

# SOREEN

‘Squidgy Bit Soreen’ - 2017

## Background

- Soreen was faced with one key issue – the majority associate the snack more with being on grandparents’ tea trays rather than in school kids’ lunch boxes. Soreen realised the need to revitalise its products and change perceptions amongst parents and children and so in 2017 Soreen launched its new Lunchbox Loaves.
- The primary aim of this campaign was simple - get the new Lunchbox Loaves into the hands of health-conscious parents and their hungry children.

## Idea

- Soreen moved away from TV wanting to make sampling an integral part of the campaign and cinema provided the perfect fit. Cinema enabled the brand to catch hungry children in an environment where more unhealthy alternatives were available and showcase the nutritional value of the Lunchbox Loaves in a fun and engaging way.
- Rather than running a standard Family AGP, Soreen became the headline sponsor of Odeon’s Kids Club. The sponsorship was a brilliant opportunity to combine sampling, screen time, and online assets in one fully integrated campaign.

## Plan

- The sponsorship ran between May-October in 18 Odeon cinemas across the country. Across the six month period, sampling was completed on six weekends in the ten highest family footfall Odeon sites.
- Continuing along the audience journey, Soreen created a bespoke 45” advert, running in the Gold Spot of all Odeon Kids Club screenings.
- The sponsorship package also included online (web banners, e-newsletters and ticket confirmations) and in foyer (quad posters and marketing screens) assets to maximise the number of touchpoints the brand had with its target audience.

DCM Awards 2018 -  
Winner Best Newcomer



## Campaign Details

Sector	Food
Target Audience	Main shoppers with children
Package	Odeon Kids Club Sponsorship (inc. sampling, gold spot, foyer screens)
Creative Agencies	Red Brick Road
Media Agency	Goodstuff
Duration	45”

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## Sampling

255,000 samples  
distributed -  
the biggest sampling  
campaign in DCM  
cinemas

## Perceptions

**+40%** 'Soreen is a  
versatile snack'  
**+32%** 'a healthier brand  
than others'  
**+28%** 'has a good  
selection of flavours'

## Consideration

Parents' consideration  
of Soreen increased  
significantly by 500%.

## Results

- Cinema delivered exceptional results for Soreen. The sampling was very successful with 255,000 Lunchbox Loaves enjoyed by cinemagoing audiences – the biggest ever sampling campaign on the DCM estate.
- Furthermore, the cinema activity drove significant increases on important brand metrics amongst the key parent audience - positive evaluation of the brand increased from 1% to 11% and consideration from 2% to 12%. Running the campaign in cinemas also helped Soreen significantly drive brand perceptions of being a healthy and versatile snack.

**"A combination of sampling, advertising and sponsorship in a captive environment meant parents couldn't help but notice us...the impact amongst our audience was immediate and dramatic – shifting brand measures that would normally take years to move within the first months of the campaign"**

*Bethan Brown, Marketing Director, Soreen*

