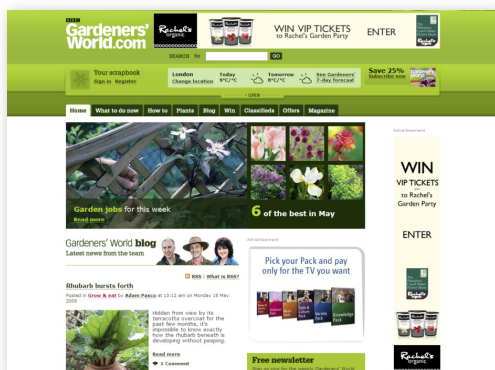
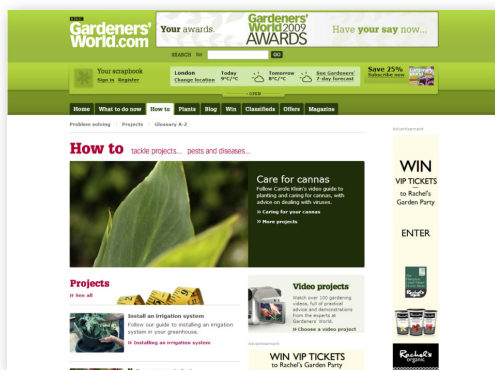


# Gardeners' World magazine

**CASE STUDY**  
**RACHEL'S ORGANIC**



## Rachel's Organic Targeting a mature and upmarket audience

### THE CHALLENGE

Rachel's Organic wanted to target a more mature audience – users with greater disposable incomes, and time to spend visiting flower shows and enjoying the finer luxuries in life. The client already had a micro-site dedicated to an on-pack competition to win VIP tickets to a garden party at Hampton Court Flower Show and wanted to use gardenersworld.com to attract the right consumers.

The prize on offer was spectacular: a Champagne reception and hotel stopover at the Richmond Hotel, a river boat cruise to the Hampton Court Flower Show the next morning, VIP treatment with a tour of the grounds and a lunchtime meal at the Allium Restaurant to help the two lucky winners take the weight off their weary feet in style.

Their micro-site was designed with keen gardeners in mind and was therefore a perfect fit for the Gardeners' World brand.

### THE IDEA

The Gardeners' World sales team recommended promoting this fantastic prize through the gardenersworld.com newsletter which reaches 53,000 dedicated gardeners and loyal users of the website. In addition, the competition would be promoted with directional ad placements on gardenersworld.com, linking through to the micro-site.

### THE EXECUTION

Gardenersworld.com was the only core site that the display campaign ran on. Rachel's Organic ran a takeover on the site from May to June 2009 with the newsletter providing an initial boost at the start of the campaign. The newsletter included several ad placements

for Rachel's Organic including a content strip promoting the competition.

### THE RESULTS

By providing the right platform on which to launch this competition, Rachel's Organic reached the older more affluent audience that they were looking for. As a result the click-thru rate was extremely high in the first week and remained high throughout, driven by traffic from the site for the duration of the campaign.

- Total impressions: 345,710
- Total delivered clicks: 1,049
- Overall click-thru rate: 0.3
- Competition take-up: 100%



• To celebrate 25 years of Great Taste, Rachel's Organic wanted to treat their customers to a great day out. We felt that gardenersworld.com would be the right tool for launching such a fantastic competition and we were right! •

STEVE WARREN  
Matters Media