



Putting Pies Back On The Table

HOW FRAY BENTOS RE ENGAGED WITH THEIR TARGET AUDIENCE

Category: 3 Communications, 3.8 Sponsorship

Most people over a certain age have fond memories of those blue tins of meaty goodness.

But that was just the problem – Fray Bentos had become a nostalgic memory and Baxters Food Group wanted to get people talking about it and get it back on the nation's dinner plates.

But how do you resurrect a brand on a comms budget that wouldn't cover the ad production costs of most FMCG brands?

**FRAY
BENTOS**



We needed to be single minded.

Find the right consumers to reengage with and then find the right hook to grab their interest.

So, who were Fray Bentos consumers?

Using actual consumption data from Kantar Worldpanel it was easy enough to identify consumers with an appetite for more traditional meal centres – male, blue collar workers who appreciate the no fuss, honest and satisfying meal experience that a meat pie provides.



But how do we get them talking about Fray Bentos and get it on their plates?

We had to find that hook to get them interested. Our research on their hobbies and interests revealed one shared passion – football.

Football gets our audience talking, with one 50+ year old man saying ‘it’s the greatest single unifier or conversation gambit you can have as a man’.

If Fray Bentos could therefore get in to that space, we could position the brand right in the middle of the conversation, helping to drive brand relevance and recency. We called this strategy “fuelling their football banter”.





For those not lucky enough to have a ticket to the match or just wanted to put their feet up and watch the match on the telly, we wanted to replicate the relationship between football and pies – at home.

We had a small budget to contend with - less than £200k.

So, what platform would be right for Fray Bentos?

TV was already locked down by big spenders such as Ford and Gillette.

Print and digital didn't give us the emotional warmth for the brand to resonate with our audience and give us that connection.

We also needed a platform that allowed us to drive a high level of frequency across the campaign to build consideration.

Radio was therefore our obvious choice. People listen to the radio for emotional reasons: as a companion, a presenter that shares the same views and interests as you, so the listener feels they are being spoken to on a one-to-one basis.

It gave us that emotional warmth we were looking for, that existing connection to the listener that we could build on.

So, we'd agreed on using football to engage with our target audience

And we were going to use radio to make that connection between football banter and Fray Bentos.

But which was the right station, and which was the right platform?

The right station came first.

Which station was known for their football coverage and their banter?

With a range of well-known presenters from Colin Murray to Adrian Durham and Darren Gough and Paul Hawksbee and Andy Jacobs,

Talksport was the station for Fray Bentos.



**But what about
the right
platform?**

We wanted to focus on European Championships, as it meant that our audience were less likely to be at the match, and were going to be at home either listening or watching the match when they needed their half-time re-fuel.



**Working with Talksport we identified that their
coverage of the 2014-15 Europa League
Championship would be the ideal match between
Fray Bentos and football.**



How did we bring this to life?

We were there every step of the way – in the pre-match build up, during the match coverage and the post-match analysis.

Fray Bentos fuelled the football banter for the whole championship – from the opening games to the grand finale.

Creative throughout the campaign was developed by Frame and the comedian Phil Cornwell was chosen to be the voice of the partnership, and his irreverent approach brought the football banter to life.

In the run up to match day we ran branded sponsorship trails to get listeners excited about the upcoming match, and to put Fray Bentos front of mind when thinking about what to eat during the match; branded sponsorship credits immediately before, during and after the match reinforced that Fray was perfect match grub; live reads also ran before and during match coverage and we ran a 3 minute feature promoting our weekly competition giveaway to encourage purchase.



Live read examples include Alan Brazil during his Sports Breakfast Show “Wolvesburg take on Everton in the Europa League tonight, with Fray Bentos. Mark Sagggers hosts ‘Kick off’ live from 6pm and Fray Bentos are also giving you the chance to win a meaty £500 in cash. Lovely. Get stuck in with Fray Bentos tonight from 6(pm)” immediately followed by trailer ‘The UEFA Europa League on Talksport with Fray Bentos pies, proper meaty grub, get stuck in’.

And Johnny Vaughn ad-libbed after reading one of the trailers, talking about Fray Bentos being an actual place in Uruguay, showing how the presenters got behind the partnership.

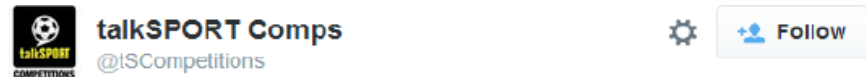




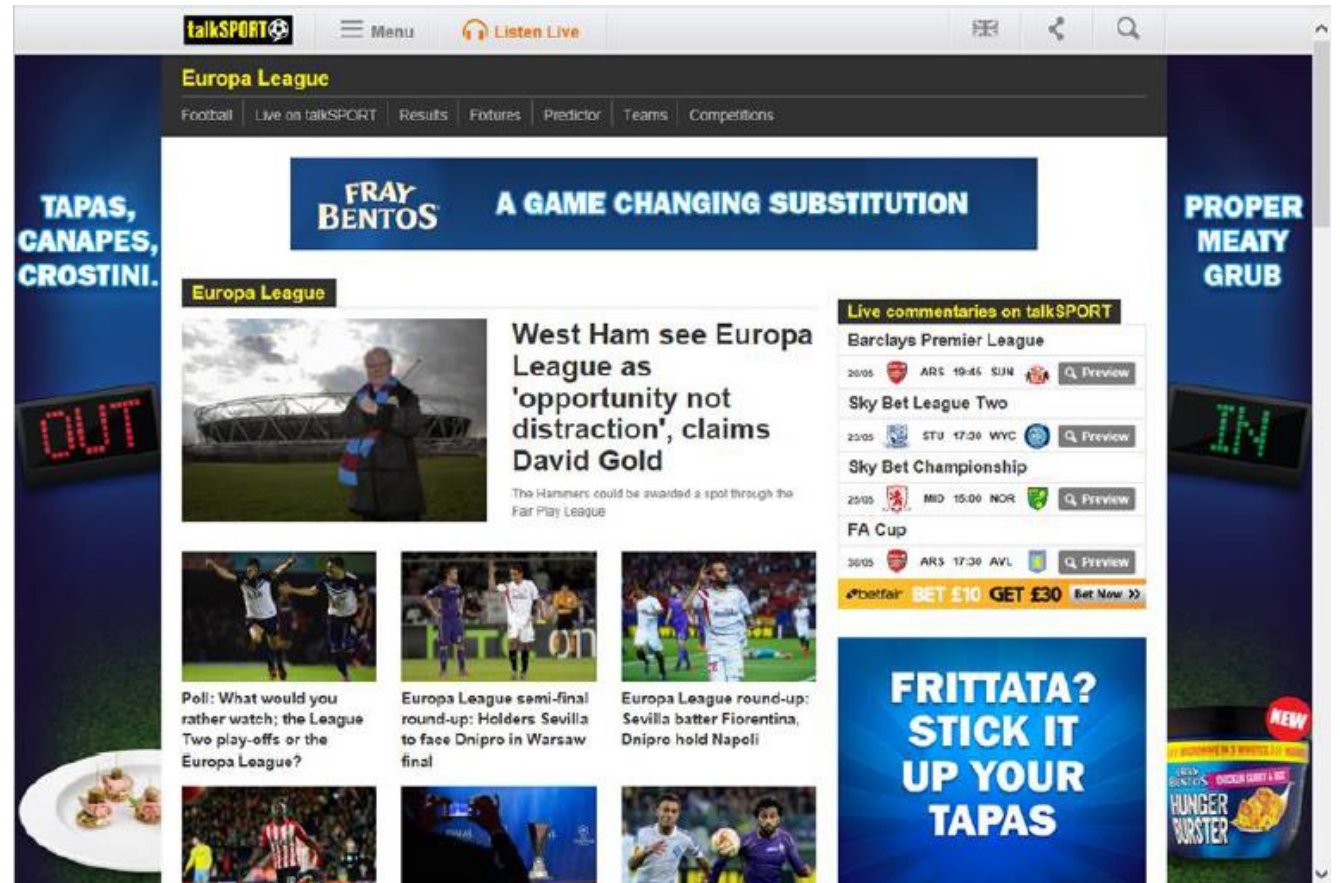
Tottenham at Partizan Belgrade in the Europa League is live on talkSPORT, kick off at 6pm. Get stuck in here: [tlks.pt/listen](https://t.me/tlksptlisten) #THFC



Get stuck in to the #EuropaLeague debate, including that #LFC pen argument on the Sports Bar: [tlks.pt/listen](https://t.me/tlksptlisten)



Live coverage of Wolfsburg V Everton on talkSPORT from 6pm with Fray Bentos. Tune in for the chance to win £500! #getstuckin



Talksport also featured the Fray Bentos campaign messaging '#getstuckin' when tweeting about the match to position Fray at the centre of football banter; we also ran online takeovers on the Europa League section of the Talksport website for 48 hours after the match to target our audience when they were catching up on their team's progress.

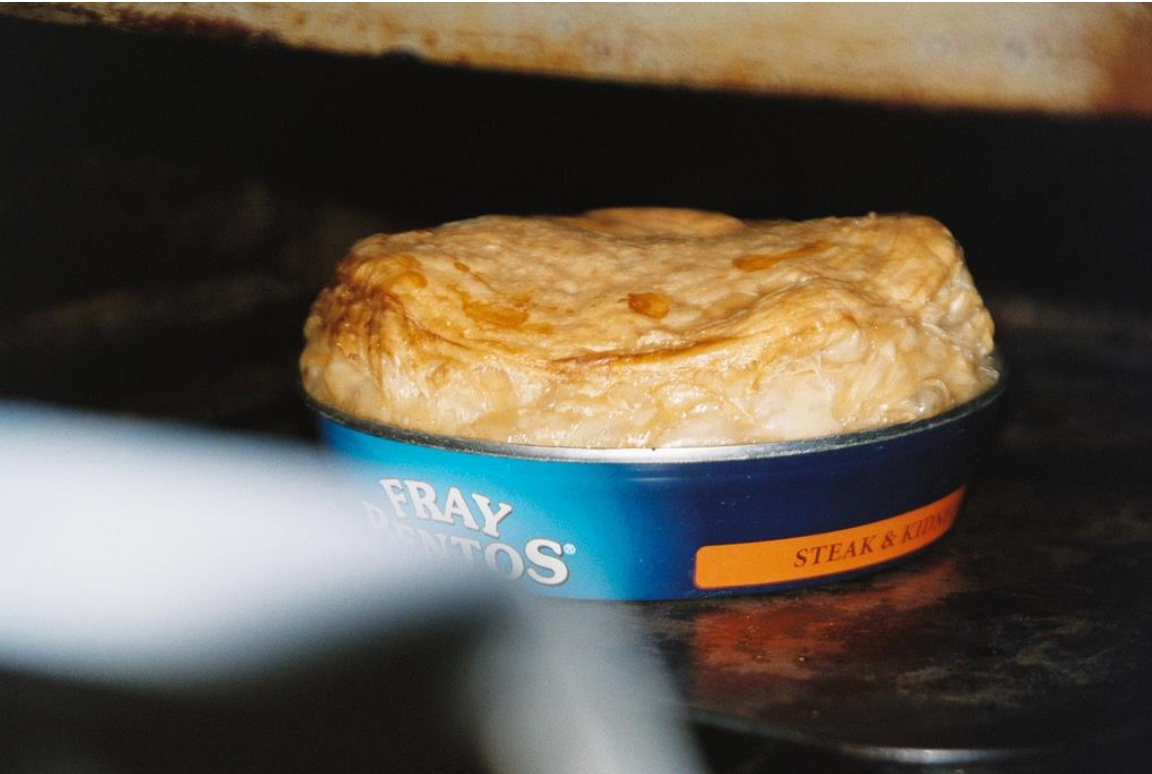
But it didn't stop there.

In non-match weeks we used spot airtime to drive awareness, with the creative also aligning the brand messaging to the partnership.

Every aspect of the partnership and spot airtime aligned seamlessly with our central strategic proposition of Fray Bentos fuelling football banter.



Our objective was to drive brand preference to encourage trial



We did this by layering the partnership and spot airtime together with social content through Twitter, weekly competitions to encourage interaction with the brand, SMS messaging and online presence. This delivered impact and frequency across the campaign.

Our campaign delivered a combined reach of over 1.8 million of our Fray Bentos audience (C2DE Men 35+) hearing the Fray Bentos message an average of 28 times across the campaign.

And Fray Bentos put their money where their mouth was – the weekly prize of £500 generated 5,084 competition entries, who were also sent a Fray Bentos branded SMS response.

And the result?

Top of the league!

Brand awareness (pies) amongst listeners doubled, with those consuming the brand increasing by over 60%.

Listeners also felt it was a great match between Fray Bentos and Talksport, with 81% of listeners who were aware of the sponsorship saying talkSPORT & Fray Bentos are a good match.

After years of retirement, Fray Bentos were back in the game!