

Graham's

THE *family* DAIRY

2015: When The Cream Rose To The Top

**A joint entry by Graham's The Family Dairy,
threebrand, The Lane Agency and Wire**

Category 4.3 Food and Drink





A genuine family business, Graham's has a great story to tell and it's one they told in a dynamic way with fantastic results in 2015.

Introduction

From humble beginnings, starting out with 12 cows in 1939, Graham's The Family Dairy has grown to become Scotland's largest independent dairy. It has established itself firmly in the hearts and minds of consumers and the trade as 'The Family Dairy' but in 2015, the Graham's wanted to significantly increase their brand profile amongst consumers – really capture the imagination of the public – whilst ultimately increasing sales.

To achieve this, Graham's and their agencies embarked upon a truly integrated marketing campaign to make the most of the business' most valuable asset – their brand. Together, they brought the Graham's story to life.

They delivered unique content, worked with inspiring ambassadors, grew digital engagement and got themselves noticed in consumer titles in a way like never before – and Graham's milked this approach to great success:

- Graham's were named as number one Scottish dairy and number 3 Scottish brand

overall in the Kantar results.

- Research revealed that over half the Scottish population buys Graham's products.
- Sales are up overall.

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Objectives

The goal of increasing consumer's brand awareness would be achieved by:

- Becoming dairy brand of choice in Scotland.
- Increasing sales.
- Ensuring their core values of farming, family, quality, provenance and heritage ran through all communications.
- Increasing consumer media coverage.
- Increasing engagement and traffic on the website and social media channels.
- Improving Kantar ratings.





Strategy

Marketing Director Carol Graham's strategic approach to improving the brand's profile saw her and her branding, PR, digital and media buying agencies (threebrand, Wire and The Lane) working more closely than ever before to deliver a cohesive and integrated campaign to make Graham's stand out in its sector for all the right reasons.

Graham's undertook extensive qualitative consumer research to ensure they were a progressive brand that listened to and responded to their target audience. They know that New Product Development is the life-blood of any business development and 2015 saw the Graham's launch new spreadable lighter and organic butters, a brand new yogurt line and a new Graham's ice-cream range.

Brand agency, threebrand, created impactful packaging that captured perfectly the brand's core values and in particular, created a warmth around the new ice-cream range, introducing childhood memories and a nostalgia for family holidays that would resonate with the audience.

A strong and robust marketing plan was put in place to support the new products and

the Graham's invested a six figure budget, a large amount of which supported a new ice-cream broadcast advert. The agencies capitalised on these new product launches across a range of media and events, to help further brand resonance and communicate core messaging – family, farming, provenance, quality and taste.

- The family featured on the packaging and were involved in all advertising, marketing and PR activity.
- The Lane adopted an 'always on' paid approach to social channels, targeting specific audiences to increase Likes and Followers significantly.
- Graham's changed their PR company in September 2015, engaging Wire to drive a more creative approach and dramatically increase consumer coverage.
- The media strategy was a move from overall brand to a mix of brand and product, to capitalise on the newly branded ice-cream in particular, with increased focus on tactical activity and increased spend on television.



With objectives aligned, the agencies worked together to achieve these through a range of lively, consumer focused activity, meeting and speaking regularly to stay true to the core values of the brand.

Ice Cream

threebrand created the distinctive, colourful packaging for the new ice cream, which reflects the flavour variety and features photos of the Graham's family from their own holidays. They also conceived the creative for the Graham's ice cream launch advert, truly capturing the warmth and friendliness of the Graham's brand and the magic and nostalgia of classic family holidays. The ad features the family sitting round the kitchen table, reminiscing about great family holidays (which always involve eating ice-cream!). <https://www.youtube.com/watch?v=S5YA7jB9Dwg>

The refresh appealed to all age groups across all spectrums, and was a focus for the 2015 marketing strategy. Added to the TV campaign, Graham's harnessed together traditional media with social and PR, including sponsorship of the Edinburgh Film Festival. This key partnership gave the launch a significant boost, as did the programme of activity which saw the Graham's vintage ice-cream van travelling across the country, driving awareness via sampling and sales. Targeted social posts helped drive the

campaign even further; and cinema was used tactically to promote ice-cream during Easter and Summer holidays.

Spreadable Butter

To increase coverage within consumer media, Wire tapped into a commonly held belief and generated video content in a way that Graham's had never done before. In what was a departure for the brand, they enlisted the help of three little scientists to test the theory that when you drop your toast, it tends to land butter side down. The resulting short film, made at the farm kitchen, was posted on YouTube and issued to an extensive press and bloggers list, accompanied by stills and a light-hearted press release.

Pick up was extensive, with coverage ranging from the UK, Australia and Ireland. Clips featured on STV's Good Morning Britain news bulletins. High traffic websites including the Mirror, Sky News Australia, bt.co.uk and Daily Record ran the story and



video; vast pick up in print publications such as Metro, Scotsman and Irish Examiner. Mini experiment hampers were sent to key influential bloggers, who helped the story gain traction on social. Paid social boosts on Twitter and Facebook helped drive the story.

The total 'Opportunities To See' (OTS) for this activity was upwards of 80 million, with Graham's appearing in certain key media for the first time with a truly consumer friendly angle. This was achieved within a £3.5k activation budget. https://www.youtube.com/watch?v=cNleshDi_jw





Partnerships

Working with high-profile chefs, such as Nick Nairn and James Morton, to generate rich digital content and media partnerships (with the Sunday Mail and Press & Journal) further enhanced the brand's profile with consumers and increased web traffic.

In 2015, Graham's became Scottish Ballet's 'health partner'. To appeal to consumer press with what was essentially a business story, Wire set up a powerful, eye-catching image - a stunning shot of principal dancer Sophie Martin posing in bright blue tutu and welly boots with Tango the Jersey Cow, set against the backdrop of the Stirlingshire hills. Print coverage appeared in a broad range of print, digital and broadcast media, delivering an OTS 6.2m. Graham's have also worked with Scottish Ballet on exclusive competitions and product drops to dancers, to further drive social engagement.



The Media Mix

Graham's increased media budget by 100% and introduced a strategy rooted in television, supplemented with cinema, press, outdoor and digital, to gain maximum cut-through – especially in support of the ice-cream launch.

80% of the budget was committed to TV (89% to STV and 11% to Sky Adsmart), mainly targeting 'Housewives and Children'. As well as terrestrial airplay on STV, the team adopted a year-around 'always on' broadcast strategy with STV's digital platforms, taking advantage of the innovative 'pause' sponsorship on STV Player, and VoD.

Digital

Online engagement is at the core of Graham's digital marketing strategy, actively engaging consumers, driving them to the website and gathering feedback. The Facebook, YouTube and Twitter channels have shown significant growth and engagement levels thanks to a lively tone of voice and targeted content, which always stays true to the brand. The 'always on' paid approach has increased Likes/Followers particularly on Facebook, which saw the page gain 1k 'likes' per month in Q4.

As well as bespoke support around product launches, key campaigns included:

- The relaunch of the award-winning Advent Calendar competition with fantastic prizes from a range of partners and key products from the range, supported by PR. An original campaign, brand engagement and interaction is driven by multiple digital content channels. This year there was a staggering 19,788 door opens and 2,282 e-campaign reminder sign ups to open the doors.
- The Grazette newsletter, prepared in conjunction with Wire, saw 2,075 new sign ups in 2015.
- Original content via our ambassadors which deliver strong engagement.



The Results

The unified approach delivered a strong campaign with tremendous results. Success is measured in terms of sales, research, web traffic, social engagement, media coverage and impacts.

In November 2015, Graham's was named number 1 Scottish dairy brand in the official brand review produced by Kantar Worldpanel UK; and number 3 overall out of 100 Scottish brands – a considerable leap from their position as number 7 in 2014. This accolade highlights the vision of the family owned business and the strength of one of its most valuable assets - the Graham's brand.

The creative around innovative new products and accompanying media strategy effectively channelled messaging to the right audiences in such a way that awareness, purchase consideration and sales responded substantially. Now, more than half the population in Scotland buys Graham's

products. Product sales are up overall, particularly across advertised products: and VoD.

Graham's rounded off an excellent year with strong annual results - sales have increased to £86.5m (2014: £85m) with pre-tax profit rising to £1.6m (£1.3m) - and the promise of more exciting growth in the months ahead.

ScotPulse research shows that unprompted awareness of Graham's has continued to increase across all product groups. Over the past three years, brand awareness has grown by 43% - up 22 points to 82%.

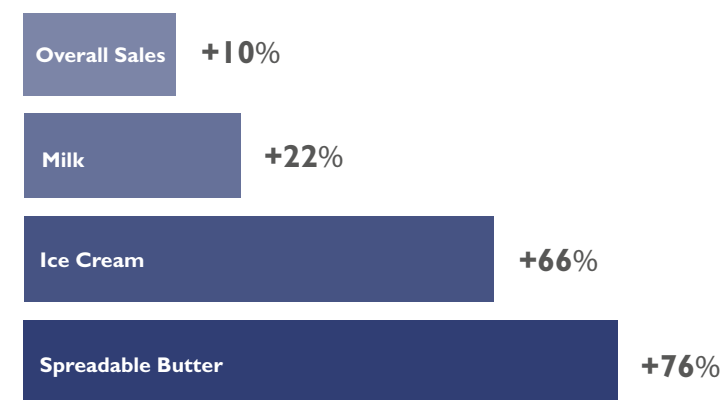
From a digital point of view:

- **Website user sessions were up 101% in 2015.**
- Facebook likes have increased by 38% year on year.
- Twitter followers have increased by 43% year on year with strong engagement.

Consumer coverage was substantially increased via two pieces of activity in particular – Butter Side Up delivered 40 pieces of consumer coverage and Graham's appeared in key media for the first time; and the Scottish Ballet partnership PR generated 15 pieces of consumer coverage, **with a combined OTS of 86m.**

2015 – truly a gold-topped year for Graham's The Family Dairy.

*Source: ScotPulse Research 2015



The End

