

MasterChef integration: a real recipe for success for Campbell's Real Stock.



Background

Campbell's Real Stock is just what the name promises - quality stock, cooked with 100% natural ingredients. However, despite its superior quality, consumers saw very little difference between Campbell's Real Stock and the various other stocks available in the market - and there was little brand loyalty or understanding that a 'superior' stock existed.

Challenges and Objectives

Campbell's biggest challenge was to change market perceptions and to make consumers aware that Campbell's Real Stock was different to the powdered stocks available.

The core business objective was to convert users of dry stock to Campbell's Real Stock. Campbell's sales target was extremely ambitious - targeting a 30 per cent increase in brand sales.

In order to reach these objectives, Campbell's needed to do four things. Firstly, it needed to drive top-of-mind awareness. Secondly, it was essential to clearly differentiate Campbell's Real Stock from its competitors. Thirdly, they needed to prompt trial and repeat usage; and finally, they needed to provide consumers with inspiring ideas on how they could incorporate Campbell's Real Stock into their home cooking repertoires.

Target Audience

Campbell's Real Stock's core demographic was grocery buyers 25-54.

CASE STUDY: CAMPBELL'S REAL STOCK

Core Strategic Insight

Campbell's uncovered the insight that consumers were more willing to be creative and confident in the kitchen if they were assured of a good result. They therefore needed to provide consumers with more reasons and opportunity to cook with confidence, by showcasing the quality of Campbell's Real Stock in environments where people looked for inspiration.

The MasterChef franchise provided that inspiration: viewers really connected with the program, identified with the contestants, and formed a strong sense of trust with the judges.

The Solution

Media agency MEC and Network Ten developed a comprehensive sponsorship integration package for Coles as a foundation partner of MasterChef Australia.

MasterChef provided a unique environment for Campbell's to achieve its objectives. The series provided mass reach and an exclusive forum for Campbell's to communicate with its core demographic, six nights a week. The cross-platform nature of the campaign ensured engagement and ongoing dialogue with consumers.

Campbell's brand integration into MasterChef provided unique opportunities for product demonstration and for results to be showcased in an inspiring way. And Campbell's Real Stock was stocked in the MasterChef pantry and became the exclusive stock used during the entire series.

Sponsorship elements included TVCs, billboards, logos on promotional activity, as well as an online and an on-air support schedule across Network Ten.

Online activity included interactive displays and pre-rolls, a dedicated recipe section including video recipes cooked by MasterChef judge George Calombaris, and downloadable newsletters and recipes.

Network Ten also created branded 10-second play-outs for Campbell's, which were produced when stock-based recipes were used in the program. These play-outs were placed in the program leading into a commercial break, creating a strong link between the program editorial and the Campbell's brand.

The Role of Free TV

The need for Campbell's to provide inspiration and confidence in using its product was perfectly met by the unique appeal of the MasterChef program.

The comprehensive television sponsorship campaign enabled Campbell's to tick all the boxes, via product demonstration, true brand integration and high consumer engagement, combined with high frequency and mass reach.

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The Results

The TV and online elements of the campaigns worked seamlessly together to create outstanding results for Campbell's.

- Usage of Campbell's Real Stock increased among its core demographic of grocery buyers 25-54 as well as across other key demographic groups.
- Brand equity also increased: the attribute of being 'closest to homemade' almost doubled, from 45 per cent pre-campaign, to a massive 81 per cent post-campaign.
- The online element of the campaign delivered 15 million impressions, and consumers downloaded 103,000 recipe PDFs from the MasterChef website.
- And the partnership exceeded its sales objective - delivering a massive 33 per cent YOY increase.

The multi-faceted, highly integrated sponsorship campaign reaped real results for Campbell's Real Stock and provided a compelling case for the combined power of TV and online.

Who

Client: Campbell's
Network: Network Ten

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