

An IPC Media Awards Case Study

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Lucozade Sport: Running to the 'Edge'



Objectives

Although Lucozade Sport is proven to improve performance, the core audience of consumers (those serious about sport) were sceptical about the credibility of the Lucozade Sport message. The brand had become relatively well known through advertising but with the sports participants it was designed for, they had hit a wall of scepticism. Lucozade Sport needed to find a way to ensure the claim of '33% improved performance' was not only heard by them but also believed and acted upon.

Sportsmen and sportswomen are passionate, involved and curious. They are fascinated by the small things that will make all the difference to their performance: demonstration, support and inspiration are key levers to create strong bonds with them. Therefore the key campaign objective were:

- Open a dialogue with serious sportspeople, so developing a trusting relationship where our messages are believed
- Drive consumers to the Lucozade Sport website and shop with a 0.5% click-through
- Deliver 5% year on year growth



Strategy

As magazines have a unique personal relationship with their readers and are seen as trusted friends who consumers go to for advice and inspiration. Therefore sports magazines allowed Lucozade Sport into the heart of sports community as a knowledgeable peer, ready to give advice and support. This allowed the communication to the sceptical audiences from a position of trust, making the messages more believable. Trust is difficult to achieve in other mediums but magazines were the perfect avenue for this activity.

"Advertorials used in the build up to running events"

Runner's World continues to be a bible for runners in the UK. Serious runners use this as both a friend and a coach, so the right campaign would benefit from this very personal relationship. By developing an 8 month partnership with Runner's World, Lucozade Sport were aligning themselves with the recognised expert in the running arena. Also with a strong online community of the specialist sports publication they were able to drive and monitor traffic to the Lucozade Sport website.

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Execution

The Lucozade Sport communications strategy is all about the small differences that mean everything in sport – which they called 'Edge'. This being the ability to dig deep in the last half mile to knock some time off your personal best or finding the energy to beat your opponent to a last minute winning goal or try. These are the moments that Lucozade Sport can give you the edge and help achieve your sporting goals. The magazine communication was designed to dimensionalise 'Edge' – making the concept a reality by getting much closer to the heart of performance in sports.

This was realised with a campaign including a series of advertorials in the build up to specific running events, a competition to find readers' best running routes, a calendar and was also supported by succession of display advertisements.



"A monthly running calendar enabled readers to record training times, gave helpful training tips and also detailed running events which Lucozade were attending"

Results

Lucozade Sport won both 'Best Sports Drink' and 'Best Product' in the 2007 Runner's World Personal Best Awards, voted for by the readers. This demonstrated the trust Lucozade Sport was able to establish with the readers of Runner's World. The online results were also very strong, delivering 14,279,861 page impressions and 31,509 views of the online advertorial. The MPU on the Runner's World site also achieved a click through rate of just under 1%, and a click through rate to the Lucozade site of 2.5%, which is fantastic given the industry average of 0.05%. But did this all result in a shift in sales?

Sales data has shown that year-on-year sales growth was 26%, a massive 21% above target. This has led Lucozade Sport to continue the partnership in 2008 with the conviction that magazines are the only media that can deliver the credibility requires for such a communication.

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