

NAB and Network Ten



The hugely successful Jamie's Kitchen Australia on Ten followed the trials and tribulations of 15 young people who wanted to make improvements to their troubled lives. It was a goal that was in keeping with NAB's brand promise to help young people fulfil their aspirations. And so a valuable partnership was born.

Background

The Fifteen Foundation was established to help disadvantaged young people prepare for a great career in the restaurant industry. The brainchild of celebrity chef, Jamie Oliver, a restaurant called 'Fifteen' is set up with fifteen troubled youths and a head chef (in Australia's case, Tobie Puttock). The whole enterprise is filmed for television and traverses the highs and lows of all participants. Last year, Fifteen came to Australia for the first time through the TV property, Jamie's Kitchen Australia, and National Australia Bank was keen to be a part of it.

Challenges & Insights

At first glance a bank did not seem an obvious match for something that was a variant on a cooking show, but as the idea was explored further, the synergies with both banking and finance, became increasingly apparent.

Jamie's Kitchen Australia is as much a show about setting up a business and achieving personal goals as it is about food or anything else. And funding a new business or achieving personal goals will inevitably involve money and financial management at some stage.

This insight became the starting point for the strategy of integrating NAB within the program.

Objectives

The association with Jamie's Kitchen had quite different objectives to NAB's other marketing efforts. This was not a campaign about driving sales but about giving something back to the community.

The Fifteen restaurant and foundation were about changing lives and equipping young people to achieve their goals. NAB's brand promise is very similar to this and so it was a neat fit for the organisations to work together. The audience for NAB's message was extremely broad as it was also about engaging NAB employees with something they could feel proud to be a part of.

CASE STUDY: NAB

Solution and Execution

It became obvious very early in the discussions that NAB's interest in Fifteen was for the long haul. Their commitment to the success of the project in Australia was deep and went far beyond broadcast involvement.

As a result, NAB signed up for a comprehensive sponsorship package which meant they became involved with the TV show, the restaurant and the foundation.

NAB developed a business banking relationship with the Foundation and the restaurant and provided personal banking and advice to the trainees. In many cases it was the first time the trainees had had a regular income, and so NAB developed an important financial mentoring program for the trainees. This involved a personal banker who mentored each of the trainees around their financial needs.

NAB's major sponsorship involvement included the use of the Fifteen logo in its creative executions, as well as having access to the trainees and talent in NAB's advertising.

In addition to the show, Ten also packaged up a supporting sponsorship of Jamie's Live Tour which gave NAB additional opportunities to entertain staff and clients as well as significant brand exposure at the events.

General manager of marketing for NAB, Kieron Letts says: "We were delighted to have had this opportunity to work with Ten and the production team at Crackerjack to extend the entertainment of the program. And importantly, we were able to go beyond this and truly back the trainees, Tobie, the restaurant and the foundation".

Further to the sponsorships, NAB worked with Ten and Crackerjack to develop a television campaign that aired during the show.

Results

Over the series, Jamie's Kitchen Australia attracted a five cap city average audience of 1.2 million viewers per episode; in many weeks, winning its timeslot. There was enormous support from within the organisation. This staff support was particularly important because staff members are vital contact points for customers and have an enormous influence on brand consideration.

In fact, NAB's sponsorship of Fifteen was so satisfying that the bank's involvement with the foundation and the trainees has continued beyond the broadcast of Series 1. "We always saw the natural fit of the foundation's purpose to inspire young people to achieve their dreams and NAB's brand promise to fulfil their aspirations," Letts says.