



Lot 4 Advertising

Background  
and expertise

# Lot 4: Advertising

## Our areas of specialism

Please describe your core competencies in terms of mediums you work in and the range of scale of campaigns you are involved with.

Ideas works across a number of advertising media including print (magazines and press), tactical TV and video, outdoor, radio and online. Our campaigns range from a minimum of £50,000 to a maximum of £1,000,000.

Give an example of how you have developed an advertising campaign from brief through to delivery. Why did you take the route you did? How successful was it? How did you measure success?

### THE TEA COUNCIL

The brief was to find a way of slowing the decline in consumption, on a small budget.

It was clear from cohort analysis that younger groups were not picking up the tea drinking habits of the generation before, and that, if action was not taken soon, the results would be serious. So we identified the 25-34 age group as key (when the habit really starts; when they are beginning to think about health, about cutting down on tea and coffee). Crucially they are also gatekeepers to other users.

We identified two main barriers: firstly, the increase in the proportion of women working was limiting the occasions to drink tea at home; secondly, people were turning to healthier drinks as they thought they ought to 'cut down on tea and coffee'. As only 10% of tea is consumed out of home, we decided to focus on health.

Both frequency and penetration were in decline. But we determined limited funds were more likely to drive frequency than convince a non-drinker.

The campaign focused on the natural health benefits of antioxidants by drawing analogies with other healthy foods. It was bright and different and young and challenging. And it had a call to action to drink four cups of tea a day – 'Tea 4 Health'. Creative development research provided a high level of confidence in the creative approach.

We focused on London and the South East, with a one month outdoor campaign on London Underground, Network South East and Metro newspaper. The LU campaign provided high levels of OTS through a combination of tubecards, 4-sheets and crosstrack 16-sheets.

Quantitative pre- and post-testing was one of the most conclusive the researchers had witnessed, with:

- High levels of spontaneous awareness of campaign
- High levels of detailed recall of campaign messages
- Main campaign message communicated – tea is a healthy drink / part of a healthy diet
- Improvements in attitudes on a number of dimensions
  - Tea is a healthy drink
  - Tea is a natural source of antioxidants
  - Antioxidants are good for me
  - Tea is hydrating
  - Tea is a natural drink
- Positive shift in believing they should drink 4 cups a day



Give an example of a business and a consumer focused campaign you have worked on. How did the approaches differ?

**WOOD FOR GOOD**

Wood for Good was conceived from the outset as both a consumer (homeowner) and business (specifier and contractor) campaign. This twin approach was described as ‘Living with Wood’ and ‘Building with Wood’.

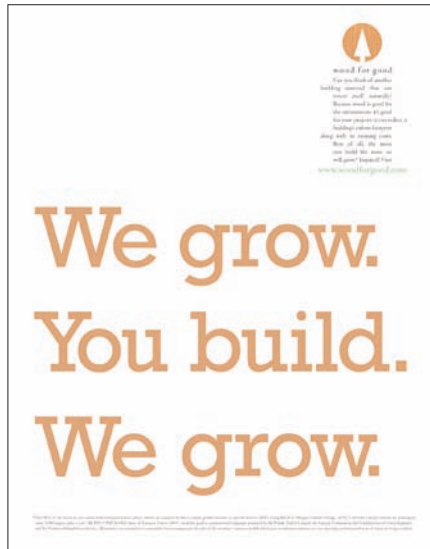
Commonsense and the need for synergy determined a consistent brand identity and key messaging across the two elements of the campaign, as our business audience was also part of our consumer audience and both were exposed to common media. But the specific messaging and some of the media routes were very different.

All communications had to support the Wood for Good key messaging: wood is good for purpose, wood is good to look at and (most importantly) wood is good for the environment.

The campaign launched with a TV commercial and national press campaign aimed at both audiences. This was supported by a consumer and an architects’ magazine campaign, with a similar look, similar very visual approach, but each featuring topics relevant to the audience.

This twin track approach was seen most clearly in the website, where a single unified homepage invited visitors into either the Building with Wood or Living with Wood sections, each populated with information relevant to its target audience.

The campaign was supported by publications, inspirational and DIY for consumers, more technical for architects and contractor, exhibitions and seminars for professionals.



## Advertising team

Jeremy Jackson Sytner – Creative Director

Margit Easter Mulder – Head of Art

Ila de Mello Kamath – Head of Planning

Chris Norman – Client Services Director

Matt Childs – Account Director

Luci Joseph – Account Manager

Emily Partridge – Account Manager

Nicole Hewinson – Account Executive