

DCM CASE STUDY: LURPAK

Cook's Range- Adventure Awaits (2014)



CINEMA DELIVERS:
INCREMENTAL REACH

Background

- Lurpak recently launched their new Cook's range with a real **visual feast for the eyes**. Wieden and Kennedy created a spot with the objective to **transform** the way in which cooking can be seen.
- The ad is executed in a **stylised fashion**, making home cooking that bit more exciting and is described as a 'celebratory ode' to meal times. This new unveiled look creates a **cinematic feel** and aims to tap into experimental enthusiasts that thrive on cooking food from scratch.

Why Cinema?

- With this **powerful creative**, Cinema appeared to be the perfect place to engage and capture their ABC1 target audience of 'creative foodies' with its visual impact and ability to cut-through to consumers.
- Lurpak chose Cinema to add exposure to their overall campaign and to complement the broader TV activity to **drive engagement and recall** and to bring the new product range to life on the big screen.



The greatest adventures are yet to be had

Campaign Details

Package	Adult General Package
Creative Agency	Wieden and Kennedy
Methodology	Cinema exposed vs. non-exposed
Target Audience	ABC1 Adults
Sector	Food

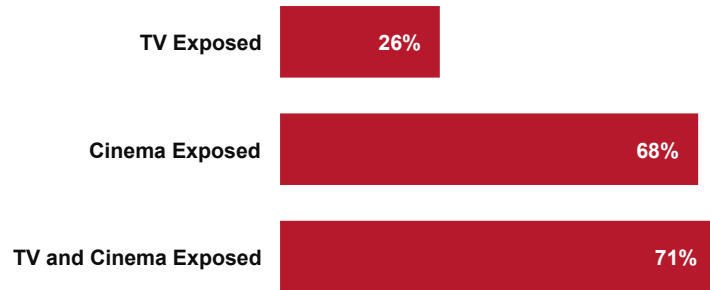
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ADVERTISING IMPACT

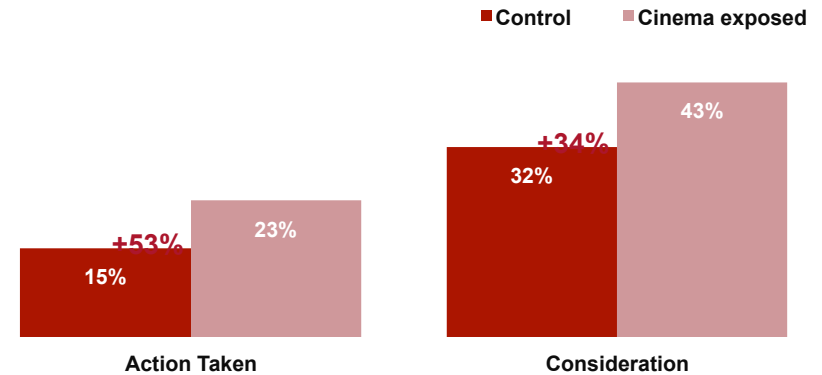
Recognition Breakdown





 **+62%** more words used to describe the Lurpak creative vs those exposed via TV
(Cinema exposed = 23%, Non-cinema exposed = 15%)

 **+131%** Uplift in specific message recall for those exposed via Cinema
(Cinema exposed = 37%, Non-cinema exposed = 16%)

BRAND IMPACT



 **+53%** Encouraging curiosity: **53% more likely to take a positive action post-exposure**
(Cinema exposed = 23%, Non-cinema exposed = 15%)

 **+34%** Increased consideration: **34% more likely to consider Lurpak**
(Cinema exposed = 43%, Non-cinema exposed = 32%)

SUMMARY

- The Cinema environment led to strong levels of recognition for the creative, adding incremental recall on top of the TV activity
- The depth of understanding of the product led to higher levels of consumers taking a positive action post-exposure and greater consideration for Lurpak's Cook Range