

CASE STUDY // SNAPSHOT

CASE STUDY # 14

THE CATEGORY // FMCG / DISHWASHING TABLETS

THE PRODUCT // FINISH QUANTUM

THE CLIENT // RECKITT BENCKISER

THE STATS

READERSHIP // 11.1 MILLION READERS

REACH // 7.6 MILLION GROCERY BUYERS

CORE TARGET // GROCERY BUYERS

CHANNELS // MAGAZINES, NEWSPAPERS, ONLINE, TV, MOBILE APPS, IN-STORE

THE DELIVERY

MAGAZINE

donna hay magazine

delicious. ^{ABC}

good taste ^{Woolworths}

super foodideas

MasterChef MAGAZINE

sunday



Front cover



Second page cleaned by finish

APP

donna hay magazine

super foodideas

TV



WEB

taste ^{COM AU}



THE CHALLENGE

Finish Quantum needed to demonstrate its superior product performance to provide a reason for consumers to trade up to the premium dishwashing tablet.

THE SOLUTION

NewsLifeMedia, News Australia Sales and Ten Connect collaborated on an integrated 5-month campaign around the idea that Finish Quantum is “the perfect finish to any meal.”

THE RESULTS

The campaign beat the aggressive volume target by 5% and sales figures went up double digits year on year.

THE TESTIMONIAL



The best example I have seen of true integration, and a campaign we will be using as a case study of ‘how to get it right’ and how to stay true to strategy. – Melinda Walters Business Director, Zenith Optimedia



A LITTLE BIT MORE...

THE CHALLENGE

The dishwashing category has always been a crowded house, with new entrants like P&G's Fairy emerging recently. Finish Quantum delivers the brand's best ever cleaning performance, but how do you convince sceptical consumers to "trade up" to the more premium product, especially given the world of options already on shelf? Reckitt Benckiser wanted a campaign that spoke to people on a more emotional level than ever before... which provided the perfect grounds for the campaign.

THE SOLUTION

NewsLifeMedia conducted research with consumers, asking them if the amount of clean up at the end of a meal impacted what meals they chose to cook. The answer was yes. By flipping the meal process on its head, we were able to create the promise that this product is "The perfect Finish to any meal... Leaving nothing behind but shine."

Six magazines were at the heart of the campaign, aided by a strong presence across Taste.com.au assets (eDMs, video, printable coupons, apps) and TV (via Ten Connect). The campaign achieved a number of media firsts, including Front Cover Integration that really showed off the creative capabilities of print magazines: The front cover image was repeated on the next page, minus the food. All that was left were sparking clean dishes from the cover which had been cleaned by Finish Quantum, and our spokesperson Justine Schofield (Masterchef Season 1) encouraging people to "cook more, clean less."

THE RESULTS

The campaign beat the aggressive volume target by 5% and sales figures went up double digits year on year. The campaign was also recognised as "Best Integrated Campaign 2012" at the News Ltd sales awards.

"I had forgotten just how well integrated the campaign was, with all elements staying so true to their brand and the campaign"

"The breadth and depth of assets link so well, and it is the best example of different elements pushing and pulling to each other." Reckitt Benckiser client

THE TESTIMONIAL

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– Reckitt Benckiser clients

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