



Category: Corporate and Business Communications Campaign

Company: Fieldworks and ShopperTrak

Entry title: Halloween to Christmas - Capitalising on the Golden Quarter

Brief and objectives:

ShopperTrak, a global retail intelligence specialist, asked Fieldworks to drive brand awareness of its shopper traffic and counting tool in the UK through PR, during the 'golden quarter' to capitalise on peak Christmas trading.

ShopperTrak's primary objective was to beat its competitor, Springboard, in media share of voice (SOV). With an ongoing PR strategy in place and a partnership with the BRC (British Retail Consortium), Springboard owned many of the media conversations around retail footfall, with a monthly Index on shopper traffic regularly securing press coverage in national, broadcast, online and retail trade media.

ShopperTrak challenged Fieldworks to deliver an impactful campaign to win share of voice from ShopperTrak in the 'golden quarter' and gain share of mind amongst its prospect audiences.

The campaign needed to:

- generate brand awareness via delivery of x20 pieces of PR coverage in national, trade, online and broadcast media as read by their prospects
- Taking away SoV from Springboard, achieved by ShopperTrak receiving a higher volume of coverage than Springboard

Rationale behind campaign, including research and planning:

ShopperTrak generates its own national footfall Index, which Fieldworks leveraged to create a two-tier PR strategy to go up against Springboard.

Preparing data-based predictions for key shopping dates – Halloween, Black Friday (BF), Super Saturday (SS) – on which Springboard would also be looking to place commentary, Fieldworks could tactically compete directly for 'column inches'.

In addition, Fieldworks leveraged both ShopperTrak's data and the expertise of its in-house analytics team to manufacture a series of footfall 'days' to drive news generation stories around seasonal shopping peaks:

- Panic Thursday (PT) – the day festive shopping switches from online to in-store
- Busiest ShopperTrak Day (BFD) – dubbed ‘Frenzied Friday’, the day pre-Christmas offline retail peaks and the busiest footfall day of the Christmas shopping season

As Springboard was not operating the same proactive tactics, Fieldworks could take share of voice from Springboard on days when they were pitching for media coverage, and leveraging further opportunities on days where they were silent.

Strategy and tactics, including creativity and innovation:

To maximise coverage during the campaign as a whole, we operated a two phase approach: selling in predictions ahead of each date, then selling in actual figures after the date. This approach also validated ShopperTrak’s predictions, demonstrating the accuracy of its shopper traffic solution.

Implementation of tactics:

Halloween

Footfall predictions, highlighting the growing popularity and commercial opportunity around the sales event for retailers – now the 3rd largest sales event after Christmas and Easter. As Halloween fell on a Tuesday, we predicted a double spike in footfall, with a smaller increase in shopper traffic hitting the weekend before (28/29 October) – up 1.5% on the weekend average – before the main increase on Halloween itself – up 7% on daily average.

BF predictions / actuals

Align BF footfall numbers prediction to news agenda, as retailers extend out BF events, highlighting the changing pattern of when footfall will peak as promotions move away from a single day ‘flash sale’, taking the immediacy of heading into store away from Black Friday itself

PT

Date on which online shoppers switch from online to bricks-and-mortar retail – predictions and actuals sold in - +60% increase on the daily average. Provide rationale for shift – previously the last Tuesday before Christmas, due to fears of deliveries not arriving in time and families/friends missing out on gifts, the date moved later in the week as shoppers felt more confident in retailers’ fulfilment promises. We also predicted a ‘Frenzied Friday’ with footfall up +37% on the daily average

BFD and SS

Date on which in-store shoppers (and therefore footfall) will peak.

Provide rationale for shift: the day Christmas falls on / historical ShopperTrak stats. Shopper traffic super spike as the last full shopping day before Christmas saw SS – usually the last Saturday before Christmas Day – falling the day before Christmas Eve – footfall up 63% on the daily average.

Measurement and evaluation:

KPI:

20 pieces of PR coverage

Achieved:

257 pieces of PR coverage (KPI exceeded by 1185%). Total opportunities to see >4.179billion globally

KPI: 3 pieces of national coverage (print, online, broadcast) to deliver high level brand awareness and visibility

Achieved: 26 pieces of national coverage (KPI exceeded by 767%). Coverage highlights included: Sky News, The Guardian, Daily Mail, The I, Daily Star, Yahoo

KPI: 500 social media shares of online press coverage

Achieved: 1,712 social media shares (KPI exceeded by 242%)

KPI: Achieve more press coverage in the peak trading period than Springboard

Achieved: 53% more coverage vs. Springboard over the campaign period

KPI: Support lead generation

Achieved: PR drove 193 web referrals to the ShopperTrak website during the campaign

Budget and cost effectiveness:

Campaign budget: £18,468 (excluding VAT, all aspects of activity and execution).

The campaign delivered cost effective ROI: Cost Per Thousand was just £0.0044p.