



John West knows how to catch people's attention.

John West was enjoying an enviable run. As the premium salmon brand and the market leader since 1992, they were in a dominant position.

The brand had a long history of highly entertaining, award-winning television advertising built on the premise that 'John West is prepared to endure the worst to bring you the best.'

However, cheaper competitors started arriving on the market and John West's market share began to erode.

New communication was needed and as before, TV was the most effective medium to convey the imagery synonymous with the brand – Alaskan wilderness, fishermen and bears. The new TVC 'Fly Fishing Tackle' was every bit as entertaining

as its predecessors and the results have been outstanding. John West's Senior Brand Manager, Lisa Rizzardo said, "TV enabled us to maximise the sales impact by rapidly building awareness prior to our peak selling period, and provided a halo effect for the entire range of John West products."

The ad achieved 92% brand identification (the norm is 56%) which puts the TVC in the top 1% of all ads tracked by Millward Brown in terms of branding. Sales also leapt, and towards the end of the campaign John West recorded its highest market share result in over two years.

For more information on how television can revitalise brands and drive sales visit thinktv.com.au

To build brands and drive sales

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