

# O'Donnells

OF *Tipperary*

## HAND COOKED CRISPS



# Agenda:

- Background
- The Plan
- Results



# Background

# 2017 Snapshot



#1 Hand cooked  
crisp brand since  
2012



6 award winning  
flavours

# O'Donnells Brand Summary

## Who are they?

## Media Habits

## What do they say?



71% : 25-44 yr

80% ABC1



57% Female



Slight bias to  
Munster,  
Dublin, rest of  
Leinster



- I have to check social media +10 times a day.
- I can't resist buying magazines.
- News on food influences what I eat.
- I often notice brands on the TV or in films.
- Outdoor ads give me something to look at when travelling

# Working with Limited Resources



Consumer Shows

Combined footfall of 500k



Press

Female glossies  
Readership of 300k



3<sup>rd</sup> biggest  
Crisp brand in  
market

## But...

- Brand awareness low\*
- No NPD in the pipeline
- Business expectation of continued growth

# Action needed

We needed to grow brand awareness by reaching a mass audience, in turn growing purchase consideration for O'Donnells

Additional budget was allocated to allow us to target a broader audience





# The Plan

# TV Advertising

77% of women  
25 – 44 are  
heavy TV  
Consumers\*

**TV  
Sponsorship**

Advertise  
alongside other  
leading brands

Opportunity to  
amplify on  
social

Reach a mass  
audience  
quickly

Cost effective  
with available  
budget!



# Objectives:



**RTÉ 2**

# GREY'S ANATOMY



Similar  
audience,  
females 25 - 44

'Big Brand' feel

Evening  
'appointment to  
view' show

25 episodes,  
January - May

RTE AdLAB

steps...



# Meet Grainne...



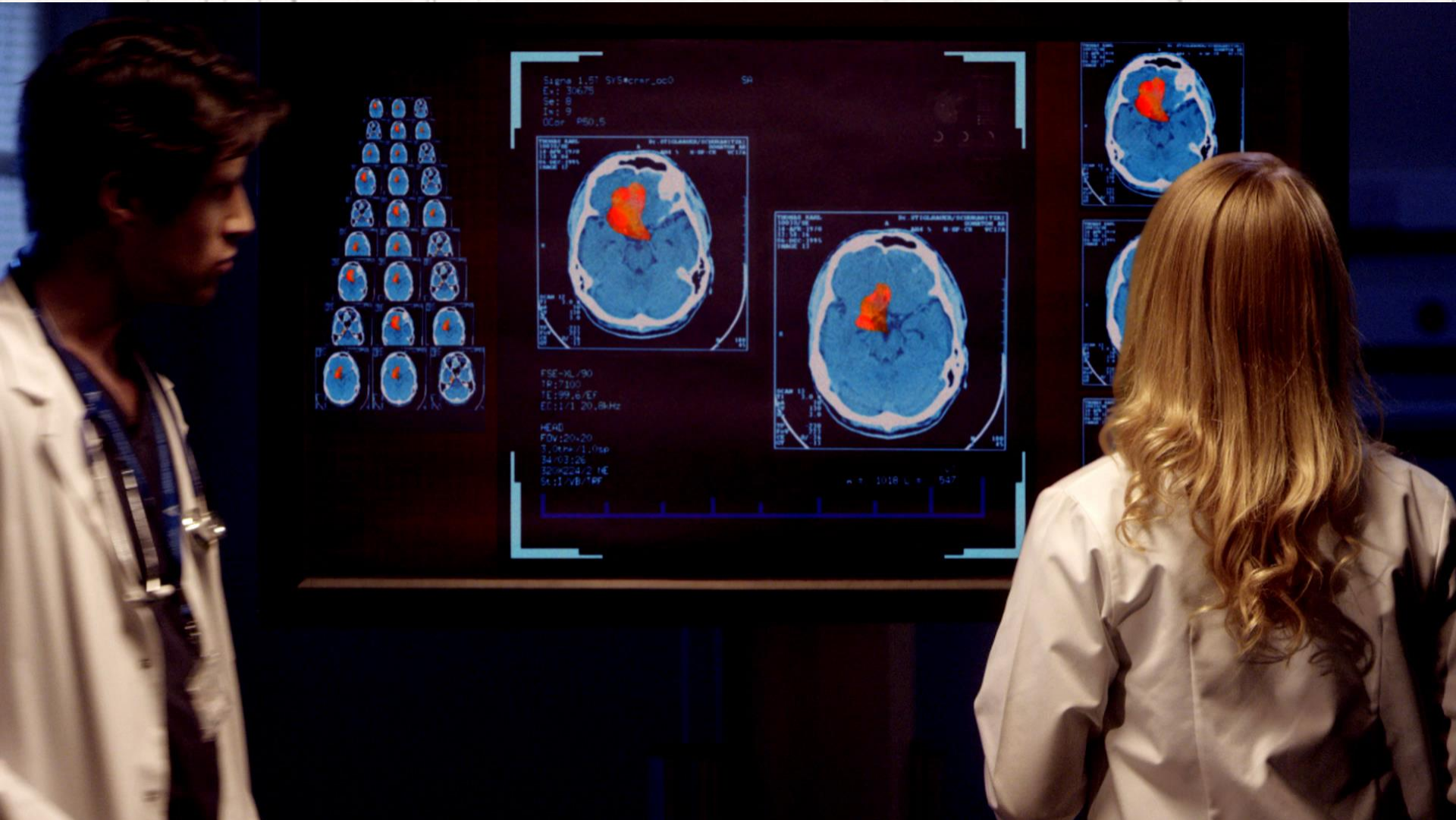














# Themed Stings



7 and 10 seconds



Rotation



Flavour showcase



Feat. Ed O'Donnell!

# Social support



O'Donnells Crisps

Published by Kate Meagher (T) · 23 January 2018 · 🌐

We have 3 boxes of O'Donnells Crisps to giveaway to 3 lucky winners! We had so much fun filming our TV ads for our sponsorship of Grey's Anatomy and this is one of our favourites. Can you guess the female doctor's 1st name? Hint: It's unique to Ireland. We will pick 3 winners who guess the right name at random to win a box of O'Donnells. Good Luck!



O'Donnells Crisps

Published by Kate Meagher (T) · 18 January 2018 · 🌐

COMPETITION TIME!! We have had McCreamy and McSteamy but name our male doctor in our adverts and the best name wins a box of O'Donnells Crisps! Watch out for Greys Anatomy on RTÉ2 tonight!



**WIN**  
Flights for 2 to  
**SEATTLE**

O'Donnells  
*of Tipperary*  
HAND COOKED CRISPS

Like | Tag a friend | Share

# The Results

# Objectives recap





# Brand awareness

Grow brand awareness

Awareness for the brand grew 19% YOY in Bord Bia's Premium Crisps report\*

21% of PCA respondents thought the sponsorship was a good/very good fit



\*Source: Bord Bia Premium kettle report Mar 18

# Purchase consideration and sales

Grow purchase  
consideration and drive  
sales

O'Donnells sales for January  
to May 2018 were ahead  
15.6% vs 2017

O'Donnells Market Share  
increased vs previous year –  
in March/April 2018 the  
brand held 8.6% of the total  
Irish Crisps market vs 7.2% for  
the same period PY\*



# Mass audience

Reach a mass audience  
in a cost effective way

We reached a total TV  
audience of 1,052,000 which  
is 29% of the total universe

Reach of our target audience,  
women age 25 – 44, was 202k,  
30% of this audience



# Amplify sponsorship

Amplify sponsorship on social media

O'Donnells Facebook page likes increased throughout January and February when key supporting social media posts were live.

Engagement rate of 9.2%, very strong compared to the average of 5%.



# O'Donnells *of Tipperary*

SPONSORS  
**GREY'S ANATOMY**



..... **TASTE ABOVE ALL ELSE** .....

# Thank you!