

Case Study: UM for Fullers

To ensure the campaign worked as hard as possible in activation terms, TouchPoints was used to identify key drinking moments for the target audience and when they were exposed to OOH media, both during the week and at weekends.



Using TouchPoints to identify Londoners' key drinking moments

Context

London Pride sits at the heart of the Fuller's portfolio. First brewed back in the fifties, once the recipe was perfected, Fuller's were a bit stuck for a name. There was no internet back then, so they just sort of asked around, in person. It took a while, but finally one suggestion stuck London Pride - a little flower that got its name during the Blitz for its obstinate spirit, popping up everywhere across London, like a beacon of hope.

Business issue

The challenge facing London Pride is to ensure the brand remains relevant in an increasingly dynamic category driven by a new wave of craft breweries. The UM team aimed to tackle this by ensuring that London Pride remained top of mind in the most relevant moments.

Agency idea

UM's ambition was to make the advertising work harder, by delivering their campaign message at the most relevant time, thereby connecting with the audience during key drinking moments.

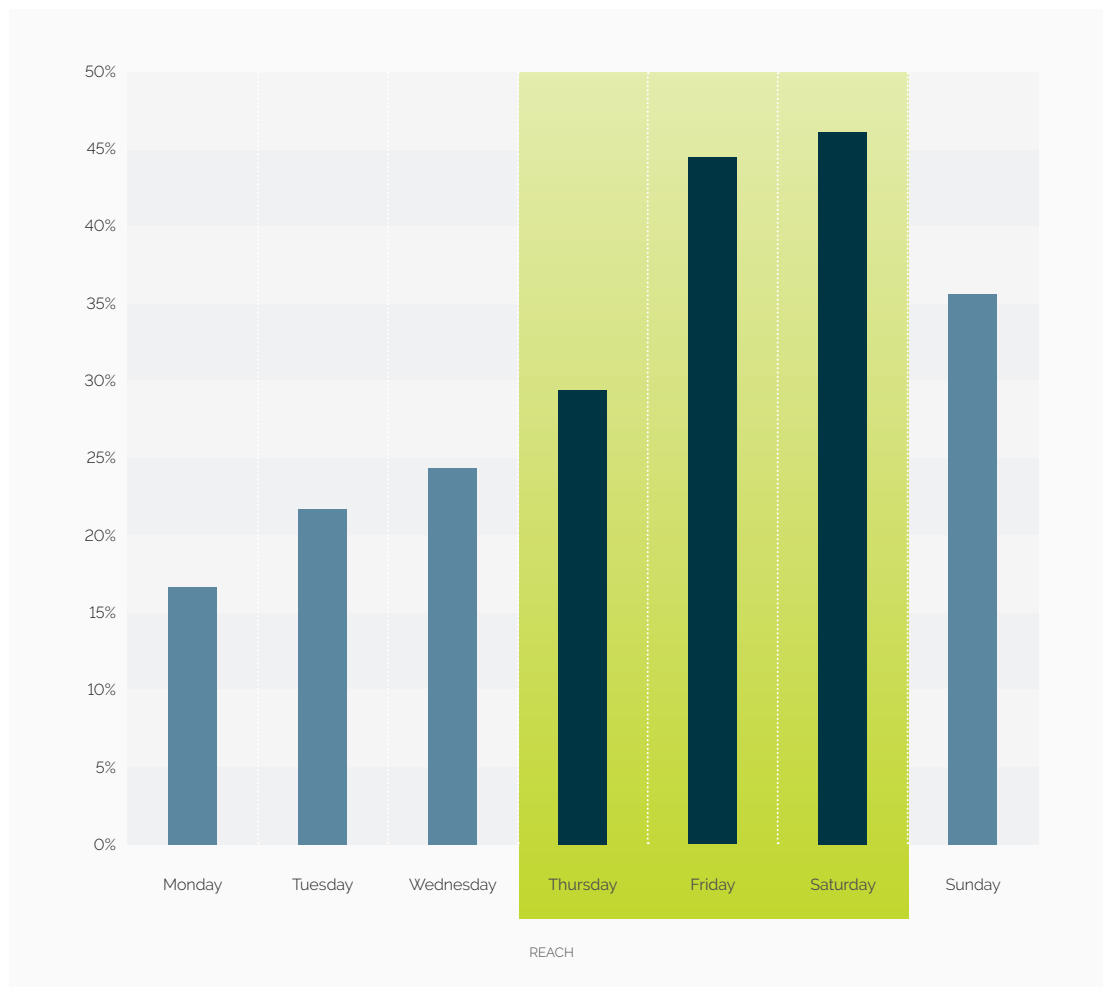
In previous campaigns, proximity OOH had been used to drive people to the pub using traditional paper-and-paste 6s, meaning that at best the message was being wasted during non-pub opening times. In reality the majority of

Londoners were not thinking of having that well-earned pint until after work or at the weekend. Therefore, in 2016 UM looked to move away from the wastage of the typical proximity campaign and instead looked to target a relevant mind-set. They turned to TouchPoints to identify these key drinking moments.

How TouchPoints contributed

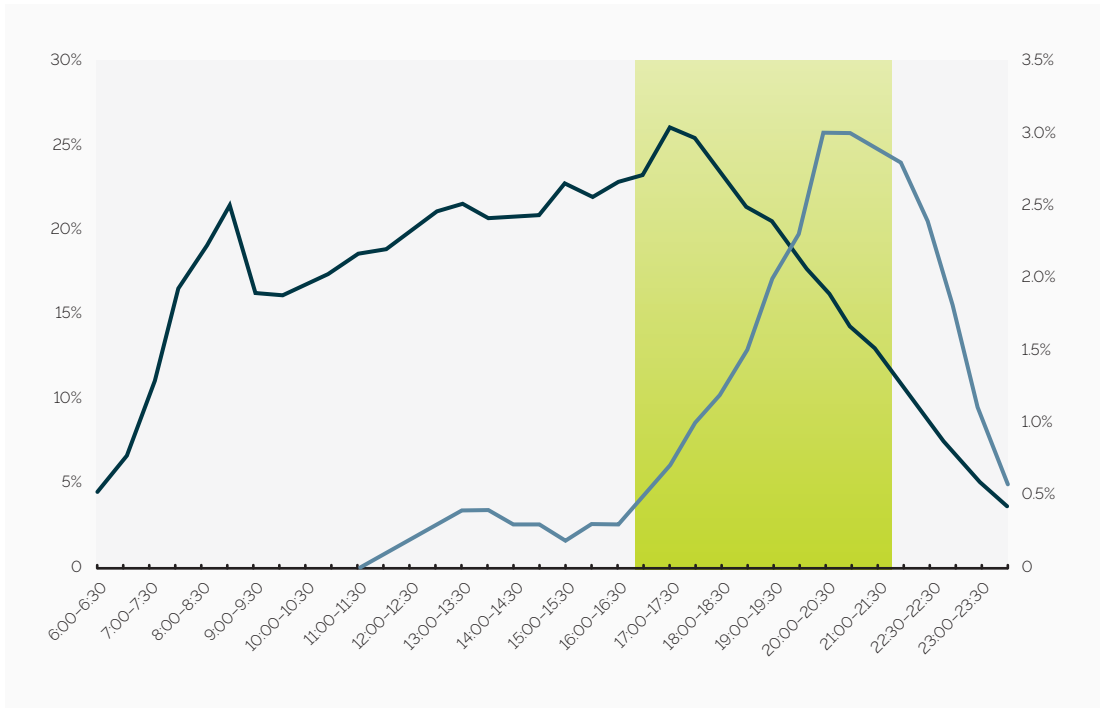
TouchPoints was used to analyse when the target audience (New Traditional Experience) were drinking with their friends. The UM team then overlaid this data with when the audience were exposed to OOH media both during the week and at weekends. The data identified key drinking moments in which consumers were in the correct mind-set. Further analysis demonstrated that Thursday, Friday and Saturday were the key drinking days of the week - key times to activate the DOOH campaign to maximise its effect.

Figure 1: Key drinking days of the week



Source: IPA TouchPoints 6

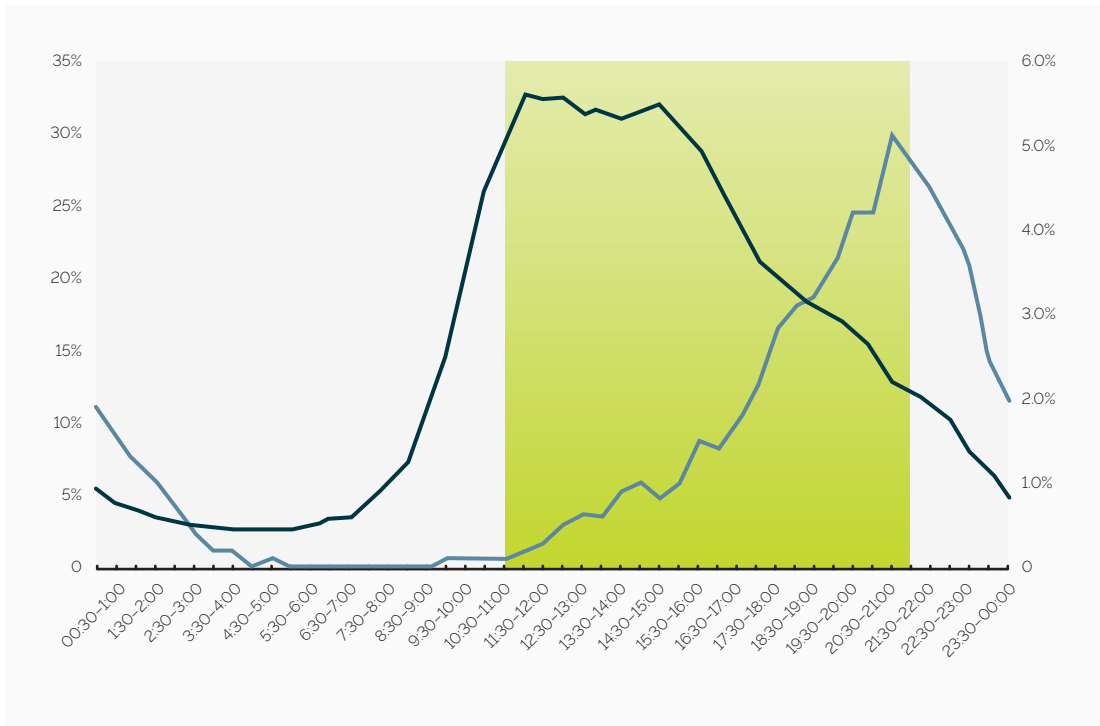
Figure 2: Drinking alcohol with friends and consuming OOH media on weekdays



Source: IPA TouchPoints 6

Key: — Drinking with Friends — Out of Home

Figure 3: Drinking alcohol with friends and consuming OOH media on weekends



Source: IPA TouchPoints 6

Key: — Drinking with Friends — Out of Home

Outcomes

UM ran a DOOH campaign, which enabled them to target their drinkers when they were in the frame of mind for a pint. It also ensured their message was always contextually relevant and working as hard as possible with minimum wastage.

As a result, the campaign achieved spikes in all brand equity measures including spontaneous awareness, consideration, first choice and recommended.

