



Category: Corporate and Business Communications Campaign

Company: Citypress

Entry title: Schweppes, the nation's favourite mixer

Brief and objectives:

Coca-Cola European Partners (CCEP) tasked us with creating a campaign to launch the Schweppes rebrand and its new premium mixer range, Schweppes 1783, the biggest brand investment in over a decade. The campaign objective was simple; communicate the brand news to CCEP's customers and reignite excitement in a brand that had been dormant for a number of years.

Rationale behind campaign, including research and planning:

With strong heritage and brand awareness – but lack of excitement around the brand in an increasingly crowded mixer market – our challenge was to get CCEP's customers to reappraise the 225-year-old brand and raise awareness of the rebrand and 1783 mixer range.

We identified an opportunity to increase our SOV as there was a lack of innovation and news coming from competitors. Using this insight, we developed a trade PR media strategy that would disrupt the market, resulting in widespread coverage, and create advocates for Schweppes.

Strategy and tactics, including creativity and innovation:

Strategy:

Our strategy was rooted in re-engaging trade media with Schweppes and encouraging them to become advocates for the brand, which is the nation's favourite mixer.

Using creative storytelling and leveraging our strong media relationships, we would recapture the imagination of our journalists and inspire them to tell the Schweppes story.

Tactics overview:

We launched on-trade comms at London Cocktail Week with an experiential Schweppes pop-up bar in Covent Garden, followed by 1-2-1 media briefings for the off-trade. We continued momentum with new expert voice copy, recipes and profile interviews.

Creativity and innovation:

Our journalists felt the campaign was something different to what they were used to as trade journalists very rarely get to experience PR launches in the same way as consumer press.

We also expanded our media engagement to get in front of top-class mixologists, influential bartenders and bar owners, the target audience for the 1783 range.

Implementation of tactics:

Planning:

- Planning began in September with a cross-agency meeting to agree a strategy and timings given the complex stakeholder mix.
- We identified London Cocktail Week (w/c 2nd October) as the best time to launch which was also a very tight turnaround.
- The London Cocktail Week stand would be supported by a pop-up Schweppes bar in Convent Garden, which would run alchemist workshops and have a secret room where the new 1783 product would be revealed - maximising this investment and exploiting the glamour of the event. We secured an exclusive session for our priority trade media at 4pm on the first day.

1-2-1 Briefing:

- With our licenced media covered off by the experiential event, our attention turned to our off-trade media.
- We arranged an exclusive 1-2-1 briefing with CCEP's main title, The Grocer, and Simon Harrison, CCEP customer marketing director, to help us engage with our core audience.
- Dan Woolfson, senior drinks reporter, was selected as our key journalist, as he had previously worked for The Morning Advertiser and had a keen interest in spirits and mixers.
- The briefing was scheduled the week before the London Cocktail Week launch with a strict embargo that would be lifted at 4pm on the 2nd October, when we knew all our licenced media would be at the event.
- The briefing was split into three sections; presentation, tasting and Q&A. Simon Harrison was to lead the presentation and we hired a mixologist to perform the tasting.
- On the day of the briefing, we ran into a crisis when we were alerted that one of the new 1783 flavours had distribution issues and would not be available with the rest of the range. All presentations, releases and briefing packs had to be amended within the hour and tastings changed to not include the flavour.

- This approach secured us a hero piece of coverage in The Grocer, hitting our key messages and favourably positioning the Schweppes launch.

London Cocktail Week:

- With the briefing complete, we hosted 15 of our key licenced journalists at the London Cocktail Week event.
- As the event kicked off, The Grocer lifted the embargo and news of the 1783 range and Schweppes rebrand began to spread.
- The launch received excellent feedback from our journalists, securing us widespread coverage and building influencer advocacy.

Post-Launch:

- To support the launch and continue momentum into 2018, we developed a bank of new expert voice copy to promote the new 1783 range, including cocktail recipes and spirit pairing advice.
- A further two interviews with Simon Harrison were also secured; one with Asian Trader and one with On Trade Preview to increase the reach and tell the Schweppes story.

Measurement and evaluation:

We have secured 137 pieces of coverage for the Schweppes Classic rebrand and 1783 launch with an OTS of 4,403,005 – the highest amount of coverage of all the CCEP NPD announcements in the last year.

We also saw CCEP's share of voice within the mixer segment increase from 20% in Q3 to a huge 64% in Q4 – all attributed to the Schweppes launch.

The news was so far-spread and impactful, one of Schweppes' competitors was hit with a rare downgrade on the stock market, lowering its rating from "outperform" to "sector perform" with the Schweppes launched referenced as the main reason.

Finally, the Schweppes team were so impressed with the outcome, we secured a further £50k budget to activate an account wins and case study programme throughout 2018 to continue support for the 1783 range.

Quote from Amy Burgess, CCEP Trade Communications Manager:

"The Schweppes trade PR media strategy and engagement plan ensured we landed blanket news coverage in publications across all customer channels for both Classic and 1783. The license media coverage in particular delivered unprompted customer requests to our customer hub call centre and supported our field sales and account teams during the initial selling in period. The enhanced trade press exposure is helping to turnaround the overall perception and performance of the Schweppes brand in GB."

Budget and cost effectiveness:

Budget: £10,000.