



# Retail Special Offer Case Study

## 7-day advertising campaign

JN: 102315  
April 2015



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# What We Did

- / Research to investigate the effectiveness and impact of an advertising campaign on thejournal.ie promoting a new special offer from Lidl
- / The offer was launched with a week-long campaign on TheJournal.ie running from 1<sup>st</sup> to 8<sup>th</sup> of March
- / We set up test and control samples designed to mirror each others demographics in order to see the net impact of the campaign
- / Post campaign we conducted the survey of 600 smart phone users on the following samples:



**Test sample:  
300 weekly users of  
thejournal.ie**



**Control Sample  
300 non-weekly users of  
thejournal.ie**



**Use the TheJournal.ie  
once a week or more**

**Use the TheJournal.ie  
less often than once a  
week or do not use at all**



## Campaign Objectives



Promote the French Wine Offer, make customers aware of offering  
Highlight excellent quality and price  
Encourage in-store purchase  
Promote Lidl as a go-to destination for wine

Reinforce 'Choose to live a little' message  
Place brand among relevant content, interesting to the Irish audience  
Help to create brand personality  
Promote Lidl as the supermarket with great quality goods at affordable prices which leaves customers with money left over to spend on social/family time  
Associate the Lidl brand with positivity and fun

## Research Objectives



Build a case for retailers around reach, offer awareness, purchase intent, engagement

# Campaign Media Plan

Retail special offer package

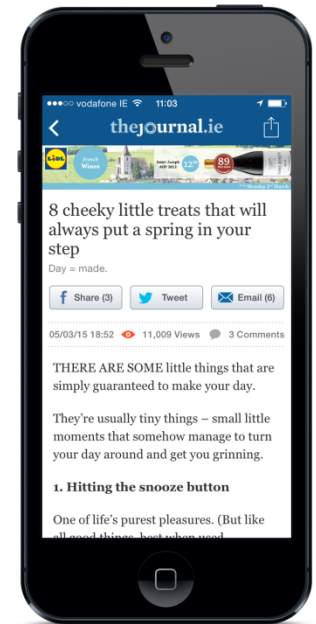
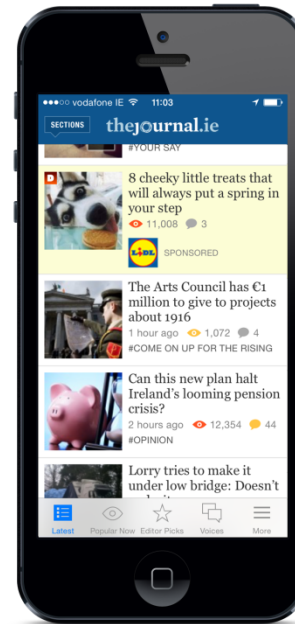
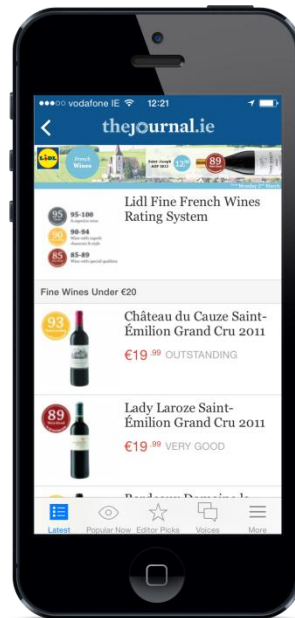
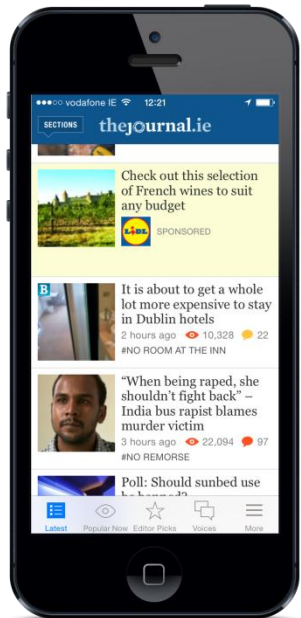
Duration: 1<sup>st</sup> – 8<sup>th</sup> of March

Agency spend: €29.5k

Product information formats: Digital Insert, Display Banner

Content based formats: Social Ad, Sponsorship of articles, Quiz

*Product Information example*





**Campaign is  
Cutting  
Through**

# Post Campaign - Lidl Reach is significantly higher among theJournal.ie users...

Base: all smartphone users aged 18+ (601)

*Q. Have you seen, heard or read anything about any of the following supermarkets/grocery stores recently?*



34%

Non-weekly users  
of thejournal.ie

43%

Weekly users  
of thejournal.ie

52%

Daily users  
of thejournal.ie

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# A Cost-effective, Efficient Way Of Reaching Your Audience

**50%**

of weekly  
thejournal.ie readers  
recall seeing any ad.

**19%**

of smartphone users  
aged 18+ (non-weekly  
users of thejournal.ie)  
recall seeing any ad.

*Total seen any ad (among 18+ smartphone users): 27%*

Total Agency Spend:

**€29K**

**= 330,000**  
people\*



*\*RED C estimate, based on smartphone penetration and thejournal.ie readership.*

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# Campaign Driving Image and Consideration





# Advertising Driving Positive Attitudes Towards Range Extension

Base: all smartphone users aged 18+ (601)

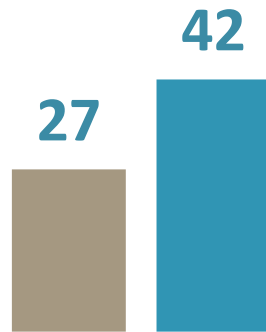
Non-weekly readers of thejournal.ie



Weekly readers of thejournal.ie

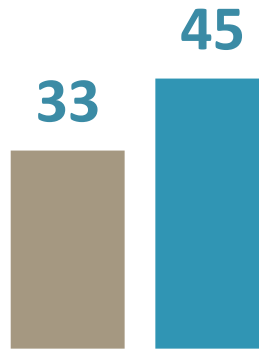
*Reactions to Lidl having recently introduced a new selection of fine French wines...*

**Agree**  
%



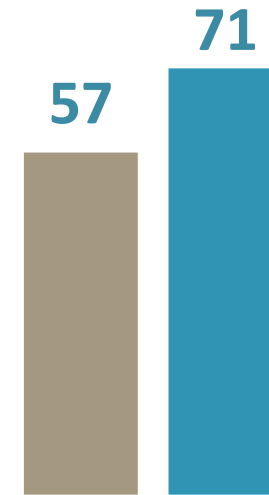
Lidl has a diverse selection of fine French wine

**+15**



Lidl has a good range of French wines

**+12**



I would like to try these wines

**+14**

**It is evident that the campaign drives awareness, credibility and purchase intent for the new wine category.**

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# Driving Attitudes Beyond Wine

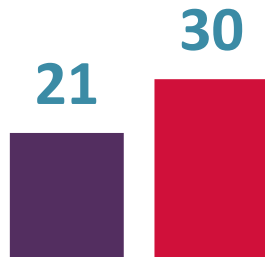
Base: all smartphone users aged 18+ (601)

Non-weekly readers  
of thejournal.ie



Weekly readers of  
thejournal.ie

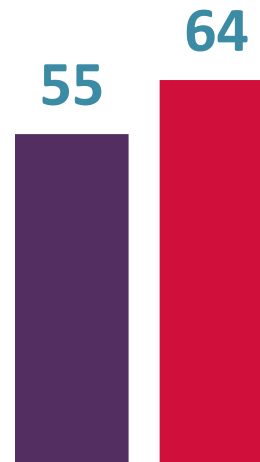
Note: Question asked *before* ads shown



Lidl has one of the best  
supermarket selections of  
wines in Ireland

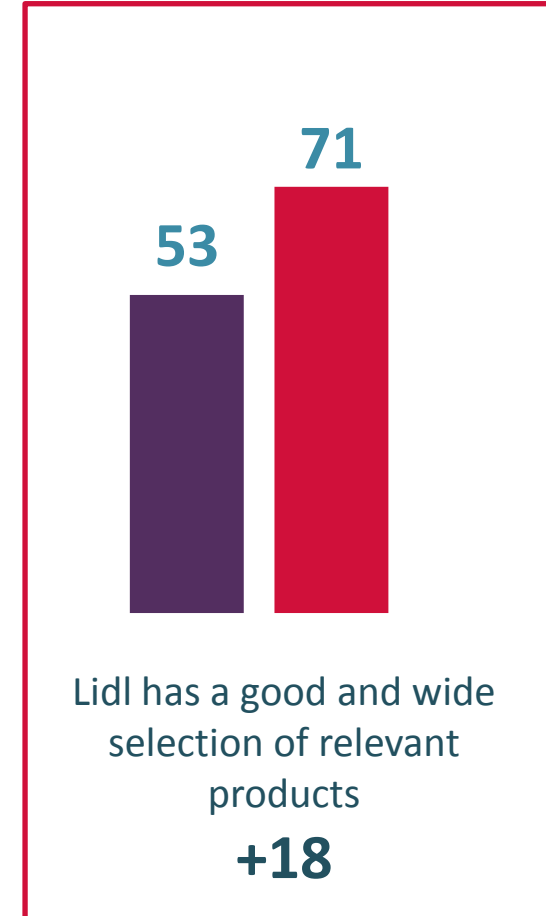
**+9**

Agree  
%



Lidl provides  
quality wines at  
reasonable prices

**+9**



Lidl has a good and wide  
selection of relevant  
products

**+18**

But we also see campaign having an impact on Lidl's product  
range perceptions.

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# Driving Purchase...

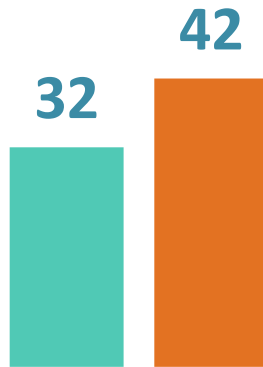
Non-weekly readers  
of thejournal.ie



Weekly readers of  
thejournal.ie

Base: all smartphone users aged 18+ (601)

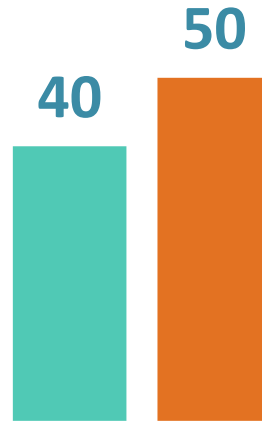
**Agree**  
%



This will make  
me more likely  
to shop in Lidl

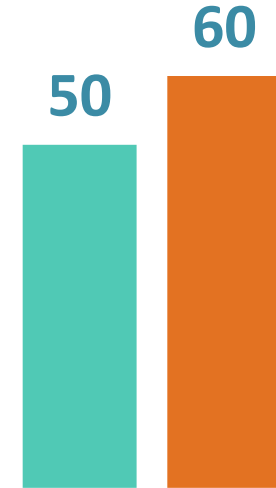
**+10**

*Reactions to Lidl having recently introduced a new  
selection of fine French wines...*



This makes me more  
positively disposed  
to Lidl

**+10**



This gives me an  
impression of Lidl having  
products of high quality

**+10**

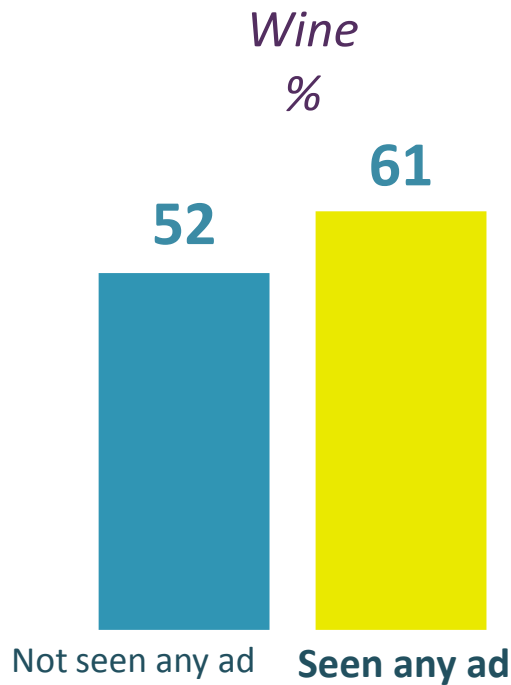


**It is furthermore evident that the campaign drives purchase  
intention for Lidl overall and Lidl's quality ratings.**

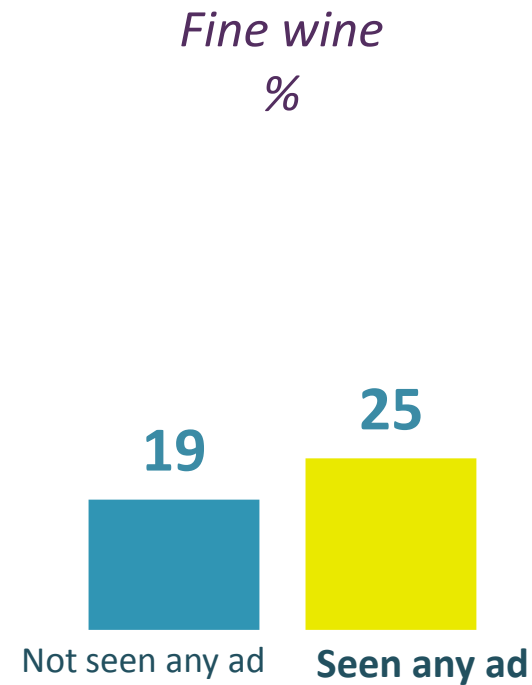
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# Would consider Lidl for buying ...

Base: all smartphone users aged 18+ (601)

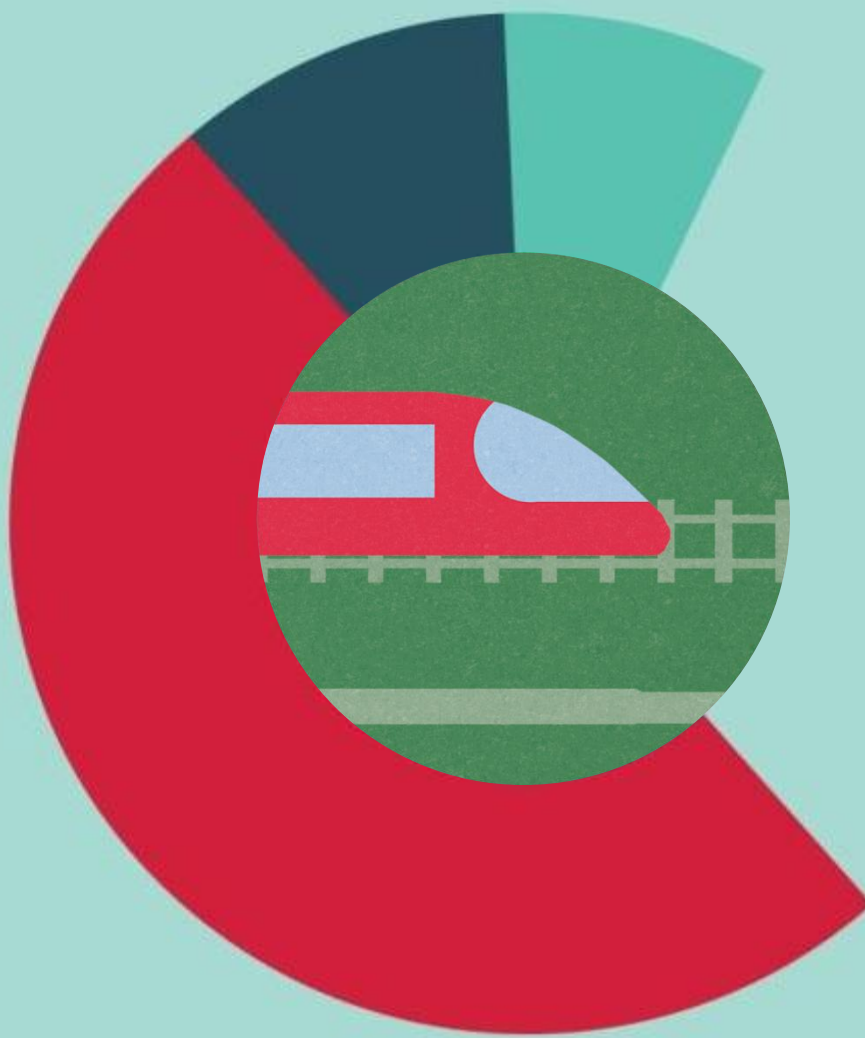


**+9%**



**+6%**

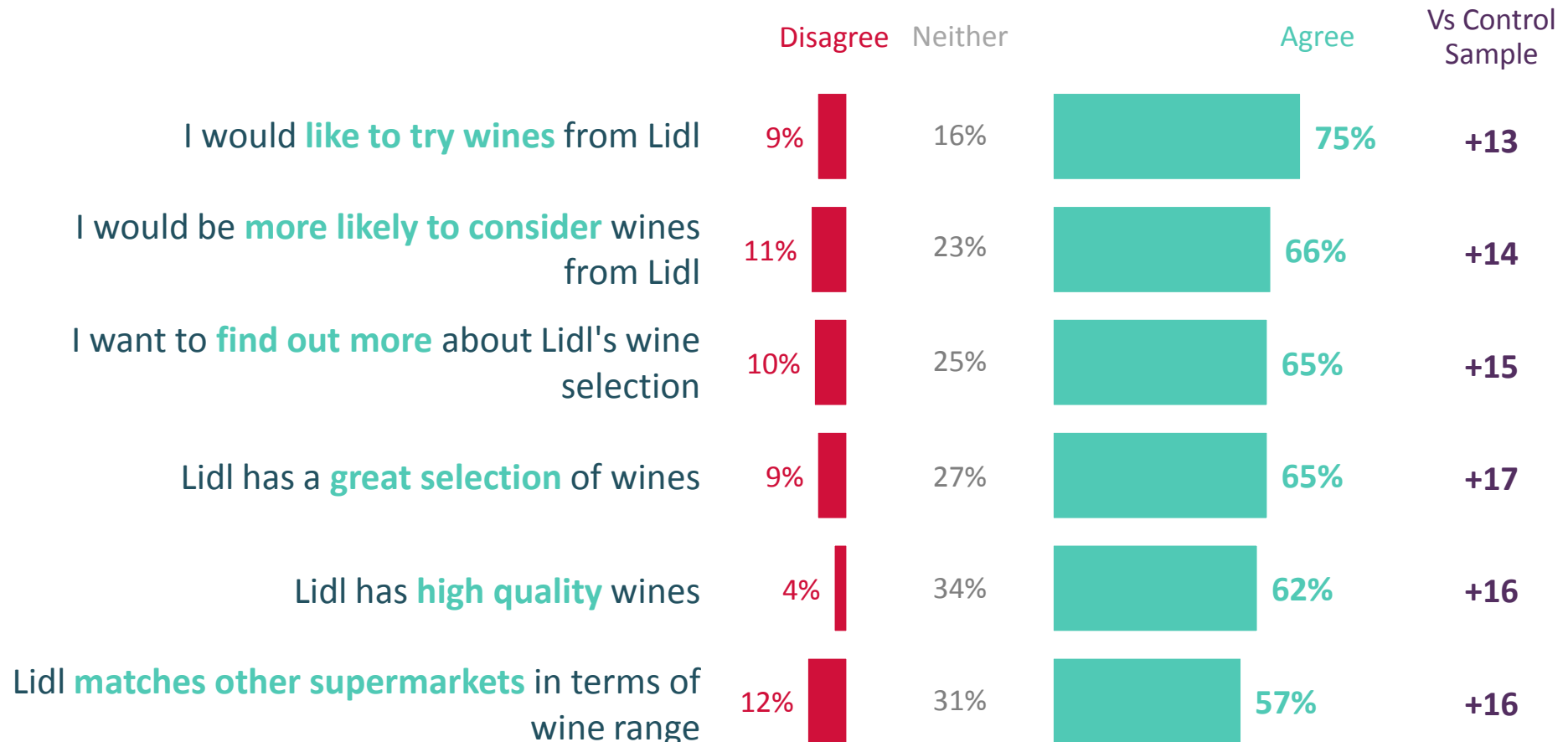




# Impact of Campaign Beyond Wine Range

# Impact of Advertising on Lidl and Wine

Base: all seen any ad - 160



Q. Here are some statements that others like you have said after seeing these ads/articles. Please indicate how much you agree or disagree with each of these statements.

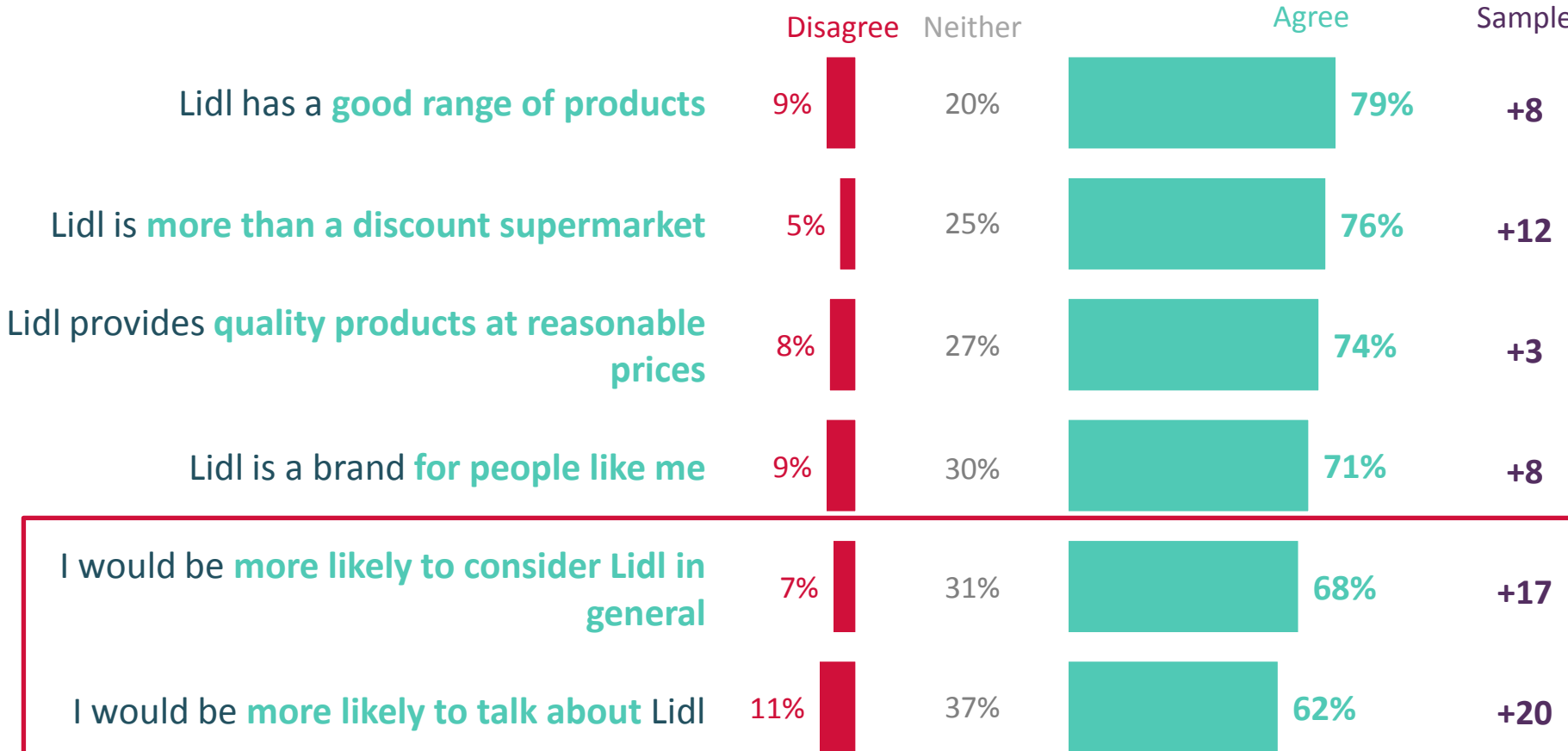
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# Impact of Advertising on Lidl Brand

Base: all seen any ad - 160



Vs Control Sample

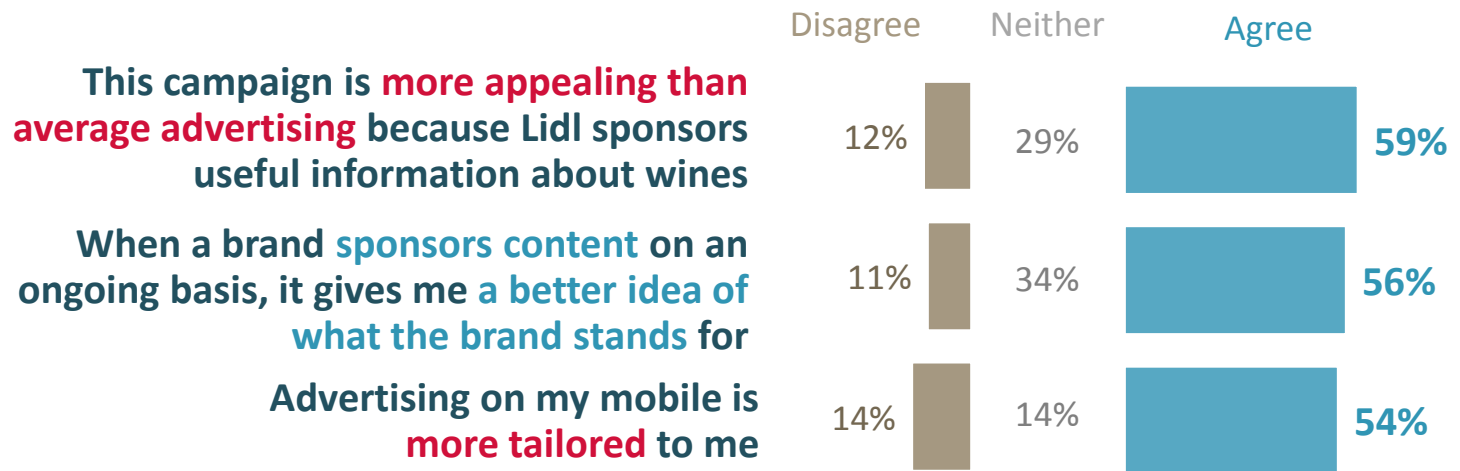


Q. Here are some statements that others like you have said after seeing these ads/articles. Please indicate how much you agree or disagree with each of these statements.

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# Reaction to sponsored articles and mobile advertising

Base: all seen any ad - 160



Q. Here are some statements that others like you have said about this kind of advertising in general. Please indicate how much you agree or disagree with each of these statements.

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# Key Learnings

# Key Learnings

1. The Lidl wine campaign's combination of native and display advertising has been a success and delivered against the campaign objectives.
2. For relatively low spend, the campaign has high cut through overall and in particular among regular users of theJournal.ie.
3. The campaign successfully promoted the new French wine range of Lidl and encouraged trial/purchase.
4. But the campaign extends beyond the wine category while also impacting overall brand consideration and Lidl perceptions in terms of product range, quality and brand affinity.
5. Finally, high engagement levels with the campaign is evident with many expressing likelihood to discuss the campaign and the new wine range with friends/family



**THANK  
YOU**

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