

Online Insight

Understanding the value of marketing online

Issue 3



Sweet success

Using the Internet to increase awareness
and purchase intent of FMCG



Integrated online sponsorship reinforces buyer awareness

MediaCom approached Wanadoo to create a long-term partnership with Maltesers, as part of their cross media campaign. They wanted to reach Internet users in an environment relevant to the Maltesers brand and its core product values and associations.

The key to success was integrating the brand in the right online environments, reflecting the offline advertising activity and relevant product messages.

Campaign Objectives

- 1 To increase consideration and frequency of purchase
- 2 Reinforce awareness of the Maltesers tagline "The lighter way to enjoy chocolate"
- 3 Build a consumer association between Maltesers and TV viewing

The Media Choice

Advertising online and with Wanadoo offered several advantages for Maltesers:

- Online provides the opportunity of long-term embedded sponsorship positions, combined with fresh daily editorial content, competitions and newsletters
- Fast creative turnaround times and flexibility
- Wanadoo demonstrated a strong ability to provide an integrated sponsorship solution, encompassing a broad range of activity from page mastheads to targeted newsletters
- With 99% of Wanadoo UK users living within the UK, there was no wastage through overseas users¹

Source:¹TGL.net Wave 8

The Campaign Strategy

The campaign on Wanadoo ran for ten months, from March to December 2004. It utilised integrated sponsorship positions such as mastheads, editorial content in key targeted areas, a sponsored promo box on icircle.com's Celebrity channel, competitions and newsletters. These positions were all focussed around the areas of Wanadoo's TV channel and associated content.

The creation of a strong association between the Maltesers brand and Wanadoo TV content underpinned the campaign. Wanadoo was chosen as a partner owing to the rich quality of TV related content and ongoing creative consultancy that make the association a successful reality.

In order to measure the impact of the sponsorship against the campaign objectives, Wanadoo commissioned TNSi to conduct an independent brand effectiveness study. The study tracked the campaign's success over the course of the activity through four distinct waves of research. With concurrent offline ad activity for Maltesers running alongside the online sponsorship, the research incorporated offline tracking of non-Internet users to establish what online was contributing above and beyond the offline activity. TNSi's weekly omnibus survey (Omnimas) was used for this purpose, with selected questions from the online survey being asked on the omnibus. Respondents were representative of UK non-Internet users, enabling them to be isolated as non-exposed to any online activity. For consistency, timings were the same as for the online surveys.

With longer-term activity of this nature we were able to conduct consultative, mid-campaign assessments. As with similar projects this proved particularly useful for all parties. Debriefs after each research wave were held between Wanadoo, Maltesers and MediaCom, allowing learnings to be discussed and ideas for the remainder of the campaign going forward to be developed.



The sponsorship appeared on every page of the Television portal channel



icircle.com's Celebrity channel had a Maltesers-sponsored promo box

"The results from the Maltesers sponsorship of Wanadoo's TV channel proves that online sponsorship can play a key role in driving both top of mind awareness and product consideration. Online is playing an increasingly important role within the media mix for Maltesers"

Rhys Williams,
Associate Director, MediaCom

The Results

To date, online as an advertising medium has been under utilised by the FMCG sector. The results however, clearly demonstrate that the partnership between Wanadoo and Maltesers was a great success.

The key results, as detailed below, clearly show how the activity on Wanadoo helped Maltesers to achieve all of their campaign objectives:

Online

1 Product purchase

Recent purchases up 50%* and consideration to purchase up 20%* (last 4 weeks)

2 Tagline awareness

10%* uplift in awareness of the "Lighter way to enjoy chocolate" tagline

3 Association between Maltesers and TV viewing

62%* awareness was achieved, and all of those respondents agreed there was an appropriate fit between Maltesers and their sponsorship of Wanadoo's TV content

Online vs. Offline

The research has also helped demonstrate that online can add an extra dimension. Through benchmarking against those non-Internet users not exposed to online activity, it was demonstrated Internet users have:

1 Higher brand awareness

Prompted brand awareness is 6%* higher amongst Internet users

2 Higher advertising awareness

Internet users are 78%* more likely to recall Maltesers advertising

3 Higher recency of purchase

52%* more likely to have made a recent purchase of Maltesers

4 Greater intent to purchase

14%* higher for Internet users

By tracking Internet users vs. non-Internet users we now have valuable additional insight into the success that online can add to a campaign. Not only did Maltesers achieve all of their objectives, online added a significant element to the campaign.

* Significant at 99% confidence interval



The 'Big Brother' mini site on the Wanadoo portal was also sponsored by Maltesers for the duration of the television show.

Advertising with Wanadoo

With Wanadoo you get much more than just an advertising campaign. Wanadoo offers a range of support and services that can help you make the most of advertising online:

Brand effectiveness tracking

By partnering with leading research agencies, Wanadoo offers the ability to run bespoke brand tracking for your campaign, so you can see the true benefits of online advertising.

Research support

With access to the leading research sources we can help from advising you on media and marketing trends to help with your pitches and presentations.

Inside Track

Finding it hard to keep up with online trends? We can give you the 'Inside Track' with our presentation uncovering and analysing the key industry trends.

PR

Wanadoo has dedicated resource to help you PR the success of your campaign and raise your company's profile.

Wanadoo Mediapack

Visit www.wanadoo.co.uk/mediapack for a great source of market related information. If the information you need isn't there, just give us a call.

Industry research

Wanadoo continues to commission a range of industry leading research projects including the Fishbowl and Reconnect studies. With exclusive access, Wanadoo can offer a unique insight into advertising online.

More Information

To find out more about how advertising with Wanadoo can help you, call the team on 020 7553 4949, or visit www.wanadoo.co.uk/mediapack