

MAGNETIC

MCCAIN CONNECT WITH FAMILIES BY UTILISING MAGAZINE MEDIA PORTFOLIO

Campaign delivered 86% increase in positivity towards the brand



AT A GLANCE

OBJECTIVE	Brand education to change perceptions and increase trust
AUDIENCE	Families
PLATFORM	Print, digital, social media
MAGAZINES	Essentials, What's on TV, Pick Me Up, goodtoknow, Now, Woman, Woman's Own
MEDIA AGENCY	PHD Media
PUBLISHER	Time Inc UK

BACKGROUND

McCain are a well known household brand and they wanted to engage with families to promote their heritage and increase awareness of how their products can contribute to a healthy and balanced diet.



MAGNETIC

IDEA

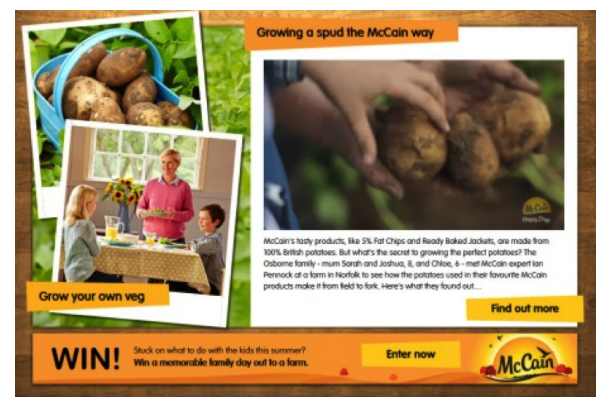
The campaign centered around a family visiting the McCain farm where they were filmed finding out where potatoes come from and taken through the process of turning them into chips by a McCain potato expert. The interactive day was focused on educating the families who were encouraged to ask questions. All this was to provide unique content to be used across the various Time Inc. UK titles.

EXECUTION

The campaign ran across five Time Inc. magazine titles - Pick Me Up!, Woman, Woman's Own, What's on TV, good to know and included both native, display, online and print executions.

Print: Native Display pages within Pick Me Up, Now and Essentials

Digital: Native website pages on Pick Me Up, Woman, What's on TV, Goodtoknow and Woman's Own



RESULTS

The results prove the success of the campaign. A test and control study sampled across readers of the five titles included in the campaign indicated:

Prompted brand awareness increased by 53% and there was an 86% increase in positivity towards the brand.

The belief that McCain products are not processed also rose +81% when exposed.

As well this the campaign generated word of mouth with 45% of those exposed saying they would recommend the brand to someone.