

WALKERS STORYTELLING EXAMPLE



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE



BACKGROUND: WALKERS

- 3rd biggest food and drink brand in the uk
- One of britain's most loved brands
- Enjoyed by over 10 million Brits every day



BY 2006 THE BRAND HAD LOST TOUCH

- Significant year on year growth driven through promotional activity
- Consumers felt the brand had become out of touch and apologetic
- Falling brand consideration posed a future threat to sales growth
- Work was undertaken to revisit the positioning



WALKERS UNLOCKED A POWERFUL INSIGHT



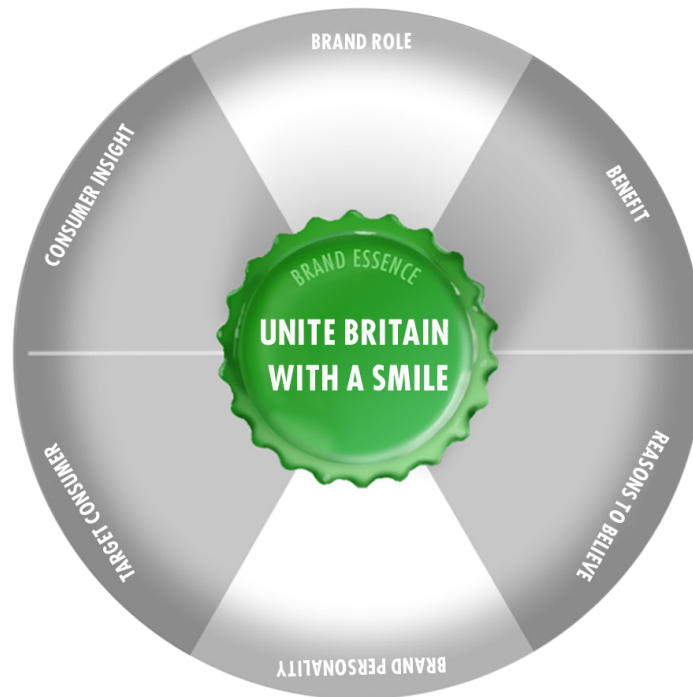
We Brits suffer from not being able to connect easily with people we don't know, so we love it when unexpected things happen that unite us and make us enjoy ourselves



WALKERS STARTED FROM THE INSIGHT TO IMPROVE THE BRAND ESSENCE



WALKERS BRAND IDEA



**CREATE WAYS TO
ENTERTAIN THE
NATION**

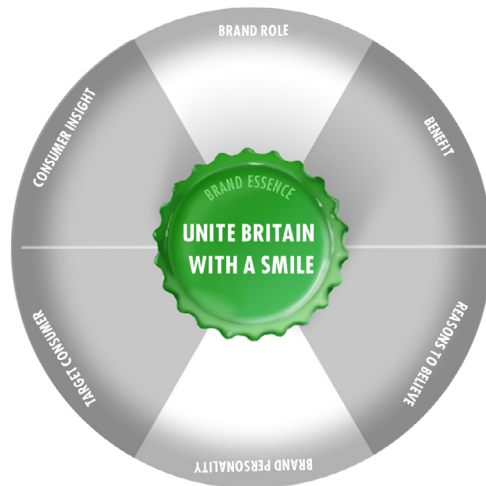


THE START OF A STORYTELLING JOURNEY

- Conventional TV advertising kept performance in line against FMCG brands
- Walkers realized there was an opportunity not to be restricted to 30 seconds TVC'S
- By letting other people speak to become involved with the brand and create buzz, Walkers quickly appreciated that a great deal of communications value could happen after exposure
- Since 2008, 6 headline campaigns around participation based ideas were produced
- The net effect has been to increase average ROI by 62% over an already successful advertising model (PR coverage is valued against equivalent advertising but other earned media has no direct valuation)



WALKERS BRAND STORY



BRAND IDEA

**CREATE
WAYS TO
ENTERTAIN
THE
NATION**

JOB TO BE DONE

Increase the frequency of crisps consumption amongst working lunchers from 2 x per week to 3 x per week by reinforcing the perfect pairing of crisps and a sandwich vs. other lunch options

BRAND STORY

SANDWICH



WALKERS CONNECTION MOMENT DEVELOPMENT



WALKERS COULD HAVE ONLY CONSIDERED THE PLACE AND THE TIME

I HAVE 40 MINUTES FOR MY WORKING DAY LUNCH...



A RICH AUDIENCE UNDERSTANDING REVEALED RELEVANT CONNECTION MOMENTS

I HAVE 40 MINUTES FOR MY WORKING DAY LUNCH...

so I use that time to catch up on what is going on in the wider world and with my friends through my personal devices and social networks.

To do this I often create my own little bubble to close out what is around me so I can have some private time and a mental break in the rhythm of the day.

This means I am very focused on the content I will be consuming which is often bite sized chunks of information.

I do this using my desktop to look at my main content destinations including longer form editorial and short form video; whilst my mobile is an ongoing side channel for social networking with my close social group



A RICH AUDIENCE UNDERSTANDING REVEALED RELEVANT CONNECTION MOMENTS

A TYPICAL WEEKDAY EVENING...

is spent in my main room relaxing whilst the main TV is on.



My attention is divided between screens and it is perfectly natural and fluid when TV viewing is ambient, setting the scene for relaxation at home. I am generally open to different types of content at this time.

I choose to be in shared space because this is where I like to crash at the end of the day to share time and feel connected whilst I come in and out of conversation.

At times I might be watching programmes we follow together on the main TV; other times I just as easily browse my favourite sites, catch up on the news, search something prompted on the TV, pick off small tasks or chat with friends.



THE WALKERS STORYTELLING BRIEF



STORYTELLING BRIEF

Date
Brand

Why have we issued this Brief?

Business Objectives

Walker's single packet revenue needs to grow by 15% by increasing the consumption of crisps in the biggest snacking occasion in the UK: Lunch time. There is no scope for new product launches.

What needs to change as a result?

Job to be done

Increase the frequency of Walkers crisp consumption amongst working lunchers from 2x per week to 3x per week by reinforcing the perfect pairing of crisps and a sandwich vs. other lunch options

Communication objective

Create agreement amongst 50% of target audience with the statement that "only Walkers makes a lunchtime sandwich more enjoyable"

With whom does the change need to happen?

Target consumer description

Busy, working men and women aged 25-34, typically C1C2D, who take a regular but short break from work during lunch.

What is the underlying need of the target, which will provoke the desired change?

Validated target consumer insight

We Brits love it when unexpected things happen that unite us and make us enjoy ourselves

What will we offer to answer the consumer need?

The single minded message to communicate

Lunchtime is more exciting with Walkers.



THE WALKERS STORYTELLING BRIEF



STORYTELLING BRIEF

Date
Brand

How can we justify the offer?

- Reason to believe The nation's favourite crisps with a reputation for livening things up across the country

When are the meaningful moments in which we can communicate our offer to the target audience?

- Connection moments I only have 30 minutes during my working day for lunch ... and I savour the space I created for myself at my desk by finding newsworthy, surprising entertainment via news sites on a desktop PC, keeping me up to date with stories so I can share and comment with my friends

STORYTELLING Team

- Team Members
 - Accountabilities
- Creative Agency: AMV BBDO (lead idea development)
Media Agency: OMD
PR Agency: Freud Communications
Digital agency: Velti
CMI
Brand Manager / Marketing Director
Media Manager

Practical requirements & information

- Key performance indicators
 - Earned media expectations
 - Research plans
- KPI
- Earned media expectations: +30% of paid media
 - Sales target of +15 million packets



THE WALKERS STORYTELLING BRIEF



STORYTELLING BRIEF

Date
Brand

- Executorial mandatories
- Approval process and timings
- Milestone deadlines
- Budget
 - Production
 - Media
- Attachments

Research plans- Qual testing for campaign development and Quant campaign testing using the standard Brand Health Tracker

Executorial Mandatories

1. Must build on Brand Idea of: "Create ways to entertain the nation"
2. Must abide by the letter and spirit of the PepsiCo Communications Code

Approval Process, Milestones and Timings

1. Briefing to agencies – 5th Oct
2. Approval of creative Idea and StoryTelling Plan– 15th Nov
3. Creative development against StoryTelling Plan- 23rd Nov- 22 Dec
4. Pre-Production – WC 4 Jan
5. Production – wc 18th Jan
6. Live – 21st Feb

Budget:

1. Production – £1,500,000
2. Media – £2,500,000

Attachments:

- Brand Positioning and Brand Idea
- Annual Brand and Market performance review



THE STORY - LED BY THE CREATIVE AGENCY

PROVE WALKERS CAN MAKE ANY SANDWICH MORE EXCITING, EVEN THE TOWN OF SANDWICH, KENT

Through a series of surprise celebrity-led events, we will turn the sleepy town into the most exciting town in Britain.

Jensen Button could act as a local cabbie for the day, Frank Lampard would join in football training at Sandwich High School, and JLS would perform live at school assembly.

Everything will be organised and filmed in secret to ensure the people of Sandwich will get the biggest shock of their lives.

Timely distribution of content from the events will then create a sustained buzz nation-wide.

ACT 1

Day 1-5

Tease with previews of the action

ACT 2

Day 6-11

Reveal the full story

ACT 3

Day 12-28

Extend by showing how it all happened



WALKERS STORYTELLING PLAN - VIDEOS



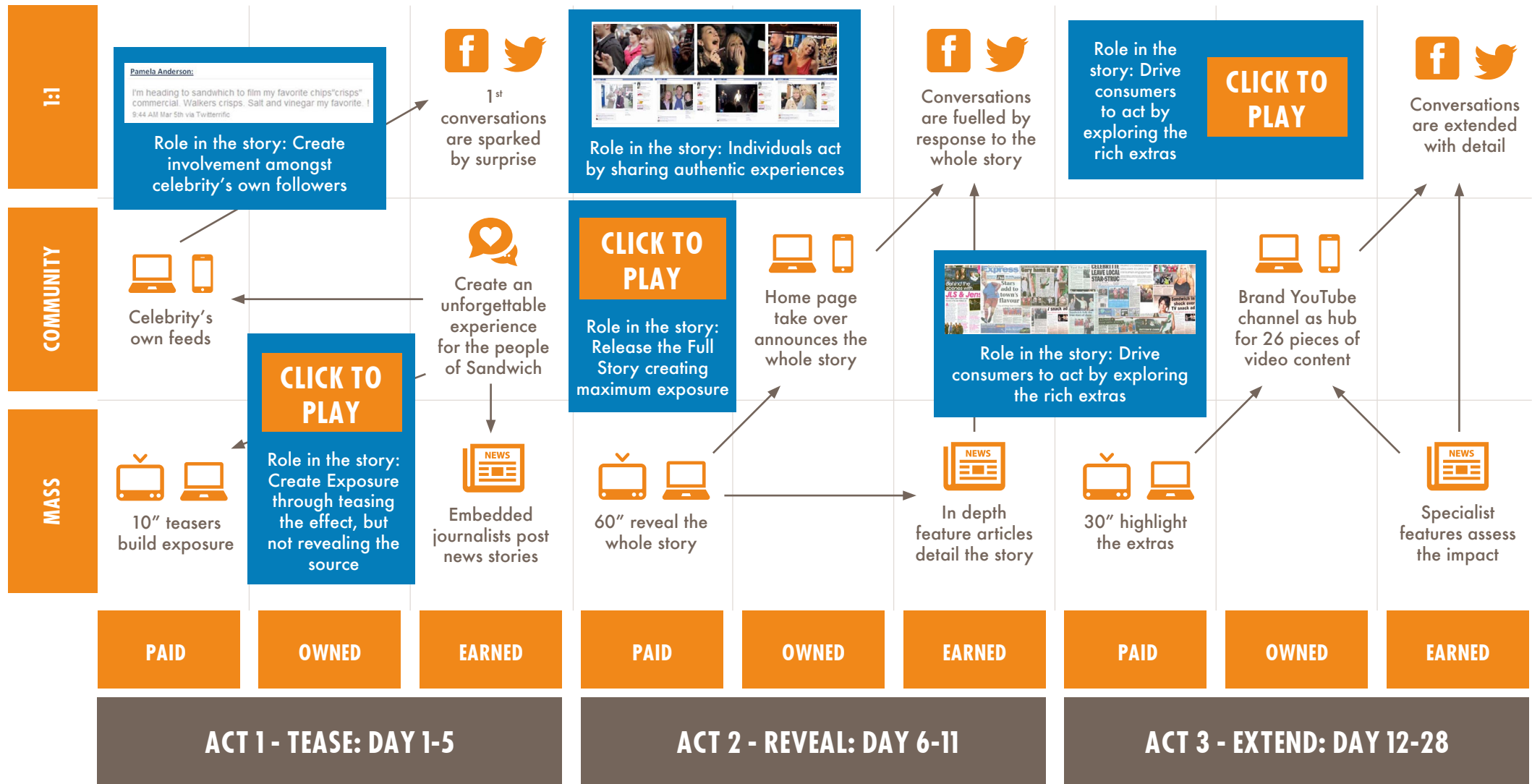
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SANDWICH CAMPAIGN: CASE STUDY VIDEO

