



# THE SWEETEST JOB IN THE WORLD

## MACKIE'S: THE SWEETEST JOB IN THE WORLD

**CATEGORY: PR**

**WORD COUNT: 1288**

**ENTERED BY: WIRE**

Mackie's is well-known for two of life's everyday luxuries - crisps and ice-cream, but few people knew they also made delicious chocolate.

With plans to open a new chocolate factory in spring 2016, the company decided to work with an agency for the first time to promote the factory opening, as well as

creating awareness of their chocolate bars in a market crowded by big players.

Wire raised the bar by creating the 'Sweetest Job in the World.'

We smashed our **targets by 120%**, generated an **OTS of 894,438,766**, and crucially, chocolate **sales spiked by 582%** following our campaign.

### OBJECTIVES

Wire were appointed by Mackie's with three clear goals:

- **Promote the launch of the £600,000 chocolate factory.**
- **Raise awareness of the existing line of chocolate bars.**
- **Reinforce the Mackie's brand overall as a family business with quality products and a fun sense of humour.**

The budget was minimal but the results gave the client a delicious deal:

Breakdown as follows:

- £60 – photography
- £600 – recruitment advertisement
- £7,245 – recruitment video
- £7,875 – Wire fees

### STRATEGY

We had a challenge on our hands to **promote a new chocolate factory by a brand not commonly associated with making chocolate** – but nonetheless known for being one of the top ten Scottish grocery brands.

As 90% of Brits love chocolate (Mintel, 2015) our target demographic was wide. The brief was to make a big splash capturing the attention of consumers across Scotland with no particular gender or age bias. In short, they wanted us to **make Mackie's Chocolate famous** – to ensure that Scottish consumers knew that Mackie's was producing another home-grown, every day luxury to add to their shopping baskets.

We could have simply announced that the brand was launching a new chocolate factory with a press release and a photocall. We could have sampled consumers outside Sainsbury's. We could have sent chocolate to journalists with quotes from the client. But this would have been duller than Augustus Gloop. Instead, we **responded with a big creative campaign** that we knew would:

- 1) **Reflect the overall brand personality,**
- 2) **Hit the sweet spot for Scottish consumers – and beyond,**
- 3) **Create a huge buzz on the national news agenda, reaching a wide demographic across a number of channels.**

Hijacking the factory's ongoing recruitment process we created a job spec for the '**Sweetest Job in the World**'. A search for one lucky human, with a brain choc-full of ideas to become **Mackie's Chief Chocolate Taster** for twelve months at the new factory.

All ages were welcome and no experience was needed to apply. Applicants just had to have taste buds, be fruit and nutty about chocolate and suggest **a brand new flavour combination that Mackie's could roll into stores** in 2016.

As well as being a vital new ingredient in the product development team, the Taster was required to take part in general tasting panels and help to ensure quality control. In return, they would be compensated with a monthly salary of, wait for it... Mackie's chocolate.

We knew that this was an idea with far-reaching appeal – and if executed carefully, with a big spoonful of imagination, it would be our golden ticket towards smashing our client's expectations.



Before posting the job application, we commissioned a tongue-in-cheek video from our pals at Something Something, alongside some suitably messy photography to ensure that we had plenty of content to share with journalists and consumers across digital and social channels ([www.mackieschocolate.co.uk/sweetestjob](http://www.mackieschocolate.co.uk/sweetestjob)).



We wrote silly, punchy press materials and spent the week in advance of the launch seeding them under embargo alongside the video to key Scottish media as well as influential blogger and national agencies and news sites. The focus was to secure Scottish print hits alongside national high-impact placement for the video online. Then, we widened our target database to include international titles and sites that we knew would enjoy the fun nature of the story to help spread the profile of the innovative Mackie's brand even further.

We then worked with Mackie's on their social strategy planning two weeks of organic and paid for posts. With everything in place, the embargo was lifted and the job application went live.

The reaction was immediately positive with coverage appearing in all key Scottish print titles and in national media like **Mirror**, **BBC 6 Music** and **The Telegraph**, while the video proved a massive hit online with stories on **The Sun**, **Sky News**, **ITN News**, **Sky News**, **Evening Telegraph**, **The Herald** and **The Independent**.

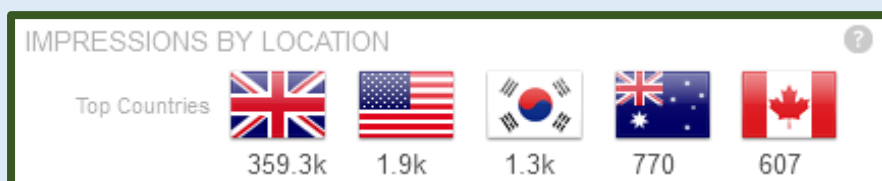
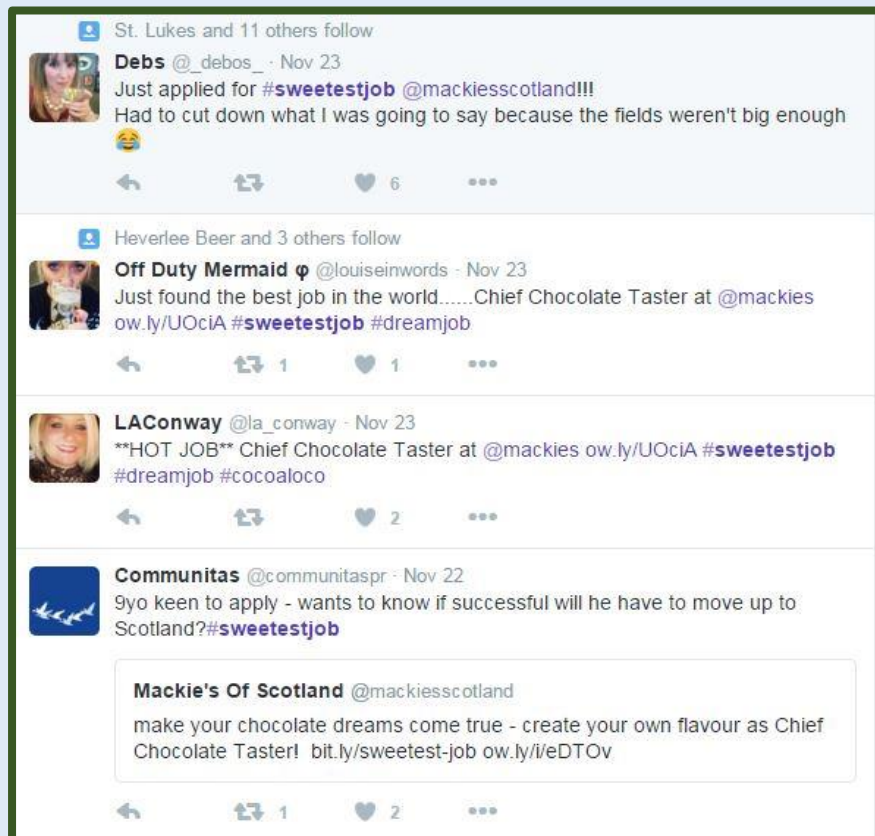




In just two weeks, Mackie's received over **2500 candidates from across the globe** - from Irvine in Scotland to Irving in Texas. The youngest entrant was a 5 year old girl from Dundee, while the eldest was a local man from Inverurie aged 80. No entrants were called Charlie.

At every step, the media wanted a bite of the action, with coverage going global on outlets including **ABC America, Yahoo Australia and Pakistan Today** to name a few.

With **441K social impressions and 3.2K engagements in the first week** of the campaign, we'd created a **worldwide buzz** around the brand – tapping into international markets they'd never reached before as well as demonstrating brand loyalty amongst existing fans.



**And it's not even over yet.** Candidates have been shortlisted to three people who attended Mackie's HQ in early January, testing their ability to act like a kid in a sweetie shop. The best two will then battle it out via public vote on Facebook in early March to win the role. The winner will be announced before the end of the month.

## RESULTS

Our preliminary target was 6 pieces of Scottish national print coverage which we **surpassed by 120%**. We secured:

- 70 pieces of coverage

- 82% mentioned the opening of the chocolate factory
- 57% included URL to the Mackie's website
- 79% included key messaging that Mackie's are a Scottish family business.
- OTS of 894,438,766
- Circ of 855,965,460
- 321% increase in Facebook interaction
- 438% increase in Twitter interaction
- The microsite received 28,337 page views
- The job application page received 9,310 page views
- 2500 chocolate taster entrants
- Video viewed over 125,000 times
- Chocolate sales increased by 582% during the launch month of our campaign.

At the start of this campaign, the client told us: ***"No one knows we make chocolate."***

A week after the campaign launched, the brand took a stand at the Country Living Christmas Show and a follow up email from a member of the Mackie's team said:

*"I need to start with the fabulous PR promotion of Chief Chocolate Taster - the **amount of attention it received, with almost every visitor commenting they had heard it, or read it the papers.** At these shows the visitors generally, repeatedly say, they did not know Mackie's were making chocolate, "well" they certainly know now."*

Karin Hayhow, Marketing Director added: *'It's been fun working with Wire Media. We were attracted by their initial proposal which included several creative ideas to support the opening of our new Chocolate Factory. It took a little **sideways thinking by Wire** to suggest we recruit a Chief Chocolate taster and it has now developed into the "Sweetest Job in the World". Wire Media have **implemented the project to plan, yet with flexibility, and with an impressive level of attention to detail, control on cost and generally a refreshing team working style.** We have been very pleased with the resultant media coverage and increase in awareness for Mackie's new range of chocolate – and there's more to come!'*

**We took a simple launch brief with modest objectives and a small budget and turned it into a creative, hugely engaging consumer campaign that appealed to everyone's inner child and delivered massive results for the business – in terms of brand awareness, product awareness and crucially, in terms of sales.**





# COVERAGE SNAPSHOT

