

CIPR PRIDE AWARDS 2019 **GOLD WINNER**

Category: Best Use of Digital

Company: WPR

Entry title: More Merry For Your Money

Brief and objectives:

Hungry Horse, part of the Greene King portfolio of managed pubs, is a value brand, known for its generous portions and quirky menu additions.

In early autumn 2018, the Hungry Horse marketing team came to us for help in driving business throughout Christmas – a key trading period for the brand. We were asked to devise a campaign which would encourage repeat visits, attract a new audience and reengage with lapsed guests. Whatever campaign we proposed also had to build on the “More For Your Money” messaging, which the brand had launched in summer 2018.

Specifically, the targets were to:

- Secure 576,700 impressions across social
- Reach 123 people for every £1 spent on media
- Deliver 18,000 clicks to site, 10,000 of which needed to be unique
- Drive a 2% increase in festive bookings YOY.

This had to be delivered for a maximum budget of £22,100.

The idea, research and planning:

The Hungry Horse consumer is value-driven and responds well to incentives to visit.

Leisure and dining trips are heavily influenced by deals and offers, with the target consumer going out of their way to seek out promotions and discounts.

Previous tests on owned social channels also showed that the audience is responsive to gamification, with the brand seeing strong results when quizzes and competitions had been incorporated into digital strategies. Videos, in the form of moving assets, were also shown to have a marked impact on reach and engagement.

Strategy, tactics, creativity and innovation:

Strategically, we set out to deliver a campaign which was, above all, relatable to the audience, presenting them with creatives they were shown to engage with. It also had to be compelling enough to stand out on cluttered newsfeeds, using a broad mix of advertising formats, most not widely used by the competition. To facilitate this, we commissioned a benchmarking report from Facebook which showed how the key competition was spending its money on the platform, and where the opportunities lay for Horse.

Clearly, the campaign also had to have commercial 'price' messaging at its core, to appeal to the value driven audience, and build on the "More For Your Money" messaging.

And so, "More Merry For Your Money" was born – a six week campaign which sought to:

1. Build brand awareness through thumbstoppable, video-first creative
2. Drive consideration through the promotion of all key festive occasions (parties, Boxing Day and New Year)
3. Deliver conversion through retargeting, serving price focussed messaging to anyone who engaged with our content or visited the website throughout the festive period.

Delivery:

Every element of the campaign was timed to land at key booking times, informed by insights from previous years.

- Awareness

We kicked the campaign off with a Canvas creative on Facebook – a full-screen experience designed to bring brands and products to life on mobile, and grossly under-used by the competition. Canvases open in News Feed to reveal an immersive experience, where brands can use a mix of video, still images, text and call-to-action buttons to build effective brand experiences. To bring in the gamification element, we led with a quiz to determine whether the user was on the naughty or nice list.

- Consideration

We then used a series of bold, flashing animated videos to promote all three festive occasions. To make the content more relatable, we included a screen recording of a 'family chat' on Messenger, to promote party season in particular.

- Conversion

We then retargeted engaged users (anyone who had interacted with our social posts or visited the website) with a series of direct response posts across both social and the Google Display Network, again in vibrant, attention-grabbing, video format.

'I am absolutely loving the improvement in creative, it's incredible! Please tell the team they are doing a great job.' - Ayah Sharif, Facebook Account Manager

- Guest acquisition

To find highly relevant people to target, we combined the brand's existing CRM data with Facebook's custom audience data to create look-a-like audience of existing Hungry Horse consumers. Existing database subscribers and followers were excluded, and more brand messages were served to this audience, before direct response (book now) content was delivered.

- Existing guests

'Existing audience' was defined as anyone who followed the brand on social, had visited the website or engaged with any social posts in the past 30-60 days. This audience received more of the 'book now' content, sooner.

- Lapsed Guests

Lapsed guests were people who hadn't opened an email in the past 90 days. This audience received more of the reasons to visit content (parties, Boxing Day, NYE).

- All audiences

All audiences were built to target towns and cities close to pub locations, and had interest targeting overlaid e.g. following a competitor.

- Objectives

Given the click targets, it would have been easiest to buy media on a traffic driving objective, but we were concerned this would have less of a quality focus, and wouldn't meet the overall festive bookings KPI. Instead, we bought media on a 'page-view' basis, meaning we would only pay if someone clicked exclusively on the Book Now CTA, and waited for the landing page to load.

Measurement and evaluation:

- Target: secure 576,700 impressions across social
 - Actual 1,523,938, 164% above target
- Target: reach 123 people for every £1 spent on media
 - Actual 131, 7% above target
- Target: deliver 18,000 clicks to site, 10,000 of which needed to be unique
 - Actual 25,017 clicks, 40% above target
 - Actual unique clicks 14,876, 48% above target

Budget and campaign impact:

- Budget
 - £22,100
 - Actual £22,064 (fee = £6,650, media £13,414)
- Objective: drive a 2% increase in festive bookings YOY
 - Actual: festive bookings were up 5% (150% above target), and vastly above industry averages
 - There are 278 Hungry Horse pubs nationwide, serving hundreds of thousands a people a week over the Christmas period. A 5% increase in festive bookings means this campaign paid for itself many, many times over.