

Elizabeth Shaw- delve into success

Background & Objectives

Elizabeth Shaw has over 130 years of chocolate-making heritage. The brand wanted to launch a new range of chocolate biscuits into the luxury biscuit category and increase rate of sale. The main aim was to drive awareness of the brand and encourage re-appraisal aiming ABC1 females 45+ (Gen X).

Elizabeth Shaw's heritage is in Mint/After Dinner which is progressively losing focus in retailers as 'the occasion' becomes less relevant to younger consumers, although mint is permeating everyday/gifting ranges as a popular flavour e.g. Lindor.

The brand needed to communicate its modern/ classic positioning and become the chocolate & biscuit brand for all; whether this is a self treat, sharing or a gifting occasion. Ultimately filling the gap in categories populated by new and quirky brands by capitalising on its trusted heritage status.



Insight, Idea & Implementation

Broad reach is key to driving awareness of the brand so Broadcast Media was the obvious solution.

Using the ITV Business For All initiative to support new to TV or returning brands, ITV helped Elizabeth Shaw feature on TV for the first time in recent history to reach their target audience.

Elizabeth Shaw wanted to test a regional TV campaign with a view to rolling out across ITV channels if successful. Two regions were selected, Meridian & East Anglia, which represented over 20% of the brands early biscuit sales so were deemed to be the most receptive to what the brand has to offer in this new category.

Specific programming strands/genres were selected as being particularly high-indexing for females 45+. Access to top programming across the campaign period ensured maximum visibility to the target audience, key when trying to raise awareness within a competitive sector.



ITV campaign drives an increase in awareness and a step change in sales performance

Third

There was a significant uplift in prompted ad recall, from 1% to 5%. After being shown the ad, a third of respondents said they had been encouraged to buy ES biscuits.

+5%

There was an increase in consideration of Elizabeth Shaw biscuits of +5% points over the course of the campaign.

+268%

In Tesco the stores in the TV regions have seen an increase in base sales +268% since the TV ad went live. These Tesco stores now account for over 54% of the total sales (v's 21% pre TV) and national base sales in Tesco have increased +74%.

+40%

National sales were up +40% on promotion during the campaign period versus a similar price promotion without TV.

“We have been blown away by the results of this campaign which have reinforced our initial view that TV is absolutely the right medium for a small Brand like Elizabeth Shaw to drive awareness and increase sales amongst our core Gen X consumer base. We hope to be able to use these results to encourage the retailers to support our activity by increasing distribution to ensure that we do not disappoint consumers through lack of availability. We also hope to be able to continue the good work we have started by increasing our presence in new regions over the coming 12 months.” Karen Crawford – Managing Director, Elizabeth Shaw



Source: Brand tracking research / client sales data

