

JOHN LEWIS

Bohemian Rhapsody - 2018

Background

- John Lewis has been in partnership with Waitrose since 1937, with the two retailers forming the John Lewis Partnership - the largest employee-owned retailer in the UK. The partnership proudly puts staff at the heart of its business – a strong point of difference over competitors in the retail market.
- In 2018, the decision was made to rebrand both companies with the aim of making the partnership and its employee-centric model more evident to consumers – ‘John Lewis & Partners’ and ‘Waitrose & Partners’ was born.
- In September 2018, the rebrand campaign – anchored by a brand film featuring a group of schoolkids performing Queen’s Bohemian Rhapsody - launched with the central idea highlighting the Partnership’s co-operative ideals: “when you’re part of it, you put your heart into it”.

Plan

- To maximise impact of the campaign, the brand film was to run across TV, social, BVOD and cinema. Running the ad in cinema was fulfilling a key role in the mix for John Lewis – increasing audience immersion, engagement and enjoyment of the ad, with the ultimate aim of helping drive key brand metrics including love for the brand, difference to competitors and relevance to consumers.
- Furthermore, cinema offered a great contextual opportunity for John Lewis with the ad launching in the run up to release of the Freddie Mercury biopic *Bohemian Rhapsody*. Collaborating with ODEON and Picturehouse, John Lewis were able to buy gold spots in a series of films and ensure their ad immediately followed the Bohemian Rhapsody trailer.
- Across the month the ad played ahead of a range of films including *Mamma Mia: Here We Go Again!*, *Incredibles 2*, *King of Thieves* and *BlackKkKlansman*.

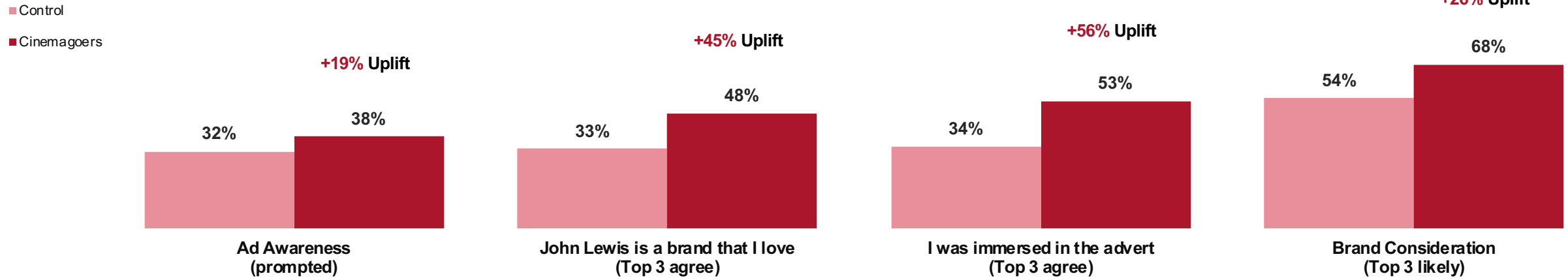


Campaign Details

Sector	Retail
Target Audience	ABC1 35+
Package	Gold Spots (Odeon & Picturehouse only)
Creative Agencies	adam&eveDDB
Media Agency	Manning Gottlieb OMD
Duration	150"

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Significant uplift in advertising awareness and consideration:

Cinema exposed respondents are **19% more likely to be aware of John Lewis advertising** vs. control, and are **26% more likely to consider** shopping at John Lewis in the future.

Cinema exposed = 38%, Control = 32%; Cinema exposed = 68%, Control = 54%



Driving key brand perceptions further:

Cinema exposed respondents are **45% more likely to agree 'John Lewis is a brand that I love'** and **48% more likely to agree 'John Lewis is different to other retailers'** vs. control.

Cinema exposed = 48%, Control = 33%; Cinema exposed = 49%, Control = 33%



Significant uplift in audience engagement:

Cinema exposed respondents are **51% more likely to have enjoyed the advert** and **56% more likely to have been immersed in it** vs. control.

Cinema exposed = 51%, Control = 39%; Cinema exposed = 53%, Control = 34%

Summary

Running its Bohemian Rhapsody themed rebrand advert in DCM cinemas was a huge success for John Lewis - the immersive cinema environment helped increase awareness and consideration, **land key brand perceptions of love, difference and relevance**, and **drive audience engagement and enjoyment of the advert**.

