

# *Jam on the Mic*

A fully integrated campaign was required to promote the re-launch of the Jammie Dodgers brand with TV, radio, web, instore POS and live events to generate PR coverage, instore presence and create a fun and interactive activity for the target audience to get involved in which supports the new brand values.

## *Objectives*

- Increase brand awareness of Jammie Dodgers.
- Position the brand as “cheeky, irreverent and fun”, in-line with the new brand values.
- Increase sales.

## *Strategy*

- Develop a ‘platform theme’ that the brand could own to drive its brand values to its target audience.
- Using an all encompassing theme allow the target audience to take part in a unique activity at home and at point of sale.
- Educate and involve the trade channel partners to drive successful execution.
- Work with a specialist media partner to add value and amplify the campaign message.
- Use a money cannot buy opportunity to drive participation.
- Manage an event series throughout the UK and direct consumer response to capture the widest audience achievable

## *The Campaign*

A national singing competition was implemented using supporting media such as instore POS, demonstration packs, sales tutorials, a TV partner, a campaign micro-site and radio coverage.

The campaign was pre-promoted by educating store managers on how and why to implement the campaign at store level via training presentations and store tool kit demonstrator packs. Consumer awareness was driven via an advert aired to drive the target audience in store to enter the competition.

Entry forms and POS were placed at instore hotspots where further information could be gleaned from store staff, and consumers were directed to a campaign micro site to enter through live events or direct response mechanic.

Consumers took part in the competition by performing a song of their choice, either via a video tape recording posted in drop bins at store or through singing at selected nationwide live events. Stores then voted for their winners at 360 locations to find ten finalists for each region, who were eliminated to a final ten at a live final at the Head Office of the trade channel.

The ten finalists won a day at Abbey Road recording studios, a makeover and clothes from the George range for Asda.

In these final stages, the media partner used the filming from the studio day of the top ten national winners as 10 second ad bumpers used during normal programming to ask the public to vote for their favourite via text or email. The winner was given the chance to record their own track on CD and spend the day in London being treated like a star, limousine and all.

## *Target Audience*

- Mums and families
- Kids aged 5-11 years old

## *Results*

The campaign reached 9 million consumers in the store phase.

The media partner increased the coverage to over 12 million during the last phase.

The brand had a 50% increase in sales at all stores for a six month period post the event series.

A number of participants (U11) went on to be selected for a number of West End shows (Billy Elliot).

