

FOOD

Advertising Effectiveness

PORKINSON

EDITORIAL SPONSORSHIP

ADVERTORIAL

COMPETITION

WEB PRESENCE



SIZZLING RESULTS FOR THE CELEBRITY SAUSAGE

SETTING THE SCENE:

In 2002 Kerry Foods were looking to promote their range of both original and chipolata Porkinson sausages. They wanted to work with a designated media partner to increase awareness of the Porkinson brand and drive sales through their newly acquired retail distribution channels of

Waitrose, Sainsbury's, Safeway and Tesco. Kerry Foods acknowledged the need to educate consumers of the unique qualities of the Porkinson brand and the esteemed heritage behind the product. Porkinson chose to work exclusively with **HELLO!** to achieve these objectives.





FOOD: PORKINSON

OUTCOME OF THE CAMPAIGN:

HELLO! Magazine offered Porkinson an integrated communications package; activity included a competition page, reader offer, an advertorial and internet presence on **HELLO!**'s on-line magazine www.hellomagazine.com. The Porkinson team were delighted with the creative and tailored package that **HELLO!** could provide for both on and off-line activity and all within the allocated budget.

What were Porkinsons main objectives for the activity in HELLO!?:

Porkinson had three main objectives for the promotional activity within **HELLO!**:

- To educate and inform readers of the unique qualities of the Porkinson brand.
- To encourage readers to attempt the Porkinson recipes provided, which would consequently drive sales through the selected retailers: Sainsbury's, Waitrose, Safeway and Tesco.

- To develop a relationship with the **HELLO!** reader by offering an interactive element via on-line activity and reader offers.

What attracted Porkinson to HELLO!?:

HELLO! provided Porkinson with cost-effective coverage of an upmarket and discerning audience. Editorially, **HELLO!** magazine's cookery pages are also visually stunning and thoroughly read by readers thus providing an ideal environment in which to promote the Porkinson brand.

HELLO! is also able to provide advertisers with an on-line version of the magazine brand, which allowed Porkinson to reach a unique, young, audience of early-adopters.



How did Porkinson find the HELLO! advertising team's creative work and service?

The one-stop shop approach of the **HELLO!** sales team allowed Porkinson to arrange all **display, advertorial, competition, reader offer, sponsorship and even on-line activity** through one knowledgeable and enthusiastic contact. This approach means that advertisers, clients and media agencies alike are provided with an unrivalled level of service and creativity from an efficient team of professionals.

WHY HELLO!?

- Every month **HELLO!** carries 12 pages of dedicated cookery editorial. Supplemented by exquisite photography, these recipes provide readers with inspiration and ideas for things to cook for themselves, their families, friends and guests.



WHY WWW.HELLOMAGAZINE.COM?

- Provides access to vast numbers of unique users each month.
- Delivers a huge number of page impressions per month.
- Three out four users are female.
- Younger profile than **HELLO!** Magazine.

Source: ABCe/HELLO! Database



FOOD

Advertising Effectiveness

BERTOLLI

EDITORIAL SPONSORSHIP

ADVERTORIAL

COMPETITION



VIRGIN TERRITORY PROVES SUCCESSFUL FOR BERTOLLI

SETTING THE SCENE:

Bertolli were convinced that **HELLO!** was the only title they wanted to work with to showcase a series of Italian themed recipes to coincide with the launch of the film "Under the Tuscan Sun" based on the book of the same name by Frances Mayes; in addition, Unilever

were keen to draw attention to the entire Bertolli range of products. The upmarket audience of **HELLO!** perfectly reflected the premium nature of the Bertolli range and provided the perfect place for Bertolli to communicate with a receptive female audience.





This consisted of two double page spreads across a two week period in which Bertolli 'inspired' the pages through a series of mouth-watering Tuscan recipes from the Frances Mayes book, and the "Under The Tuscan Sun" movie. Add-itionally **HELLO!** and Bertolli were able to offer one lucky reader the opportunity to win an Italian Al Fresco cookery holiday in Northern Italy.

*What attracted Bertolli to **HELLO!**?*

In addition to the obvious similarities in audience, the **HELLO!** sales team created a tailored campaign that was not only creative but also innovative - using the association with the cookery pages. The Cookery Editor ensured that the **HELLO!** style was maintained throughout and also featured her views on Al Fresco dining and Tuscan Living/Cooking. A third page in week two ran a themed reader competition offering a lucky **HELLO!** reader plus 7 friends the chance to learn authentic Italian cooking in the heart of Tuscany.

*How did Bertolli find the **HELLO!** advertising team's creative work and service?*

Bertolli, Freud and the **HELLO!** team worked together from the beginning to create a package that managed to present the Bertolli range of products in a relevant way to the right target audience. Freud Communications and Unilever/Bertolli were absolutely delighted with the seamlessly intergrated results of the campaign – and with the quick turnaround of the work.

FOOD: BERTOLLI

OUTCOME OF THE CAMPAIGN:

"Our partnership on behalf of our client Bertolli was a great success. **HELLO!** produced a fantastically tailored, bespoke solution to our brief. It was invitive and a real first, clearly underlining the brand's Italian heritage and allowing us to showcase the brand to readers across many levels. Each individual idea worked well independently but the total package offered unrivalled coverage and impact".

Kate Finn, Senior Account Director,
Freud Communications.

*What were Bertolli's main objectives for the activity in **HELLO!**?*

Bertolli wanted to work with **HELLO!** to produce a two week sponsorship and advertorial campaign within the Cookery pages of the magazine.



WHY **HELLO!**?:

Every month **HELLO!** carries 12 pages of dedicated Cookery editorial. Supplemented by exquisite photography, these recipes provide readers with unparalleled inspiration and ideas for things to cook for themselves, their families, friends and guests.

