

WALKERS

Best Ever Fan - 2019

Background

- According to Mintel over 9 in 10 adults ate a packet of crisps in 2018 and as the number one crisp brand in the UK Walkers remain in a strong position. The challenge however was to keep Walkers feeling relevant and ensure they're still connecting with customers.
- Walkers wanted to rejuvenate the brand and be at the "beating heart of popular culture" – building on its heritage and modernising perceptions of Walkers. Rather than needing to increase top-of-mind awareness (where Walkers already performs strongly) the focus for this campaign was all about creating "talkability".
- In order to ensure its new positioning landed with impact, Walkers identified the Spice Girls reunion tour as 'the biggest cultural moment of the year' and a perfect opportunity to bring new life to its old partnership with the Spice Girls, the face of the brand's advertising during the late nineties.

Plan

- Walkers launched its new #BestFanEver creative simultaneously across TV, cinema and social media – with the 90" creative running for the first day in cinemas to land the story in full with audiences, before switching to a 60" version for the rest of the cinema campaign.
- Cinema was included on the plan to help build fame and drive reach as a part of a multi-media AV campaign designed to reach as many as possible.
- Walkers bought a HFSS AGP showcasing the ad in front of a range of films including *Rocketman*, *John Wick: Chapter 3 – Parabellum* and *X-Men: Dark Phoenix*.



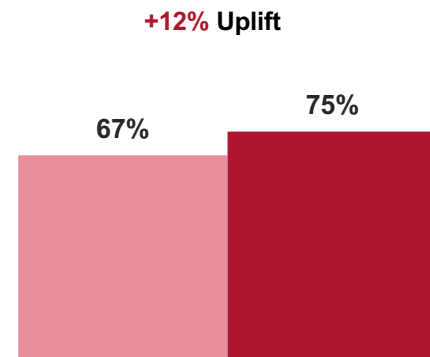
Campaign Details

Sector	Food
Target Audience	All adults
Package	FMCG
Media Agency	OMD
Copy Length	90"/60"

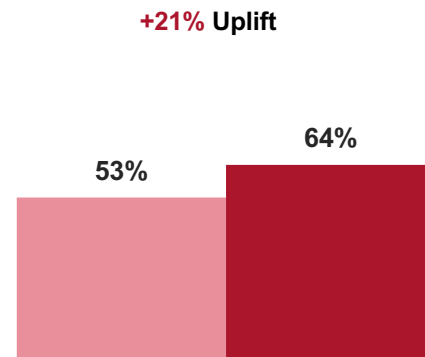
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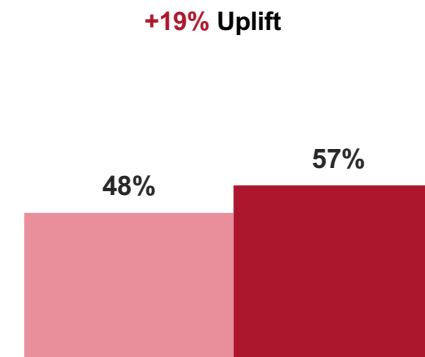
■ Control
■ Cinemagoers



'Walkers is an iconic British brand'



'Walkers is for people like me'



'Walkers have improved the flavour of their crisps'

71%
of cinemagoers
are now more likely
to consider
Walkers post-
campaign



Increase advertising awareness and consideration:

69% of cinema exposed respondents were aware of recent Walkers advertising and **71% are now more likely to consider Walkers post exposure.**



Driving key brand perceptions further:

Cinema exposed respondents were **22% more likely to agree 'Walkers successfully keeps up with modern times'** and **12% more likely to agree 'Walkers is a brand worth paying more for'** vs. control.

Cinema exposed = 63%, Control = 52%; Cinema exposed = 60%, Control = 55%



Improved impression of Walkers:

64% of cinema exposed respondents agree they now have **a better impression of Walkers** after seeing the advert on the big screen.

Summary

Launching its Spice Girls themed 'Best Ever Fan' campaign in cinema proved to be very successful for Walkers - the immersive cinema environment gave the campaign added impact from launch, helping Walkers to **land key campaign messages, drive key brand perceptions and increase consideration.**

