



Category: Consumer Relations Campaign

Company: ADPR and Helly Hansen

Entry title: On the Horizon

Brief and objectives:

Helly Hansen is a world leader in technical sailing apparel with the brand representing the optimal combination of performance, protection and style to professionals and enthusiasts around the world.

A key focus of its Summer 2016 marketing campaign was to attract consumers towards a marine inspired lifestyle to promote its sailing collections in the UK and Ireland, whilst driving its digital leadership to widen its footprint with the non-sailing community.

Objectives:

- To engage consumers with Helly Hansen's Summer campaign to champion watersports in the UK and Ireland
- To raise the profile of Helly Hansen and widen footprint with the mass consumer market
- To promote the Helly Hansen Summer 2016 sailing collections in the UK and Ireland

To drive digital leadership.

Rationale behind campaign, including research and planning:

As a marine specialist agency with its Founder the Vice President of British Marine, ADPR knows that sailing, and therefore a marine inspired lifestyle, is a more accessible sport than it has ever been in the UK and Ireland. Sailing schools and sailing instruction is more widespread and affordable than ever and the opportunities for all ages and backgrounds to try their hand at the sport are plentiful.

To work alongside Helly Hansen's marketing campaign 'What's on your Horizon?', ADPR devised the 'On the Horizon' campaign to take a team of non-sailors from the UK and Ireland, teach them to sail and enter them in to a competitive sailing regatta.

It was decided the campaign should be aimed at lifestyle bloggers to meet Helly Hansen's objective to drive its digital leadership. ADPR identified that with the media landscape becoming more fragmented bloggers are playing a stronger role through social media. People choose to follow these personalities whose lifestyle is an aspiration to them. The

blogger partnership would offer an integrated approach, supported by digital advertising and content shared between the bloggers and Helly Hansen's own social media channels.

Through ADPR's sailing experience, extensive research and contacts, sailing competitions and sailing clubs were identified to assist with the campaign. Detailed prior planning was required to ensure a year's training programme was put in place for the team prior to them competing in the sailing regatta.

The 'On the Horizon' campaign launched in August 2015, concluding in August 2016, with the majority of resulting coverage being seen from June – September 2016 (around the team competing in August 2016).

Strategy and tactics, including creativity and innovation:

ADPR's plan for the 'On the Horizon' campaign was:

- To invite four lifestyle bloggers from the UK and Ireland on a yearlong adventure with Helly Hansen, teaching them to sail and sharing Helly's love for the marine lifestyle
- Provide the bloggers with RYA/ ISA training to turn them in to competent sailors
- Provide the bloggers with membership at their local yacht clubs
- Work with Helly Hansen ambassadors to provide further sailing practice/ personal training plans and advice
- Enter the blogger's team to compete at Cowes Week, taking place in August 2016 – the longest running and largest sailing regatta in the World and an iconic feature of the British sporting calendar
- Educate the bloggers on the Helly Hansen clothing technologies and the importance of wearing the right kit, whilst maintaining their sense of style

The four bloggers ADPR identified to take part in the campaign based on their passion for fitness and sport, enthusiasm of the outdoors and their drive to master sailing, were:

- Digital lifestyle magazine for the modern man – Average Joes
- Award winning lifestyle and fitness blog – Fitness on Toast
- Award winning Irish travel & lifestyle Blog - Eat Sleep Chic
- Ireland's women's sport blog – Sportswomen

By selecting this group of bloggers, ADPR were able to push the Helly Hansen brand to an extended audience who were interested in fitness/outdoors but may have not sailed before.

Implementation of tactics:

- August 2015 – Cowes Week hospitality event for the bloggers ('Team HH') to immerse in the marine lifestyle
- March 2016 – intense training with Team Concise in Barbados – one of the UK's most successful offshore teams
- March 2016 – official launch event at Helly Hansen's Manchester Watersports centre
- April 2016 – introduction to Sail racing with Britannia (specialist provider of corporate sailing days) at Hamble Port Marina
- April 2016 – entry to the Helly Hansen Warsash Spring Series – the first of the Solent's annual yacht racing events with over 1,200 sailors taking part

- April – June 2016 – RYA Level 1 and 2 training completed/ ISA equivalent for Irish bloggers

August 2016 – ‘Team HH’ competed at Cowes Week (Cruiser class, Division B with 27 boat entries).

Measurement and evaluation:

The campaign achieved the following outputs:

- Team HH won third place at Cowes Week 2016 in their class! Providing inspiration to an audience that may have never sailed before
- 26 articles published across the four blogs, all containing HH brand messaging, wearing HH kit and promoting the HH What’s on your Horizon campaign
- Audience reach of 44,615,000 impressions across blog sites, Facebook, Instagram and Twitter
- 100% of coverage was positive
- Client reported YOY sailing revenues for 2016 grew 25.4%. YOY sailing pre-orders for spring/summer 2016 grew 38.6% (covering the period of the campaign).
- Client reported a 14% stronger fan growth across social media channels in August 2016 vs August 2015 and a daily organic reach increase of 114%
- Positive feedback from all four bloggers, including:
 “Having placed third at Cowes Week alongside my Team Helly Hansen crew-mates, and after a year of training to sail competitively, I can comfortably say I absolutely adore the sport and couldn’t recommend it more, even for traditional land-lovers! What an epic experience, and one which I’ll remember forever!”

Continued relationships with all four bloggers, who still wear their HH kit, share HH content, love the brand and continue to sail

Budget and cost effectiveness:

Budget was made up of agency time (taken from monthly retainer over the year) and activation costs (including blogger expenses, travel/sustenance).

Note: Sailing school memberships/ training were secured FOC.

Campaign met and exceeded all four objectives set out in the brief with positive feedback from client to say campaign was ‘well thought out’, ‘innovative’ and ‘engaging’, reflected by the extremely positive and pleasing sales results.