

QUAKER

'The Mighty Oats'

Background

- Quaker has been making porridge for 140 years and is the market leader in the category. Quaker's main business challenge was to increase penetration of Quaker Oats So Simple Sachets and drive product awareness, making sure consumers discovered So Simple Sachets as part of their daily breakfast routine.
- Quaker's objective was to drive top of mind awareness amongst core sachet buyers as well as light and lapsed category buyers to drive sales and frequency of purchase.

Idea

- Buzz Aldrin was the second human to walk on the moon. Interestingly, before setting off on his life chancing mission he started the day with a bowl of Quaker Oats. This insight became the heart of the AV narrative for the campaign.
- Quaker traditionally had not spent in cinema, but the cinematic nature of the creative, featuring actual footage from the moon landing, made it perfect for the big screen.
- The creation of a 30" asset and a full 120" asset made it possible to tell the story of Buzz Aldrin and connect with an engaged audience.
- In particular, reaching out to an audience with an interest in sci-fi made the creative all the more relevant and was the most impactful way to invest the modest cinema budget.



Campaign Details

Sector	FMCG
Target Audience	Adults 25+
Package	Film Packs – <i>Arrival, Passengers</i>
Creative Agency	AMV BBDO
Media Agency	OMD
Duration	30" and 120"

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Plan

- Quaker wanted to showcase the 120" creative in an immersive environment to evoke an emotional response from the audience.
- OMD identified that in November & December 2016 two space themed films – *Arrival* and *Passengers* - were due for release and provided a great contextual fit for the cinematic Buzz Aldrin creative. Both films also profiled very well for Quaker's target audience of Adults 25+.
- Aligning the Quaker creative with films of a similar genre presented the perfect opportunity for showcasing Buzz Aldrin's story.
- Cinema was therefore planned as an integral part of the media plan alongside TV, VOD & Digital activity, and by activating cinema during these months Quaker also had on-screen presence during its key sales period.



Results

- Quaker was aligned with two of the most relevant films of Q4 and the films' box office success helped deliver a whopping 32% additional admissions across the campaign period helping deliver unique reach within the campaign.
- The campaign helped get light and lapsed users to reappraise the porridge sachet category and at the same time put the Quaker brand front of mind.
- In terms of a sales uplift, Quaker Sachet saw a 7.5% value sales increase and a 13.6% volume sales increase as a result of the campaign.

'As the Quaker Oats team reflected upon the grandeur of humanity's first trip to the service of the moon, we knew that cinema would be the perfect channel to connect with our audience. We wanted to use great storytelling to show them the role that the mighty oat played in this incredible adventure and to highlight the benefits of making Quaker part of a healthy lifestyle.'

Ian Pate, Quaker Marketing