



LONGTERM

PRODUCT NAME
PRODUCT TYPE
CATEGORY
CAMPAIGN TITLE
CAMPAIGN REACH
CLIENT
AGENCY
MEDIA HOUSE

WINIARY „IDEA FOR...“
FIX (RECIPE FOR A DISH + MIX OF SPICES)
LONGTERM
IDEA FOR DINNER EVERY DAY
COUNTRYWIDE
NESTLE POLAND
LEGEND GROUP
MEDIAEDGE: CIA



MARKET CONTEXT

FIX market was established in the mid-Nineties by our main competitor. Over the next years Knorr strongly and continuously invested in communication becoming synonymous for the category. Until 2005 our Client entered the FIX market twice, however he wasn't able to endanger the position of Knorr. In XII 2004 FIX market was strongly consolidated (two main players) and relatively small (64,3 mln PLN MAT ON2004, Nielsen). Penetration was low (26% GFK) similarly to usage frequency. The market was slowly developing, however the market dynamics was decreasing year-on-year – increase of 5,3% in 2003 and 2,7% in 2004 (Sales volume in 1000kg, Nielsen)

INITIAL BRAND POSITION

In the beginning of 2005 Knorr brand was unquestioned category leader both in market shares and in consumer awareness. Previous Client's campaigns based on me-too strategy, despite investments, didn't bear a fruit. Winiary had 18% of market vs. 79% Knorr shares (FM2005 MS volume in items, Nielsen). It became clear that without new strategy we will not be able to endanger competitors' position. We needed to face dual challenge:

1. We had to endanger position of leader, which was identified with category. We knew, that for Knorr this market is strategic and prospective one. We expected all-or-nothing fight. In such a tough situation we needed to be distinguished from the competitor, built Winiary Fix awareness, persuade consumers to trial and gain significant market shares.
2. To achieve that, we needed to attract new users and significantly enlarge the category, which after longstanding market appearance, haven't gained popularity among wide audience. Additionally we needed better explanation of product concept, which despite strong category communication was incomprehensible and the majority of consumers haven't seen clear benefits of category.

CAMPAIGN OBJECTIVES

YEAR 2006:

OBJECTIVE 1: increasing spontaneous brand awareness from 14,4% to 20%
OBJECTIVE 2: increasing market shares in items from 26,13% to 30%
OBJECTIVE 3: increase of annual penetration "Idea for..." from 13,6% in 2005 to 16% in 2006
OBJECTIVE 4: increasing Fix category annual penetration from 30,8% to 33%
OBJECTIVE 5: increasing trial "Idea for..." from 23,4% to 25,9%

YEAR 2007:

OBJECTIVE 1: increasing spontaneous brand awareness from 24,6% to 27,6%
OBJECTIVE 2: increasing market shares in items from 31,95% to 36%
OBJECTIVE 3: increase of annual penetration "Idea for..." from 17,8% to 24%
OBJECTIVE 4: increasing Fix category annual penetration from 34,2% to 40%

YEAR 2008:

OBJECTIVE 1: increasing spontaneous brand awareness from 30,9% to 35%
OBJECTIVE 2: increasing market shares in items from 38,1% to 45,5%
OBJECTIVE 3: increase of annual penetration "Idea for..." from 25,5% to 30%
OBJECTIVE 4: increasing Fix category annual penetration from 41,6% to 43%

TARGET GROUP

Category consumers were young, modern and wealthy inhabitants of big cities. To realize our objectives we needed to popularize the category. The message was targeted to women aged from 25 to 40, with average earnings, who cook every day for their family and are other brand category users. They live in the cities – not necessarily big. They often seek for inspiring ideas for dinner.

STRATEGY: MAIN IDEA AND ITS JUSTIFICATION

We knew, that the FIX concept is incomprehensible for majority of TG. This is the reason why we decided not to position the brand as FIX, but introduce it under new name, which will clearly explained category benefits using language understandable for our consumers. The majority of polish women, despite heavy workload, cook everyday for their families and are looking for new ideas for dinner. That's why they like fast and easy in preparation food as well as appreciate help in kitchen that is offered by WINIARY. Usually they reach for the same tried and true recipes, but on the other hand they are afraid of monotony. Unfortunately they have little time to try new dishes, and experimenting brings the risk of culinary failure. We wanted to show that Winiary can help them to handle daily problem "I don't have an idea for dinner" delivering ready solution together with instruction (recipe + shopping list) and guaranteed success (delicious taste thanks to appropriate spice mix). That's why we created the name "Idea for..." explaining fixes category and claim "Idea for... dinner everyday". Strategy proved to be effective and in 2008 our losing shares competitor have started to copy our communication concept with the campaign "What's for dinner?". Despite 50% higher media expenses in 2008 Knorr was still losing. After 4 years of consistent communication "Winiary Idea for..." became market leader in volume and the category synonym. We have managed to achieve that despite of lower budget and product absence in the most popular discount chain.

CAMPAIGN RESULTS

YEAR 2006

RESULT 1: objective accomplished and significantly overrun. Spontaneous awareness "Idea for..." increased to 24,6%. The increase of 70% on previous period (source: tracking 2005-2009, SMG)
RESULT 2: objective accomplished and significantly overrun. Market share increased to 31,95% (source: RMS 2005-2009, Nielsen)
RESULT 3: objective is accomplished. Winiary Idea for... penetration reached 17,8% (source: HHP 2005-2009, GFK)
RESULT 4: objective accomplished. Category penetration reached 34,2% (source: HHP 2005-2009, SMG)
RESULT 5: objective accomplished and almost twice overrun. Trial reached 44,2% (source: HHP 2005-2009, GFK)

YEAR 2007

RESULT 1: objective accomplished and significantly overrun. Spontaneous awareness "Idea for..." reached 30,9% (source: tracking 2005-2009, SMG)
RESULT 2: objective accomplished and overrun. Market share increased to 38,11% (source: RMS 2005-2009, Nielsen)
RESULT 3: objective is accomplished. Winiary Idea for... penetration reached 17,8% (source: HHP 2005-2009, GFK)
RESULT 4: objective accomplished. Annual category penetration reached 41,6% (source: HHP 2005-2009, SMG)

YEAR 2008

RESULT 1: objective accomplished. Spontaneous awareness "Idea for..." reached 39,3% (source: tracking 2005-2009, SMG)
RESULT 2: objective accomplished and overrun. Market share increased to 47,98% and Winiary Idea for became market leader. In next months consolidated the competitive advantage (source: RMS 2005-2009, Nielsen)
RESULT 3: objective accomplished. Winiary Idea for... penetration reached 32,2% (source: HHP 2005-2009, GFK)
RESULT 4: objective accomplished. Category FIX penetration reached 44,6% (source: HHP 2005-2009, SMG)



LONGTERM

SPONTANEOUS BRAND AWARENESS - „WINIARY IDEA FOR...“



Source: ATP (week 03.2009 - 12-18.01.2009). MB SMG/KRC

FIXES MARKET PENETRATION



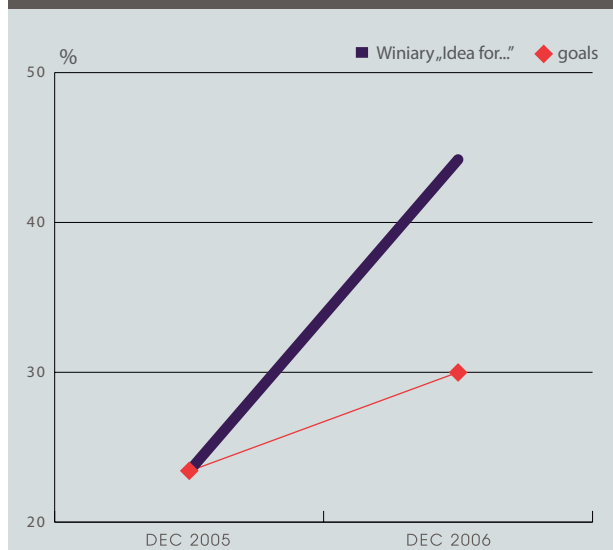
Source: HPP 2005-2009. GFK

„WINIARY IDEA FOR...“ MARKET PENETRATION



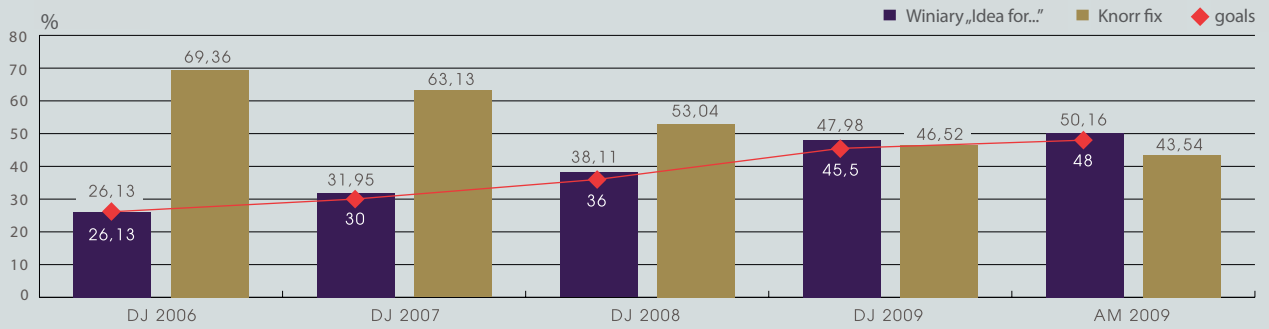
Source: HPP 2005-2009. GFK

TRIAL



Source: tracking 2005-2009, SMG Millward Brown

MARKET SHARE - VOLUME IN ITEMS



Source: RMS 2005-2009, Nielsen