

An IPC Media Creative Case Study

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Creative Solutions Inspire Mums to Spice up Midweek Meals with Quorn



Background

Already a well-known brand with over 90% awareness, Quorn wanted to focus on building an emotional attachment with consumers via their 2009 campaign.

The brief was to target busy health-conscious mums...

- Positioning Quorn as a protein in its own right (not just meat substitute)
 - Establishing and promoting positive food values for Quorn (e.g. low fat)
 - Creating brand personality that resonates with the target audience
- ... "spicing up the middle of the week in a way the whole family will enjoy"

The Solution

The creation of relevant content and sponsorships around specific food and recipe-related features in IPC Connect and Southbank magazines. Alongside display advertising, regular presence throughout 2009 allowed Quorn to create a relationship with the readers within valued and trusted editorial entities, positioning Quorn as the ideal family meal time choice.



6 display ads ran across 10 IPC titles



In Connect...

Editorial created pages as ad funded content:

Woman's 'Try something new' page provided great food ideas with Quorn products/recipes - & was so popular with readers that editorial kept it!



What's on TV's 'Tasty TV' allowed Quorn to be associated with popular food programming & drove readers online for recipes



Quorn recipes were featured on www.whatsontv.co.uk

Tip boxes and strips in What's on TV magazine provided additional 'Tasty TV' & Quorn branding

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In Southbank...



Recipe cards in Woman & Home provided seasonal recipe ideas for readers to keep



4 page spreads in Essentials featured families trying Quorn products/recipes

DPS in both magazines ensured regular presence throughout the campaign



The Results

The campaign **drove brand engagement**, particularly among health-conscious mums who were the most positive about the brand & advertising.

5 key findings from IPC's ad effectiveness research:

- 1. High recall:** 41% of 3,700 women surveyed recalled seeing the Quorn magazine activity - 61% of regular readers of IPC titles with creative solutions activity remembered seeing it!
- 2. Worked well alongside TV ad:** those exposed to both magazine and TV were much more likely to have bought Quorn as a result (35% v 20% solus TV, 19% solus magazine)
- 3. New buyers attracted to the brand:** 15% of buyers said they started buying Quorn within the last year. Those exposed to the new campaign were also much more likely to say they would definitely/probably buy Quorn in the future (44% v 26% of those not exposed)
- 4. The communication take-out was clear:** women associated Quorn with being low in fat (62%), high in protein (57%) and for everybody, not just vegetarians (61%)
- 5. Call to action:** women were inspired to try the recipes featured; 3 in 10 buyers tried the recipes and even more kept the recipe cards/features to try later!