rare for the premium brand to also be the market leader. However John West has held this dual position in salmon, relatively unchallenged, since at least 1992 when records began.

In early 2006 though, it became clear that for the first time in the brand's history, John West's market position was being seriously challenged. The strengthening performance of price-fighter brands was advancing commoditisation of the market and eroding John West's market share, particularly in Red Salmon.

The development of a strong communications campaign was required to defend John West's market leadership.

Target Audience

Older singles and couples are the key consumers of canned salmon. The primary target is female grocery buyers aged 45+.

Insights

Qualitative research with agency The Lab, highlighted four main perceptual drivers of quality: purity, origin, price and appetising imagery.

In addition, a number of communication directives were formulated - namely:

- Keep the John West air of confidence
- Maintain the mythology and romantic imagery of past John West communication
- The best is still the best – work with it, but say something new.

CASE STUDY: John West

The Campaign

A television execution was developed that built on the long history of award-winning, highly creative John West advertising.

Executive Creative Director at Grey, Ant Shannon says the 30 second TVC adds further layers to the brand's mythology. "The ad reminds consumers that John West not only selects the best fish, but that '*John West is prepared to endure the worst to bring you the best.*'"

"The imagery taps directly into the perceptual drivers of salmon quality identified in the research, particularly those of purity and origin," says Shannon. "And the advertisement's reference to the richest tasting red salmon stems from our understanding that taste is the primary driver of purchase."

The TVC aired over a six week period from Feb 25 through to April 6 and was supported with website, viral and point of sale. The media buy targeted singles and couples and included media buys on both free-to-air as well as pay television.

Results

As a result of the campaign John West has regained significant value share in red salmon. Towards the end of the campaign, John West recorded its highest share result in over two years.

Millward Brown ad tracking results have been outstanding, with the ad scoring well above Millward Brown's norms on most tracking measures.

The ad achieved 92 per cent brand identification versus the norm of 56 per cent. This puts the 'Fly Fishing Tackle' TVC in the top 1 per cent of all ads tracked online by Millward Brown in terms of branding.

Lisa Rizzardo, Senior Brand Manager John West, at Simplot says the ad "successfully communicated and reinforced the link between John West and highest quality salmon with 9 in 10 taking out the message that John West is dedicated to sourcing the best salmon."

The Role of Free TV

TV enabled us to maximise the sales impact by rapidly building awareness prior to our peak selling period.

"It was the most effective medium to feature the powerful imagery synonymous with previous John West communications - fisherman, Alaska, wilderness and bears - and do so in a fun and entertaining way," Rizzardo says. "In this respect it provides the halo effect for the brand as well as promoting John West Salmon."

Who

Client: Simplot Australia
Agency: Grey