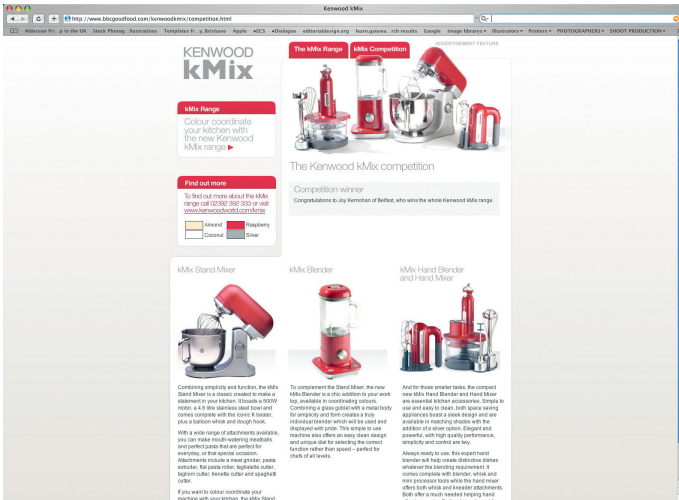


GoodFood

CASE STUDY KENWOOD



• The kMix campaign on BBC Good Food performed very well. We really liked the modern, clean design and integration of the Kenwood branding. The response on the display activity was very strong and we gained valuable data capture and user insight via the competition mechanic, with excellent opt in rates. I would certainly look to book again in the future •

Shelley Rosenberg

Kenwood kMix Product launch

THE CHALLENGE

Kenwood kMix required an online advertising solution that would promote the new kMix range and gather feedback on the range of colours available. The three main objectives of the campaign were:

- To successfully launch the new range to 'real cooking enthusiasts'
- To reinforce iconic and aspirational perceptions surrounding the brand
- To find out which colour appealed the most to site users

THE IDEA

In answering the brief our digital experts created a micro-site which was purposefully designed in a completely different style to the main site; it incorporated the colours of the kMix range. A competition was promoted on the micro-site to win the full kMix range worth £1500.

THE EXECUTION

The competition ran for one month on the micro-site, the main site included MPUs, banners

and skyscrapers, which linked to the micro-site.

The competition entry form included a question on which colour range was the respondent's favourite.

Additionally, click-through tracking was also established on the micro-site so the popularity of four available range colours illustrated on the micro-site, could be monitored.

THE RESULTS

The campaign generated 10,000 competition entries; 2,500 opt-ins for data capture and in total 20,000 views of the micro-site. Per competition entry Kenwood achieved value for money at £1.25 per response.

It is also worth noting that the MPU's on the main site generated a 1% click-through rate, which is extremely high (10 times the average on the rest of the site). It transpired that our users' favourite range colour was raspberry!