

E-1057-912

How a brand of mini stature beat the major players with cheesy humour

Product
Mini Cheddars

Category Entered
Best of Europe: Food & Beverage

ENTRY DETAILS

ORIGINAL EFFIE PROGRAM

If you will choose a Country without an Effie Program, please select **OTHER** and specify the Country.

Effie United Kingdom

ORIGINAL CATEGORY

List the original category in which the campaign won a Gold or Grand Effie in.

Food

COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.

United Kingdom

Please indicate all countries where this work ran.

United Kingdom

INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Food & Beverages (Non-Alcoholic)

Type of Product/Service

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

Savoury Snack

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

Industry/Category Situation

Growing

DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2021-03-05
Date To	2021-05-12

Effort Start and End Date

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From	2021-03-05
Date To	2021-05-12

EXECUTIVE SUMMARY

Market Background:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

N/A

Case Summary:

Provide a snapshot of the effectiveness of your case. Summarise the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

When snack industry sales soared during the year of lockdown, one brand fell behind.

That brand was Mini Cheddars.

The pandemic exposed the brand's core weakness. Pigeonholed as a packed-lunch brand for kids, Mini Cheddars was failing to connect with adults under 45, Britain's biggest snackers.

We urgently needed to restart growth. To do that we needed to bring in more grown-ups. But our share was tiny, our spontaneous awareness just 2% and our marketing budget was dwarfed many times over by our bigger, better-funded rivals.

With a delicate balance to strike between bringing in new users without alienating our existing base, our daring campaign created a bright, cheesy world but brought a touch of grown-up edginess to it.

Think *South Park*, but for snacks.

Before the campaign, Mini Cheddars significantly underperformed its category. After launch, sales grew so rapidly they smashed all targets and overtook the category. In just 11 months, Mini Cheddars sales increased a huge 21%, driving incremental revenue of £16 million and delivering an ROI of 1:9.17

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary

context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes?

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc.

What were the barriers you were tasked to overcome? Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 375 words)

A small brand with big ambitions

Mini Cheddars are cheese-flavoured savoury biscuit snacks, launched by McVitie's in 1984-5 and marketed under the Jacob's brand since 2014.

For many years share hovered around 2%. But in 2016 a programme of new flavours, formats and limited editions led to three years of steady growth until 2019, when Mini Cheddars finally became a Top 10 UK snack brand.

With 2.5% value share and £67 million annual sales [1] the brand was still a long way behind category leaders Walkers (£412m), Pringles (£214m) and Doritos (£183m). But the direction of travel was onwards and upwards.

Then Covid-19 happened, and everything changed.

How Mini Cheddars lost out in the pandemic.

When the world locked down, some industries saw sales collapse. The snack industry, however, saw a surge in demand.

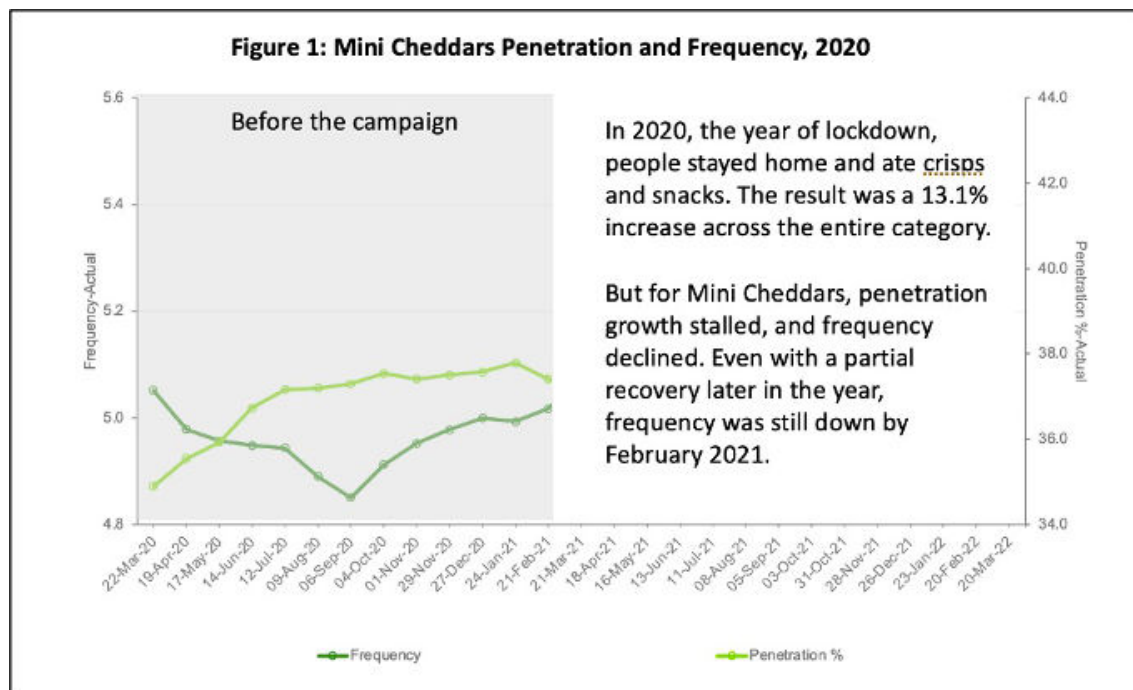
Or at least, the big players did.

In 2020, Britons ate 60,000 tons more snacks. The value of the category climbed to £3.8bn [2].

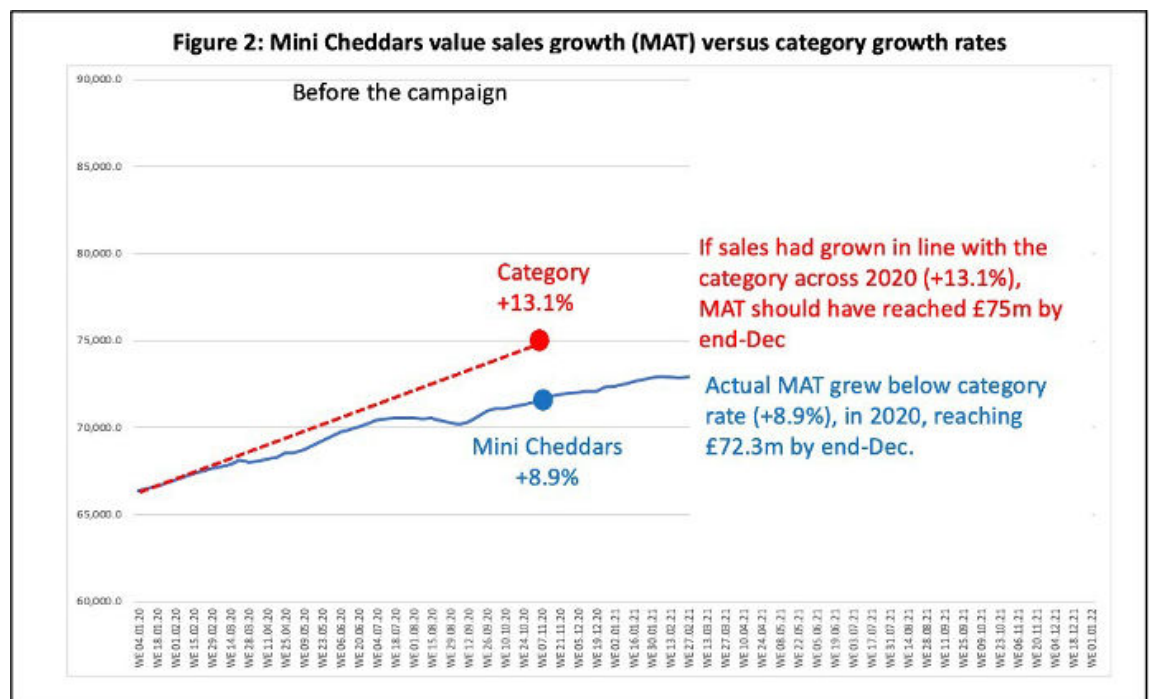
But for Mini Cheddars the picture was different.

Across 2020 the category as a whole grew by 13.1%, but for Mini Cheddars the increase was much smaller at +8.9%, an underperformance of -4.2%. To put it in context, in a once-in-a-lifetime boom year for bagged snacks, a time when sales were going through the roof, Mini Cheddars did just +1.15% better than an ordinary year.

Meanwhile, penetration growth slowed down and frequency *dropped*. There was a partial frequency recovery as the year wore on, but by February 2021, levels were still down (Figure 1).



The result was that Mini Cheddars sales growth fell significantly short of the category average (figure 2).



Something was clearly wrong.

The strategic challenge

To avoid losing the gains it had made since 2016, Mini Cheddars needed to find a way to grow like its bigger rivals.

But it was a small brand (2.5% share).

It had low awareness (2% vs 38% for Doritos).

It was vastly outspent (£1.2m vs £23.4m for the Walkers portfolio). This gave it a share of voice of just 4.11%, with all the implications that brings for the Binet & Field correlation between SOV and Share of Market.

It wasn't going to be easy.

1B. Define the audience(s) you were trying to reach.

Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

(Maximum: 300 words)

Mainstream snackers - with a focus on under-45 adults.

Mini Cheddars had an audience problem.

More specifically, it had a serious gap in its audience profile.

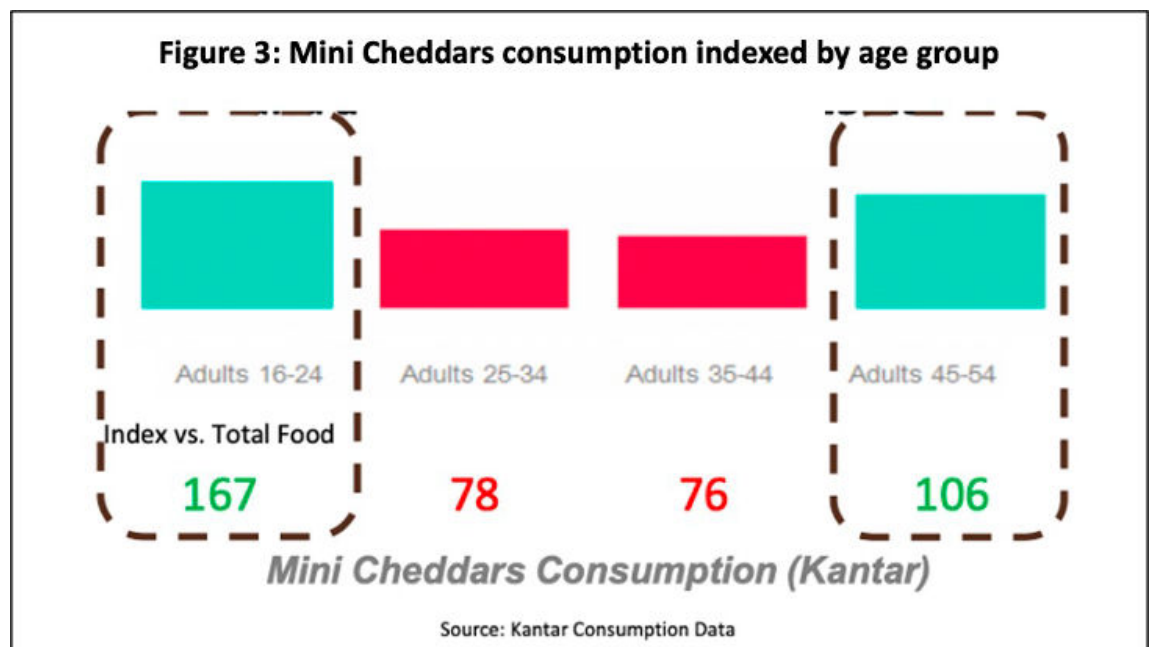
It was this gap that was behind its underperformance in the pandemic year.

The biggest-spending, heaviest-consuming audience for bagged snacks are adults aged 25-44.

In particular, two thirds (65%) of 35-44-year-olds eat snacks more than once a week [1]. Their consumption is significantly higher than for schoolchildren, and more than double the consumption by the over-65s.

It was these people, stuck at home during lockdown, who were behind the huge sales growth of brands like Walkers, Pringles and Doritos.

But these were the people that Mini Cheddars was failing to connect with.



In research, mainstream adult snackers frequently describe Mini Cheddars as ‘a brand from my past’ or as ‘a brand for little kids.’ It means that Mini Cheddars goes into a lot of schoolkids’ packed lunches. It also means that when the schools locked down those packed lunches stopped being made and demand dropped – even while more crisps and tortilla chips were being bought.

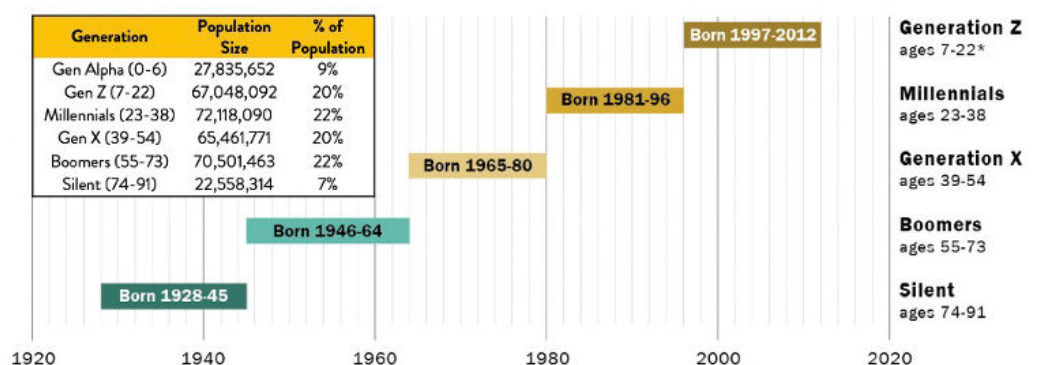
It had long been Jacobs’ ambition to plug the gap in its audience. Now it became a necessity.

The audience in more detail

In generation terms we’re talking Millennials and the tail-end of Generation X.

The campaign needed to bring more of these people in, without alienating existing users (older adults and parents of schoolkids and teens).

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

But audience research showed that for these people the big snack brands meet a need that goes beyond practical purpose: **Snacks aren’t just for satisfaction. They’re also for smiles.**

Unlike crisps or tortilla chips, they didn’t automatically think of Mini Cheddars as something to meet that need.

We needed to persuade them otherwise.

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business. (Maximum: 275 words)

- BUSINESS OBJECTIVE

Increase annual sales value from £73m to £80m (+9%) in 12 months.

Rationale

In lockdown year, 2020, Mini Cheddars sales value grew +8.9%. This was ahead of its usual level of +7.75% but behind the category average of +13.1%. As lockdown ended, category growth was predicted to slow significantly. So the ambition was to try to sustain 2020's growth level even as the category slowed.

Measurement

Nielsen MAT data

Keyword

Revenue

- MARKETING OBJECTIVE 1

Increase penetration +3% from 37.8 to 40.8%.

Rationale

2020's 8.9% increase in sales value was largely achieved by a 2.9% increase in penetration from 34.9% to a high of 37.8% in December 2020. To achieve the same level of growth in 2021 would allow the brand to maintain its 2020 momentum.

Measurement

Kantar penetration data

Keyword

Penetration/acquisition

- MARKETING OBJECTIVE 2

Increase frequency above 5.1.

Rationale

In 2020 frequency fell from a high of 5.1 to a low of 4.9 before partially recovering to 5.0.

To take Mini Cheddars mainstream meant broadening and increasing the number of occasions on which it is consumed. Hence frequency should increase above 2020 levels.

Measurement

Kantar frequency data

Keyword

Frequency

- MARKETING OBJECTIVE 3

Broaden the user profile, gaining penetration amongst under-45 adults.

Rationale

Making Mini Cheddars mainstream means plugging the gap in its user profile

Measurement

Kantar penetration data

Keywords

Penetration/acquisition

- ACTIVITY OBJECTIVE 1

Increase spontaneous awareness from 2% to 4%.

Rationale

For many brands in many markets, a 2% increase in spontaneous awareness would be a small thing.

But for Mini Cheddars it meant achieving DOUBLE its existing spontaneous brand awareness levels.

This was despite Mini Cheddars only having 4.11% share of voice overall, and despite the brand's media spend being split between three different NPD launches; Mini Cheddars Sticks, Crunchlets and Best of British flavours.

Measurement

Kantar awareness data

Keywords

Recall (brand/activity)

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

Snacks are part of UK culture. We snack more than many other nations, and we snack differently. This impacts on the way Mini Cheddars is seen and consumed.

In research [3], 58% of Brits say they often snack between meals, compared with 44% of Germans and 30% of French.

The British eat snacks both individually and socially.

Most UK supermarkets offer 'meal deals' comprising a sandwich, a drink and a snack. Sainsbury's offer a £3.50 deal with a choice of 60 different snacks, with multiple Walkers, Doritos and Pringles options. But Mini Cheddars isn't listed as one of them.[4]

Snack sharing plays a major role in British social interaction. In pubs, drinkers split a bag and put it on the table. This favours accepted favourites, and bigger formats. As a 'niche' player with small packs, Mini Cheddars is rarely chosen.

Consequently, the brand is pigeonholed as a kids' lunchbox snack.

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

[1] Source: Statista

[2] <https://dalzielingredients.co.uk/2021/09/13/covid-19-crisp-market/>

[3] <https://www.foodnavigator.com/Article/2022/06/09/the-european-snackers-who-is-snacking-on-what-where>

[4] https://www.sainsburys.co.uk/shop/gb/groceries/dairy-eggs-and-chilled/lunch-meal-deal#langId=44&storeId=10151&catalogId=10123&categoryId=428964&parent_category_rn=428866&top_category=428866&pageSize=1

SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 300 words)

A once-loved brand now relegated by adults to the 'Friend Zone.'

The forces working against Mini Cheddars were many and serious.

But there was one crumb of comfort: the brand's residual awareness.

Our audience grew up eating Mini Cheddars. Research showed they had positive memories of the brand. **However, those memories were largely forgotten or, when recalled, seen as relevant to the past but not the present.**

Spontaneous awareness was tiny - just 2%. But prompted awareness was surprisingly high, at 80%. This wasn't a million miles from the 86% to 91% commanded by the top 3 brands.

But people hardly ever thought of the brand unless you prompted them.

Mini Cheddars was felt to lack the personality and character that an audience of pre-family adults can relate to. Qualitative research revealed those who were familiar with the brand said it was 'safe' and that it had 'been around for ever'. It had become one of those things that get forgotten and left behind in the process of growing up. Like having your lunch packed for you in a Tupperware box by your mum, with a little bag of Mini Cheddars tucked in with your sandwiches.

Our brand insight was this: in the language of the internet generation, Mini Cheddars had been relegated to the 'Friend Zone'[1]

We spoke to younger consumers, and discovered a single brand issue



We're stable and dependable

- Have been consistent over the years
- Are more foodie & substantial than other snacks
- There in life's special moments (family parties, Xmas, kids days out)

But lack real character

- We're shy
- We don't hold any strong opinions
- We don't surprise people

I think puts a smile on your face – even just looking at the bag on the shelf evokes that kind of thing. Female non user

In looking for ways to get Mini Cheddars out of the Friend Zone, we also discovered a product insight.

When people try Mini Cheddars they love the flavour 'hit' of real cheese. It's a distinctive feature of the brand, not shared by most rival products. It actually has the power to make people smile.

We found a surprising reason why, in science.

Along with Parmesan and firm Mozzarella, Cheddar is one of the cheeses naturally highest in something called tryptophan[2]. It's a 'feel-good' molecule that boosts the brain's serotonin, [3] a 'feelgood hormone' which creates a long-lasting feeling of happiness or well-being.

At a time when national morale was low as a result of Covid, a cheddar-based snack had the potential both to connect with UK tastes *and* meet a pressing emotional need.

2B. In one sentence, state your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

(Maximum: One-Sentence: 20 words)

Create a double-edged brand world, enjoyable to kids but engaging for adults, rooted in the serotonin-inducing flavour-hit of real Cheddar.

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2

This question is unique to the Best of Europe form and should be crafted with the judges in mind.

While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.

Europe is a continent of cheese-lovers. Speaking of France, President de Gaulle famously asked how it was possible to govern a country with 246 varieties of cheese. This was something of an underestimate.

The British also love cheese, but they love it in a far more single-minded manner. **64% of Britons cite just one cheese – Cheddar – as their favourite** [4]. By comparison 41% of French prefer Camembert and 35% of Germans prefer Gouda.

No other nation loves one single cheese quite so much.

So at a time when the national mood was low, the time and the place were both right for a UK campaign drawing attention to the feelgood benefits of a product made with cheddar

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

[1] TBWA Concept Test research

[2] <https://blog.grubmarket.com/serotonin-rich-foods/#:~:text=Parmesan%2C%20cheddar%2C%20and%20mozzarella%20are,three%20cheeses%20highest%20in%20tryptophan.>

[3]

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4728667/#:~:text=Tryptophan%20is%20the%20sole%20precursor,of%20tryptophan%20r>

[4]

https://d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/g95fbwl084/Eurotrack_Cheese_WV.pdf

SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in [Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images](#). Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

3. How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the strategy?

Describe the customer experience and/or media eco-system.

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen.

Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Maximum: 575 words)

To get the brand out of the Friend Zone and turn it back into a here-and-now relationship, we realised we needed to accomplish three tasks:

- Product Truth (We needed to communicate what's different and special about Mini Cheddars): CHEESY.

Real cheese in every biscuit 15% real cheese in every biscuit. Unlike artificial cheese flavourings, real cheese stimulates the release of serotonin. It makes you happy.

- Category insight (We needed to show how it offers what mainstream audiences are looking for in a Snack): MOMENTS OF PLEASURE.

Not just packed lunches. Mainstream snackers want a tasty treat that can bring pleasure to any moment, any time, anywhere. With its wide range of flavours and formats Mini Cheddars can absolutely deliver.

- Audience Connection (We needed to speak to audiences in a way that connected with their personality and Concerns): CHEEKY.

Seeking fun in a serious world Our expanded under-45 target have grown-up responsibilities and concerns. Things like Covid and economic downturn haven't exactly made things easier for them. They don't just want to laugh – they really need to!

These three strategic imperatives came together into a brand promise

"Moments of cheeky, cheesy pleasure", which we brought to life in our creative vehicle:

Cheddar Town – an animated world accessible to all ages but with an edgy and distinctly modern twist.

We needed to bring in Millennials and Gen Xers and broaden the range of eating occasions, without alienating current users - schoolkids and older adults. As targeting goes, that's extraordinarily broad. In trying to be all things to all people it's easy to end up being nothing for no-one.

The creative leap was to use animation create a brand world that could be enjoyed by different ages on different levels. If you've ever seen *South Park*, *The Simpsons*, *Family Guy* or even *SpongeBob SquarePants*, you'll have an idea of what we mean.

Through TV ads, in-store displays, online and social media assets, Cheddar Town became the key creative building block of the campaign.

In the words of The Grocer [1]:

"One of the more sophisticated efforts we've seen in a while. Everything seems sunny and bright, but all isn't well for our cheese wheel hero. The shop is out of Mini Cheddars, forcing the town's purple people to go on the hunt. An insanely catchy kids' TV-style song takes us through the actually-quite-dark action, warning: "Cheeses have to watch their backs / Or risk becoming Mini Cheddar snacks. The ad wisely ignores the decline of the on-the-go snacks market, instead entertaining consumers in the hope they'll find their own occasions. The 'made with real cheese' message is graphically reinforced, too. And all in 20 seconds! Excellent."

The building blocks in overview

20s TVC brand

10s TVC sticks

C4 sponsorship ident

Social media x 2 posts

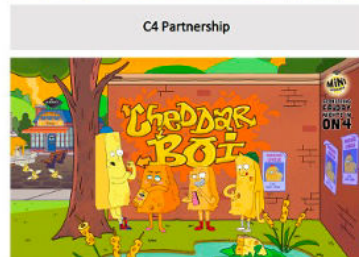
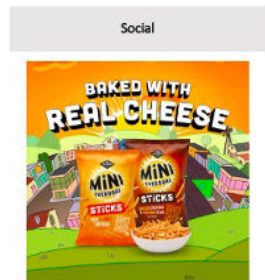
There were two distinct roles for selecting channels: awareness in emotive media and distinctive context. For those reasons we leveraged the following media:

- TV allowed us to reach 24-45s at scale in highly visual, emotive media, upweighting to content our audience enjoy.
- A Channel 4 sponsorship let us dial up our distinctive personality and build association with comedy during a key snacking occasion.

Paid social allowed us to drive mass reach and target comedy related content or be present when sharing laughs.

Creative idea:

Through the animated world of Cheddar Town, where cheese is central to everything, Mini Cheddars brings the pleasure of real cheese to everyone. Both the comms and product provide a cheeky reminder to stay playfully positive.



We built a 'Cheeky Cheddar's audience (6.4M households) by matching purchase and attitudinal data. This audience over indexed for light hearted, comedy content, creating an opportunity for us to stand out in the category who were targeting gaming, music and sport.

We need to focus on the right audience for the brand



- We built a 'Cheeky Cheesy Cheddars' audience (6.4m households) by matching purchase and attitudinal data
- This audience over indexes for light hearted, comedy content, creating an opportunity for us to stand out in the category



ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

All cultures have areas in which they overdeliver. Germany is known for precision engineering, Italy for style and design. Britain, meanwhile, is often considered to overdeliver in popular music and humour. Many Britons would struggle, for example, to name a German comedy act. Yet millions of Germans sit down each New Year's Eve to watch *Dinner for One*, a British comedy sketch that first aired in 1963. [2]

Yet in the past few years, the English-speaking nations have been at the heart of a new censoriousness, known as cancel-culture, in which people become hyper-vigilant to anything that might cause offence. Many comedians, and others, believe that this has had a deadening effect on comedy, and that there are things they can no longer say, and risks they can no longer take, for fear of being 'cancelled.' [3][4]

Creating a campaign around edgy humour posed a particular risk in the UK

Section 3: Sourcing

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

- [1] <https://www.thegrocer.co.uk/marketing/mini-cheddars-takes-viewers-on-a-fun-trip-to-cheddar-town/654375.article>
- [2] <https://www.theguardian.com/tv-and-radio/2018/dec/30/dinner-for-one-german-television-new-years-eve>
- [3] <https://www.spectator.co.uk/article/cancel-culture-is-killing-comedy/>
- [4] <https://www.spectator.co.uk/article/cancel-culture-is-killing-comedy/>

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain up to five charts/graphs.

As with the rest of the entry form, provide dates and sourcing for all data provided.

FOR REFERENCE ONLY - The entrant's response to Question 1C. (objectives/KPIs) will be displayed here as a reference for judges.

4A. How do you know it worked? Explain, with category and prior year context, why these results are significant for the brand's business.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

(Maximum: 500 words)

Before the campaign, Mini Cheddars was an also-ran brand underperforming in a category enjoying a once-in-a-lifetime sales boom. After the campaign it became the fastest-growing brand in a category that had tipped into decline. The campaign was a huge success by every measure, smashing its growth targets for penetration, frequency, audience profile and, most importantly, for revenue, where a £7 million (+9%) target was answered by a £16 million (+21% performance) and an ROI of 1:9.17.

The results in overview

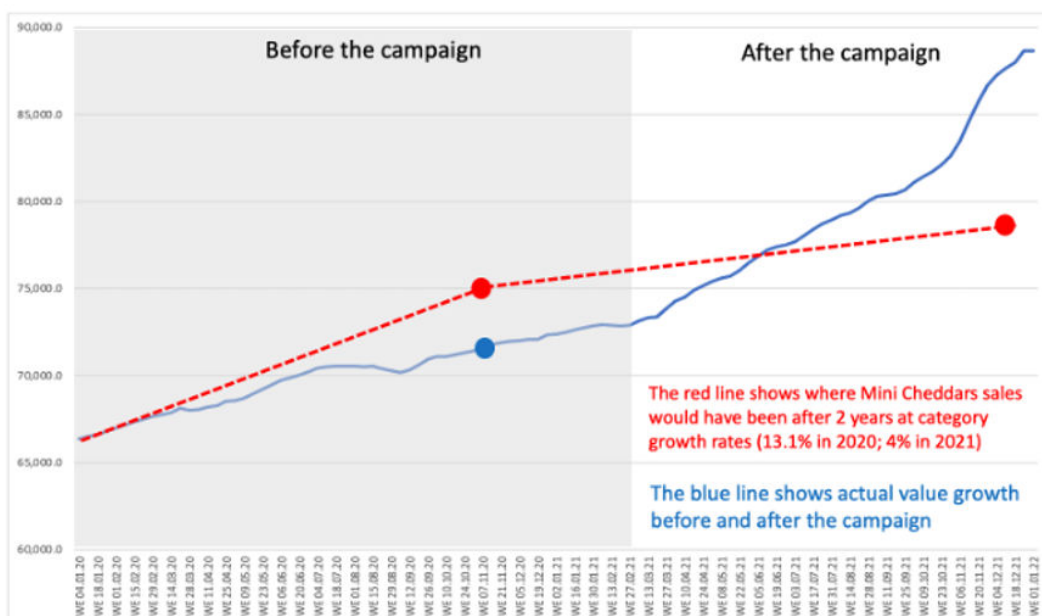
	Objective	Achieved
Business	Increase annual sales value from £73m to £80m (+9%) in 12 months	Increased sales value from £73m to £88.7m (+21%) in 11 months
Marketing	Increase penetration +3% from 37.8 to 40.8%. Increase frequency above 5.1	Increased penetration +5.3% from 37.8% to 40.8%. Increased frequency from 5.1 to 5.5
	Broaden the user profile, gaining penetration amongst under-45 adults.	35-44 penetration increased +4.6% AND all other ages also increased
Activity	Increase spontaneous awareness from 2% to 4%	Spontaneous awareness increased from 2% to 4%

Business results in detail

After 2020's spectacular category growth (+13.1%), the market slowed in 2021 as lockdown ended, gaining just 4.1% [1]. Yet despite underperforming the category before the campaign launched, Mini Cheddars sales growth rapidly overtook both its targets and the category. Our target was to increase annual sales value from £73m to £80m (+9%) in 12 months. Sales exceeded targets more than twice over:

- In just 11 months, sales increased from £73m to £88.87m (+21%)
- Mini Cheddars sold over £15m more than in 2020

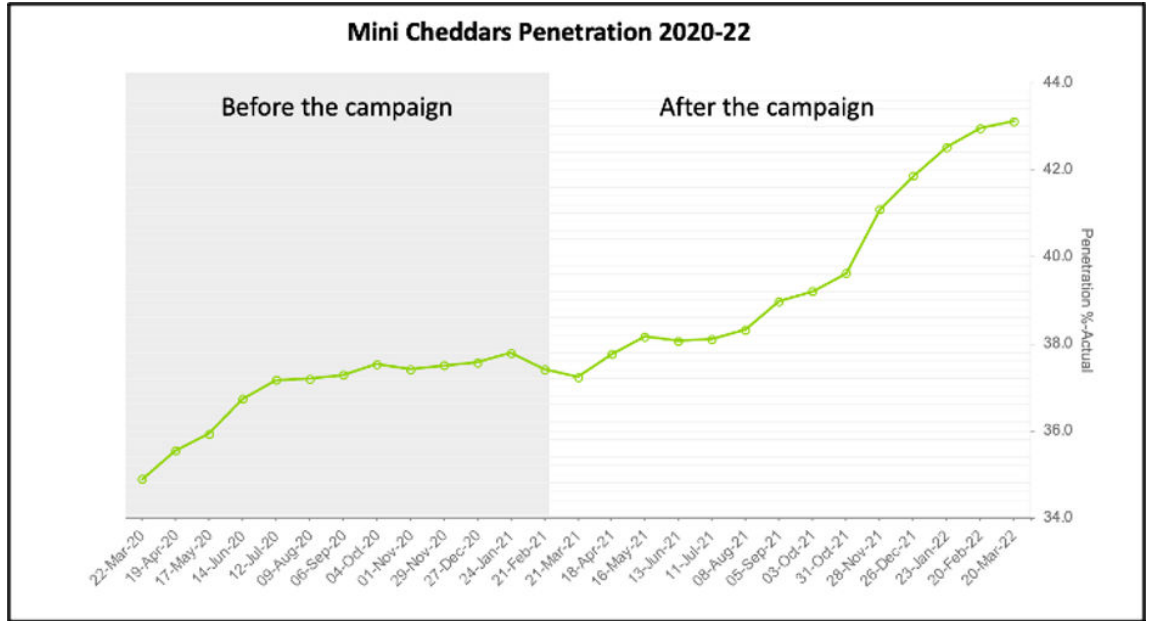
Mini Cheddars value sales growth (MAT) 2020 - 22



Marketing results in detail

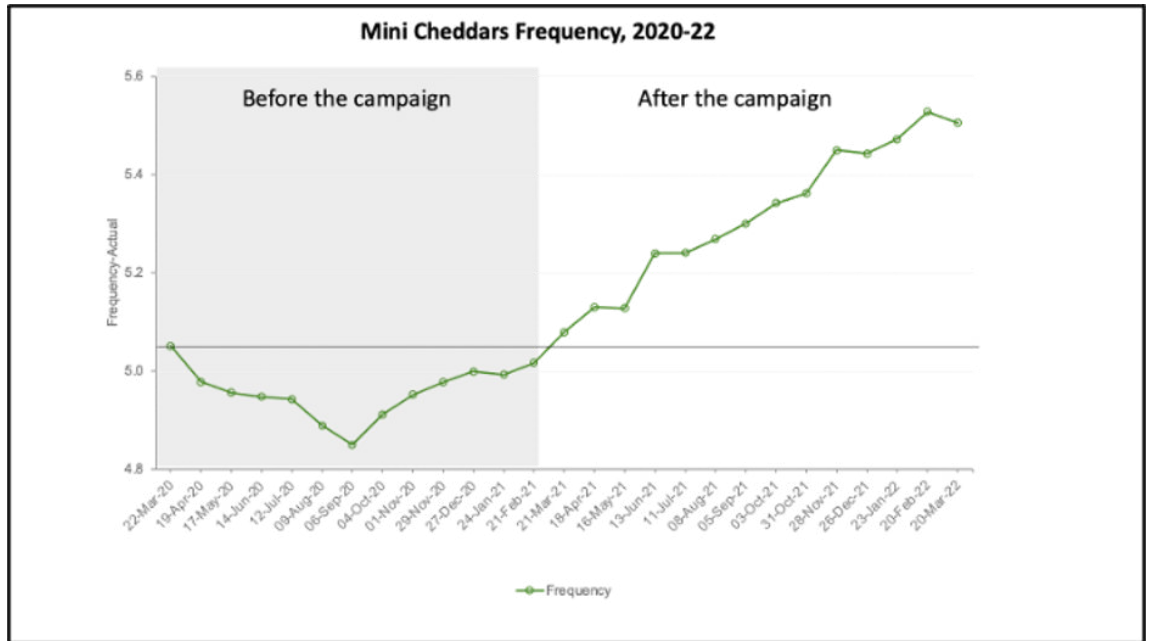
1. Penetration

The campaign aimed to make Mini Cheddars a more mainstream snack brand by increasing penetration +3%. Penetration actually increased +5.3%, from 37.8% to 40.8%.



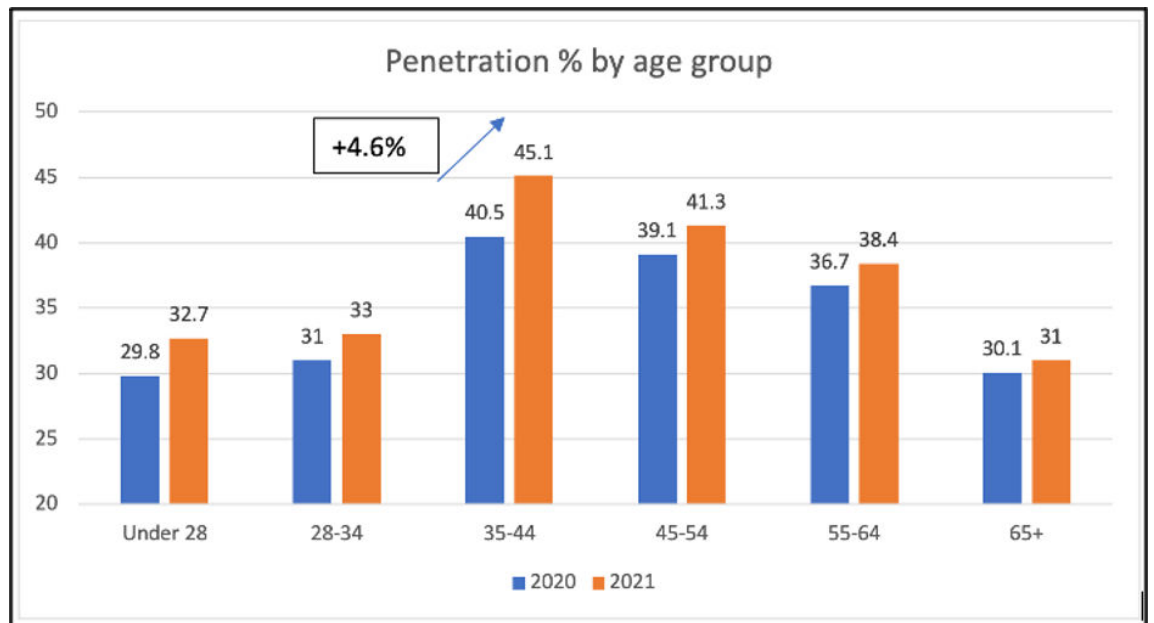
2. Frequency

In 2020's lockdown snack boom, frequency increased to 5.1. We'd hoped to keep it at this level in the falling market of 2021. It actually grew to 5.5.



3. User profile

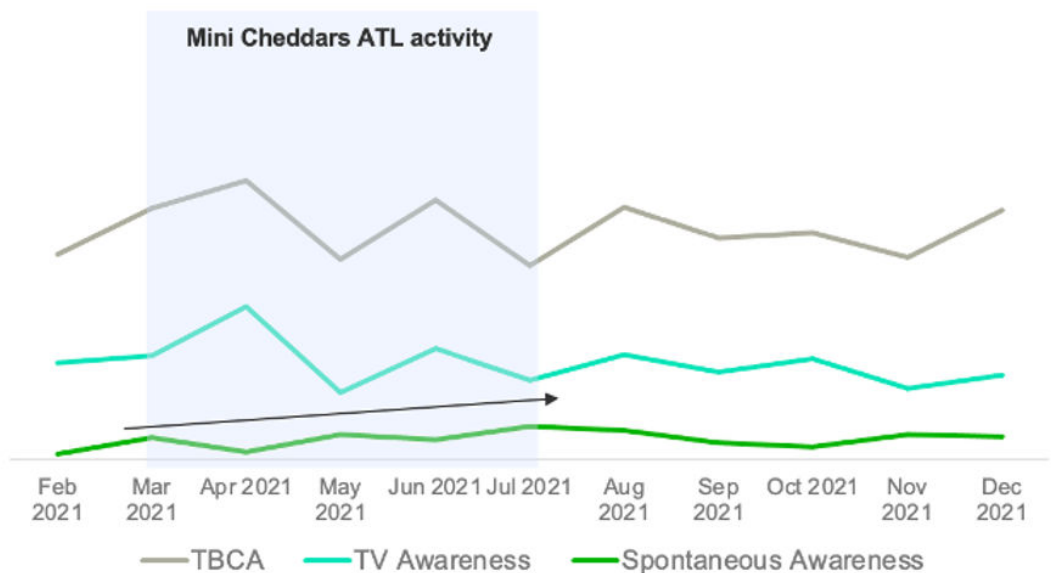
We'd hoped to bring in more adults under 45, without alienating younger and older users. Not only did we achieve this – we actually increased penetration across all age groups!



Activity results in detail

The campaign achieved its ambitious goal of doubling spontaneous awareness from 2% in March 2021 (pre-launch) to 4% in July 2021 (post-ATL). This was despite having just 4.11% share of voice overall. And it was despite a media spend split between three different NPD launches; Mini Cheddars Sticks, Crunchlets and Best of British flavours.

Comms Awareness (%) and Spontaneous Awareness



KANTAR

TBCA = Total Brand Communication Awareness

ROI

Return on Investment calculation

Total incremental revenue: £15,700,000

Production: £513,000 + Media: £1,199,307

= 1:9.17

4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence of these factors in the space provided.

Social and economic events, NPD and distribution

Explain the influence of the factors you selected above. This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 300 words)

Social and economic events

The pandemic led to a rise in stay-at-home snacking and most snack brands saw sales increases. However, Mini Cheddars underperformed the category at this time, when category volumes were increasing. It was only with the launch of the campaign that the brand began to outperform the category - at a time when category sales had begun to decline. So Mini Cheddars succeeded despite the events impacting on other players in the market.

NPD

Mini Cheddars introduced one new product into the range in 2021. However, this product (Crunchlets) saw sales of only £1.79 million throughout the year. This is a fraction of the overall sales increase of £16.2m and since the campaign brief was to support NPD this can be considered to be a campaign effect.

Distribution

Distribution for Jacob's actually declined from 46.5% (2020) to 42.1% (2020) so this cannot have been a factor (Source: Nielsen)

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

N/A

Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

[1] The Grocer <https://www.thegrocer.co.uk/top-products/bagged-snacks-2021-big-nights-in-getting-pricier-and-healthier/662733.article>

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year
€50-200 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year
€50-200 Thousand

Compared to other competitors in this category, the budget is:

Less

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

More

Media Budget Elaboration

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

The media budget was focused purely on paid media. This was to ensure the campaign achieved the highest reach possible, as this was the main priority for the digital media.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

Note: If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

Was owned media a part of your effort?

No

SPONSORSHIPS AND MEDIA PARTNERSHIPS

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Not Applicable

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

Elaboration on Sponsorship and Media Partnerships

Provide elaboration.

N/A

SOURCES

Investment Overview: Sourcing

Provide sourcing for all data provided in the Investment Overview.

n/a

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc.

Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See more sourcing guidelines here.

ALL TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

All Touchpoints

Select all that apply.

Digital Mktg. – Social: Paid

TV

Sponsorships – Entertainment

MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

Main Touchpoint 1

TV

Main Touchpoint 2

Digital Mktg. – Social: Paid

Main Touchpoint 3

Sponsorships – Entertainment

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Social Media Platforms - Select all platforms utilized in this effort.

Facebook

Instagram

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Work is viewed once the case has been read.

CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

Creative Reel

250 MB max., mp4 format.

Maximum of 3 minutes.

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16.9 ratio, minimum size is 1280 x 720.

Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"



Mini Cheddars Creative Reel

OK

Creative Work (Other)

Creative Video Sample

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)



Cheddar Town - Intro

OK



Cheddar Town - Sticks

OK



Cheddar Town - Tangy

OK



Cheddar Town - Unboxing

OK



Cheddar Town - C4 Ident

OK

Creative Audio Sample

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)

IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace.

Do not include agency names in the file name or within the images.

Technical Requirements: .jpg/.jpeg format



1 Welcome to Cheddar Town
OK



2 Welcome to Cheddar Town
OK



3 Welcome to Cheddar Town
OK



4 Welcome to Cheddar Town
OK



5 Welcome to Cheddar Town
OK



6 Welcome to Cheddar Town
OK

Creative Work Examples (PDF Format)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.

TRANSLATION OF CREATIVE EXAMPLES (if applicable)

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint c09a7e4bb629d8342022f10a4c14fc98