

# GoodFood

## CASE STUDY FRENCH WINES



Discover French wine by exploring the microsite



Display adverts on the home page directed users to a microsite

## French Wines; A Touch Of Magic

### THE CHALLENGE

The challenge was to showcase French Wines and in doing so educate potential wine consumers about the variety of wines France has to offer. The client wanted to prove that there really is a French wine for every occasion. In addition they wanted to recommend specific wines to accompany local dishes by region, while simultaneously promoting tourism in France.

### THE BRAND

Why bbcgoodfood.com was a perfect fit:\*

- Our users buy wines for home consumption from France/Belgium (Index 135)
- Over one third of users are prepared to pay more for good quality wine
- 68% of users have bought wine in the last 12 months
- 45% of users are medium/heavy wine consumers; 16% heavy consumers
- Users are 39% more likely to have visited France for their last/last but one holiday

\*TGINET Internet Wave 18 (Oct 07 - Sep 08)

### THE EXECUTION

Users were introduced to the campaign, entitled, 'French Wines, a touch of Magic', by clicking on display ads featured on the bbcgoodfood.com homepage. In addition, users could click on a feature in the

wine section of the website. This took them to a bespoke micro-site, where the client's branding dominated.

By exploring the micro-site they could discover the climate of the region, and the resulting obstacles vineyards encounter when growing the grapes there. On further discovery they could find historic facts about the region, must-see travel destinations to visit and recommended recipes to go with each type of wine.

A separate section of the website allowed users to enter a competition where they could win a two-night trip to the French wine region of their choice by answering a question on the content.

### THE RESULTS

After being exposed to the display advertising, over a third of respondents said they would benefit in some way from seeing the ad (Index 144), and 27% would look for more information (Index 150). Respondents were more likely to visit the website, visit in store and buy something after seeing display advertisements on the site.

- Unique users: 47,840
- Page impressions: 73,484
- Dwell time: 1.16 minutes per page
- Competition entries: 17,052

“I was delighted with this campaign, we provided great quality editorial, with an effective package of traffic drivers to create a campaign which well exceeded all performance benchmarks set before the campaign. By driving large numbers of entrants and unique users to a site packed with all the quality information you would expect from BBC Good Food, we achieved both direct response and branding goals.”

James Florence, Senior Digital Sales Executive, BBC Worldwide