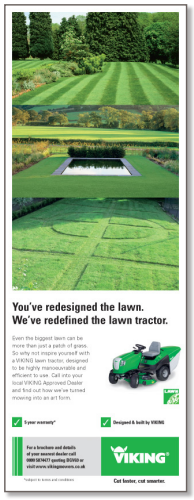
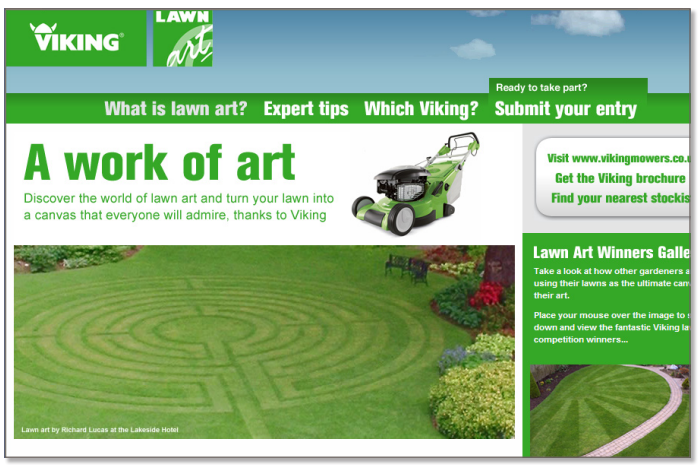
BBC
Gardeners' World magazine
www.gardenersworld.com

CASE STUDY
VIKING

VIKING - Lawn Art Building brand awareness





THE CHALLENGE

Viking wanted to raise brand awareness whilst also promoting their latest rear-roller lawn mower as part of the whole range.

They wanted to convey the Viking lawn mower and tractor range as practical, intelligent and well-designed, whilst also reinforcing the image of Viking as a fresh-thinking and knowledgeable lawn mower manufacturer.

Moreover they wanted to encourage UK gardeners to enjoy and interact with their gardens.

THE IDEA

The concept was to create a nationwide competition to find a British gardener who could create the most inspiring piece of Lawn Art and make the most of their lawn mower.

The concept was a great success with the client and it rapidly grew into a cross-platform campaign in Gardeners' World Magazine and on gardenersworld.com. In addition a bespoke microsite for Viking was created, generating an interest in 'Lawn Art' both online and offline.

THE EXECUTION

To develop interest in the Viking Lawn Art competition, a series of advertorial and display pages were placed in Gardeners' World magazine, during the early summer months to create a buzz around the competition launch. They included stunning images of creative and unusual lawns, and an instantly recognisable Lawn Art logo to signpost the concept.

Readers were encouraged to go out into their gardens and get creative with Lawn Art. They then sent in photographs of their lawn creations via the Viking microsite, for their chance to win a Viking MB 545 VR roller mower and a weekend away at the Lake-side hotel in the Lake District. Runner up prizes included 2 rear-roller mowers, 2 electric mowers and 10 Viking goody bags.

The micro-site also promoted the Viking 5 Series models, ideal for creating the patterns of Lawn Art, the advanced Viking 6 Series, and both the Viking T5 & T6 lawn sit-on super mowers or 'tractors'.

THE RESULTS

A fantastic 60% of readers recalled seeing the Viking Lawn Art advertorial in Gardeners' World magazine (Index 113) and more than half thought the creative was original (Index 120), proving that the idea was recognised as a new concept by our readers.

In addition, 73% found the advertorial easy to understand and 54% thought it was interesting (Index 146), making our readers more likely to try out Lawn Art for themselves!

The microsite was also very succesful, inspiring many entries to the competition. The winning piece of Lawn Art was a striking sunset design. The first runner-up sent in a photo of petal shaped droplets under their tree and another inspired design was a snazzy pink and green striped pattern from the blossom that had fallen in their garden. There really were some masterpieces!

- **Microsite views: 12,850**
- **Unique Users: 11,125**
- **Total clicks from gardenersworld.com to micro-site: 1823**
- **Total clicks from microsite to Viking site: 1022**

"The BBC Lifestyle team showed a good understanding of our brand values and product goals, developing and then delivering a highly creative, interactive campaign. The team and particularly our primary contact, Matthew Smith, were consistently professional, enthusiastic and most importantly, enjoyable to work with. The Lawn Art campaign was creative, cohesive, and delivered our goals." **SALLY-ANN JAMES Product Marketing Manager, STIHL GB**