



Connacht Gold – Half the Fat

Magazines Ireland Publishers

31st May 2017

**1. Behaviours
are changing....
with more
Dynamic Media
Opportunities**



Magazines have inherent qualities that make them a strong channel for brands seeking a meaningful connection with its consumers

Media metrics

- **Magazines drive reach**
- Ability to target tightly defined audiences with little wastage
- **Ability to reach light TV viewers**
- Ability to reach all generations
- Ability to reach Affluents

Engagement

- Environment highly tuned to needs and interests of readers
- Experience is focused, enjoyable and controlled by the reader
- **Immersive and highly personal**
- Clear voice and identities with which readers identify. **My magazine** says something about the type of person I am
- **Allow for complex messages to be conveyed**

Influence

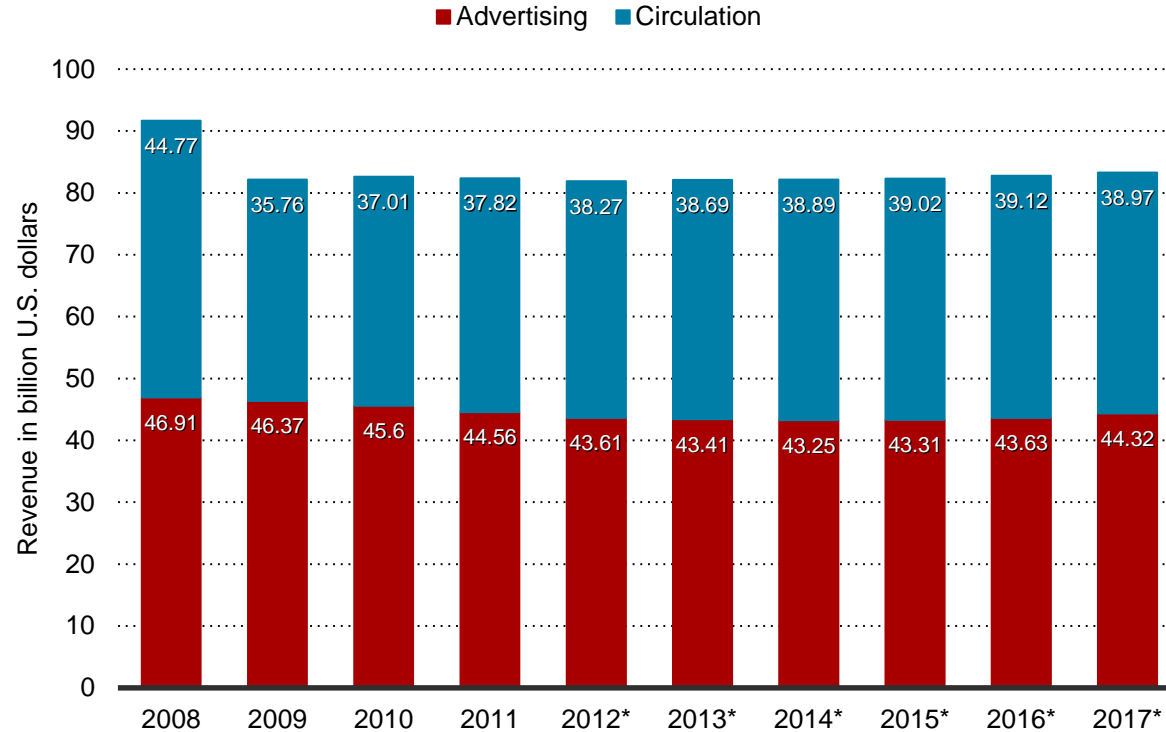
- Trust and authority
- **“marketplace” for some categories (e.g. fashion)**
- Allows for direct sampling to consumers (e.g. scent strips, plant seeds)
- Inspiration through the voice of editors
- Expert, professional content in magazines is highly respected by readers, while **magazine brands have built up trust over years**

Sources:

- WARC Briefing: Magazines 2010
- WARC Media Planning Toolkit: Planning Magazine Media 2015

Consumer magazine revenue worldwide from 2008 to 2017, by source

Consumer magazine revenue worldwide from 2008 to 2017, by source (in billion U.S. dollars)



Note: Worldwide

Further information regarding this statistic can be found on [page 8](#).

Source: PwC; ID 260207



- **National Readership Survey:**
 - **Magazine Consumption:** 72.5% of the population 15+ consumes magazines across print and digital. 57% read a print magazine and 40% consume on PC or a mobile device.
 - **Women's Magazines Monthlies**
 - 41% read consumer women's monthly magazines across print and digital.
 - **Mobile Charts Magazine**
 - On average mobile adds 72% further audience reach to individual magazine brand footprints.





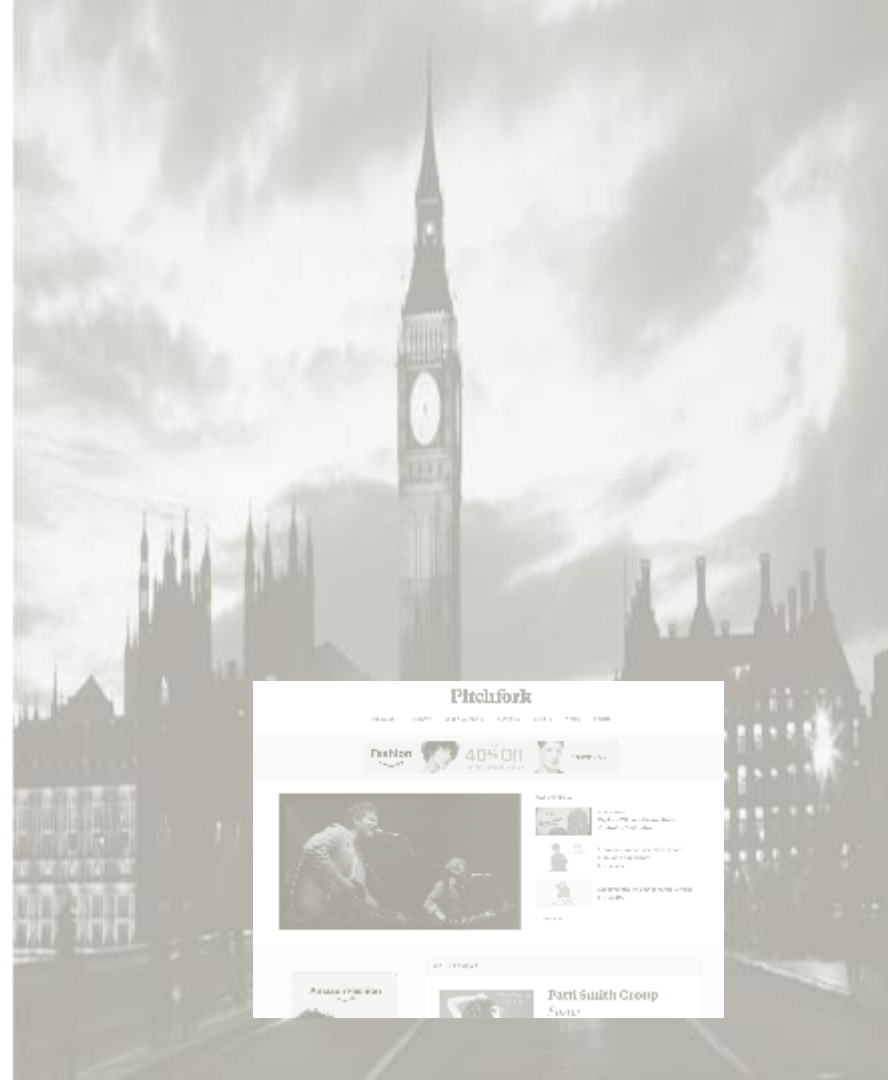
- **Adult Major Media Users 2013-2018**
 - **General magazine consumption: 41.3 million people in 2013 to 38.2 million by 2018.**
- **Average Time Spent Per Day with Magazines: 15.94 minutes per day reading magazines (2014) to 14.59 minutes by 2018.**





1. The readership is still there and content is still king but readers increasingly want digital. Although content is still king perhaps quality isn't. Martin Clarke, head of MailOnline once said he produced 'Journalism Crack' for his readers.
2. People do still want *quality* as proven by traditional magazines' expansion into the new markets. E.g. Cosmopolitan + Snapchat = content showcase
3. The digital age publishing model: launch online and print later. E.g. Pitchfork- "The Most Trusted Voice of Music"

Source: journalism.co.uk



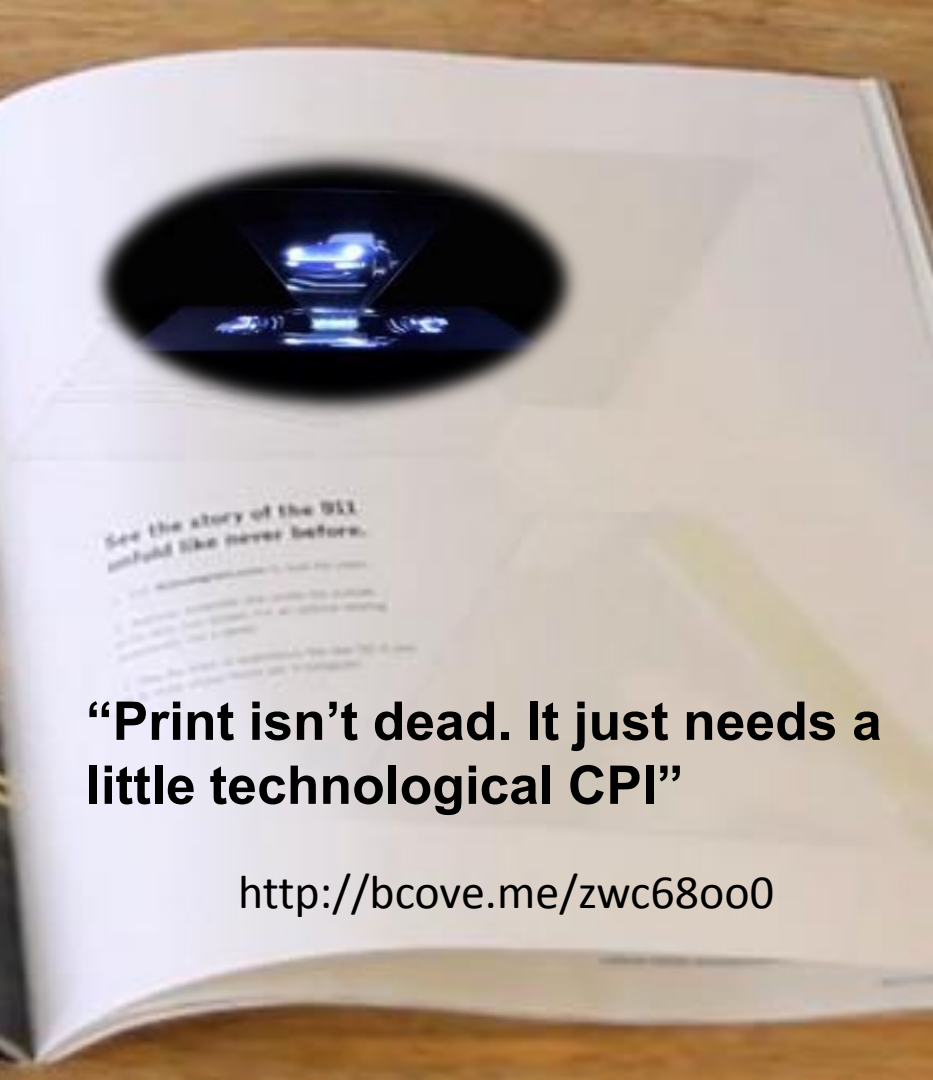
1. Digital single copy sales have risen a good amount. “Some of this growth is due to the expanding popularity of all-access programs”
2. Digital subscriptions to news magazines continue to increase.



2. Consistently disrupt.....and inspire



In fact, it takes



“Print isn’t dead. It just needs a little technological CPI”

<http://bcove.me/zwc68oo0>

[illegible]An open magazine or brochure is shown from a top-down perspective, lying flat on a wooden surface. The left page features a large, dark, oval-shaped graphic containing a glowing blue, futuristic vehicle design. Below this graphic, there is some faint, illegible text. The right page is mostly blank, showing the texture of the paper and some very light, blurry markings. The overall lighting is soft, highlighting the edges of the pages and the wood grain of the background.

“Print isn’t dead. It just needs a little technological CPI”

<http://bcove.me/zwc68oo0>

3. Cross Platform Collaborations that respect the context add value





TU *only at*
Sainsbury's

SAINSBURY'S CHOOSES MAGAZINE
BRANDS TO SHOWCASE TU FASHION
LABEL



4. Data underpins ROI



Measuring Success

- ❑ Media Campaign Performance
- ❑ Ecommerce
- ❑ Site Traffic
- ❑ Brand Quality Metrics
- ❑ Business KPIs/Sales

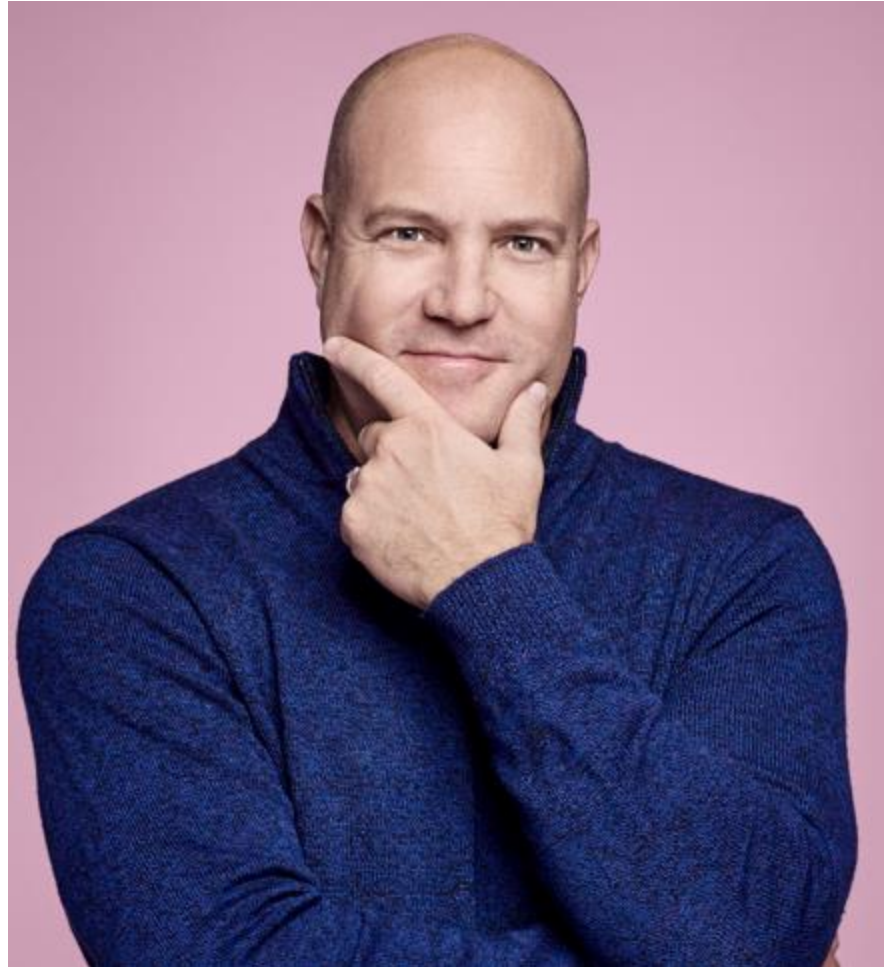


Data is the new black

“As publisher offerings become more sophisticated, they need to be constantly aware of data being generated, data that could be generated and using that data in a way that adds value to agencies and their clients from a quality, relevancy and measurement perspective.

The magazines who will ultimately win are the ones who will invest the most in maximising client value through deep integrations and partnerships with agency measurement frameworks and associated technology partners.”

CEO Hearts & Science, Scott Hagedorn



5. Into the Scene with a Magazine.....growing your visibility and the power of the collective



The Power of **THE COLLECTIVE**

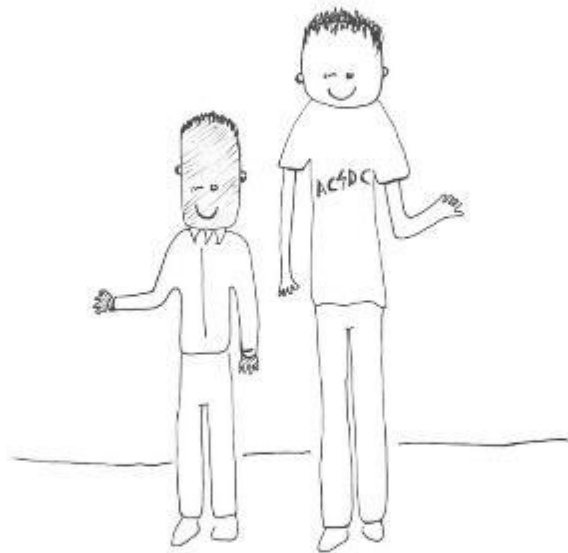




bloom

Magazines Ireland

- Formed in 2000, we are an independent, Irish-owned agency
- Our mission is to help challenger brands, like us.
- Challenger brands are usually out-resourced by market leaders but make up for it with attitude and thought-leadership.



HOW TO COMPETE AS A CHALLENGER BRAND

Some brands we work with



CITYJET



Provident



LloydsPharmacy



National Crafts &
Design Fair

A Case Study



AD

Launch Connacht Gold Half Fat Butter new packaging.

Target 18-45 yo, health-conscious women.

Key message - REAL butter, but healthier

Oh, and we had to find a way to use Pippa O'Connor



What are the others doing?

What are the others doing?



What are the others doing?



What are the others doing?



What are the others doing?



Target Audience

HWC/Main Shopper



Image conscious Women





Younger Women (25-40)

What we know from the Bord Bia Health Check

Profile Of Brand Buyers

(Base: All Category Respondents n = 497)



		TOTAL	Connacht Gold (n=140)	Kerrygold (n=311)	Low Low (n=198)	Flora (n=210)	Dairygold (n=319)	Benecol (n=50)	Supermarket Own Label (n=283)
SEX	Male	30%	31%	31%	34%	31%	32%	42%	25%
	Female	70%	69%	69%	66%	69%	68%	58%	75%
AGE	18-24	6%	4%	4%	5%	5%	6%	2%	5%
	25-34	23%	19%	24%	19%	17%	23%	18%	24%
	35-44	26%	23%	26%	27%	26%	29%	24%	25%
	45-54	23%	22%	21%	26%	25%	21%	25%	23%
	55+	22%	32%	25%	23%	27%	21%	32%	23%
REGION	Dublin	24%	22%	23%	23%	27%	22%	25%	21%
	Rest of Leinster	29%	22%	31%	34%	34%	32%	33%	32%
	Munster	29%	22%	28%	28%	21%	30%	33%	30%
	Conn./ Ulster	18%	34%	18%	15%	17%	17%	9%	18%
SEGMENTS	NET ABC1	47%	51%	51%	44%	49%	46%	54%	43%
	NET C2DEF	54%	50%	49%	56%	51%	54%	47%	58%
KIDS	Yes	39%	35%	38%	41%	42%	42%	45%	40%
	No	61%	65%	62%	59%	58%	58%	55%	60%

(Q 1)

1. Competitor

Connacht Gold operates in a hugely competitive category, where category spend is €2.68m per year.

Make Connacht Gold's Difference Stand Out

- Innovation and clever media strategy will help Connacht Gold differentiate themselves within the category. You should item

2. Consumer

Butter & Margarine are a relatively impulsive purchase where consumers default to one of a number of brands in their repertoire.

Give Her Something Different

- Connacht Gold wants to shine through in a **personal, unique** way that reflects the **quirky attitude** of the brand

Try to be a bit Different

3. Citizen

She understands the trade off between free content and advertising, but won't settle for something irrelevant. Connacht Gold's need to be a reflection of her personal lifestyle.

Demonstrate Connacht Gold's Difference

- Give her something that **adds value** throughout the day and puts a smile on her face

4. Culture

The world's her oyster, she's constantly adapting and changing. 52% try to keep up with technology (i104). Life moves fast and Connacht Gold needs to keep up.

Keep Being Different

- Live like she does by **evolving** the strategy each year

Platform: Lifestyle & Wellbeing – having it all..

 **Magazines
Ireland**





Our Insight

Challenge at the chiller cabinet



The Campaign

Connacht Gold You Can Have It All



Connacht Gold You Can Have It All

Real creamy butter
with only half the fat.

Definitely not what you'd expect to find in a tub.



Connacht Gold You Can Have It All



Enjoy a light, tasty lunch with



Half Fat Butter

THE PERFECT BAKED POTATO

Delicious baked potato with a crisp, golden skin which is light and fluffy on the inside!



INGREDIENTS

- 1 medium baking potato
- 1 teaspoon olive oil
- 1/2 teaspoon salt
- Connacht Gold Half Fat butter
- Freshly ground black pepper

METHOD

Preheat the oven to 150° C. Scrub the potato, and pierce the skin several times with a knife or fork. Rub the skin with olive oil, then with salt.

Place the potato in the preheated oven, and bake for 75 minutes, or until slightly soft and golden brown. Slice the potato down the centre, and serve with Connacht Gold Half Fat butter and black pepper.



WIN the
'Have It All'
break

with



Half Fat Butter

Now, put your feet up while you are reading this. Because if you win this prize you are going to the west of Ireland on a break that redefines the meaning of the word - pamper.

You and your partner (or BF) will be invited on an overnight break at the award winning Kiltonan Castle Estate & Spa. And you'll be cordially invited to join style and beauty blogger Pippa O'Connor on 1st December for 'a fun & fabulous evening with the girls' at the castle. Aside from the fun there will be lots of practical fashion tips.

Pippa will be joined by celebrity chef Joe Shannon (TV3 Ireland AM). And just to get you in the mood your evening will commence with a Champagne and Canapes reception.



To win this fabulous prize [oh, did we mention a free Connacht Gold goodie bag as well] simply log onto:

www.connachtgold.ie/competition



Connacht Gold You Can Have It All



Challenge at the chiller cabinet



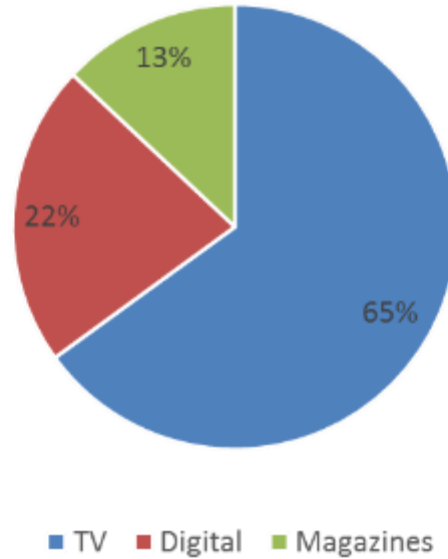
Connacht Gold Fins, Floor Vinyl and Shelf Talker





Media Channel Investment

Investment by Medium



Magazines Ireland

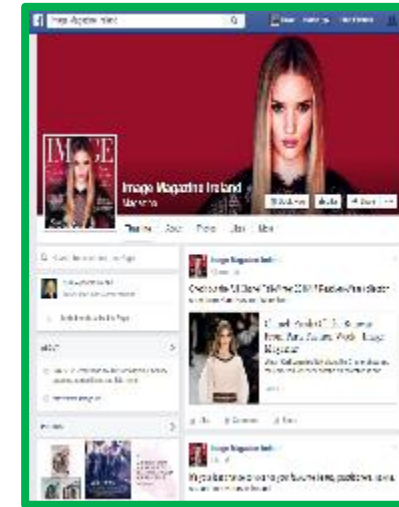
Progressive Partnership

- Right medium and right role
- Cross-Media strategy:
Advertising,
Editorial, Digital,
Social, Competitions
- Output #1: Case Study on effectiveness
- Output #2: Effective Value for Connacht Gold
- Output #3: Ongoing special relationship & collaboration with a 3 year plan

Magazines Ireland Participating Titles		Circulation
1	Confetti	15,000
2	Easy Food	17,053
3	Easy Parenting	6,345
4	House and Home	24,000
5	ICA Home & Living	11,000
6	Image	22,691
7	Image Interiors	16,235
8	Irish Food	11,000
9	Maternity & Infant	20,000
10	RSVP	23,229
11	RTE Guide	51,413
12	Taste	10,000
13	Woman's Way	21,218
14	Xpose	15,061
		264,245



Magazines Ireland



.....across a range of platforms

40 relevant titles

Magazines Ireland Participating Titles	
1	Architecture + Design
2	Architecture Ireland
3	Autotrade Journal
4	Bike Buyers' Guide
5	Business Ireland
6	Business Plus
7	Ear to the Ground
8	Easy Food
9	Easy Parenting
10	Enterprise
11	Farm & Plant Buyers Guide
12	GP Ireland
13	Hardware Association Journal
14	Hot Press
15	Hotel and Catering Review
16	ICA Home & Living
17	Image
18	Image Interiors
19	In Business
20	Ireland at Your Leisure
21	Irish Country Magazine
22	Irish Farmers' Monthly
23	Irish Food
24	Irish Printer
25	Irish Vintage Scene
26	Irish Wildlife
27	Licensing World
28	Marketing.ie
29	Maternity & Infant
30	Retail News
31	RSVP
32	RTE Guide
33	Senior Care Times
34	SIMI Irish Motor Management
35	Taste
36	The Consultant
37	The Irish Garden
38	Veterinary Ireland Journal
39	Woman's Way
40	Xpose



Magazines Ireland



Magazines Ireland – Summary of Activity

MAGAZINES	DETAILS/SIZE	Measurement	Circulation	On Sale Date
Print				
Confetti	Full Page		15,000	09 December 2016
	Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site		09 December 2016
	Digital Display/ Social Activation	Analytics/ FB/Twitter		
Ear to the Ground	Full Page		20,000	15 November 2016
	Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site		
	Have it All Competition	Competition Entries		
	Digital Display/ Social Activation	Analytics/ FB/Twitter		
Easy Food	Full Page		17,053	08 November 2016
	Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site		
	Have it All Competition	Competition Entries		
	Digital Display/ Social Activation	Analytics/ FB/Twitter		
Easy Parenting	Full Page		6,345	06 December 2016
	Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site		
	Have it All Competition	Competition Entries		
	Digital Display/ Social Activation	Analytics/ FB/Twitter		
Enterprise	Full Page		35,000	15 November 2016
	Have it All Competition	Competition Entries		
GP Ireland	Full Page		2,000	24 October 2016
	Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site		
House and Home	Full Page		24,000	21 October 2016
	Editorial: Have it All Lunch Time Ideas	Visits to Connacht Gold HFB Site		
	Have it All Competition	Competition Entries		
Image	Full Page		22,691	10 November 2016
	Editorial: Have it All Lunch Time Ideas	Visits to Connacht Gold HFB Site		
	Have it All Competition	Competition Entries		
	Digital Display/ Social Activation	Analytics/ FB/Twitter		

The competition also went ahead as per the schedule except for RTÉ Guide and Taste as the competition had already closed for the issues they were going to run it in

Some of the magazines ran half page editorial and promoted it on Twitter, Facebook and on their websites

Magazines Ireland – Summary of Activity

MAGAZINES	DETAILS/SIZE	Measurement	Circulation	On Sale Date
Print				
Image Interiors	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	16,235	15 October 2016
Irish Food	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	11,000	17 November 2016
Marketing.ie	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	4,000	01 November 2016 01 November 2016 01 November 2016
Retail News	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	6,426	17 October 2016
RSVP	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	23,229	13 October 2016
RTÉ Guide	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	51,413	Previous Monday
Taste	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas	Visits to Connacht Gold HFB Site	10,000	31 October 2016
Woman's Way	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	21,218	25 October 2016
Xposé	Full Page Editorial: "Have it All" Meal/ Lunch Time Ideas Have it All Competition Digital Display/ Social Activation	Visits to Connacht Gold HFB Site Competition Entries Analytics/ FB/Twitter	15,061	21 October 2016
TOTAL MAGAZINES				17

The competition went ahead as planned except for RTÉ Guide and Taste as the competition had already closed for the issues they were going to run it in

Some of the magazines ran half page editorial and promoted it on Twitter, Facebook and on their websites



Some Sample Screengrabs of the Ads & Competition



「Woman's Way Magazine



Woman's Way Competition via Facebook



Woman's Way

Published by Áine Toner [?] · 14 November 2016 ·

COMPETITION TIME!

We have a fantastic competition with thanks to Connaught Gold.

You and your partner or best friend could be invited on an overnight break at the award-winning Kiltonan Castle Estate & Spa. The winner will also be cordially invited to join style and beauty blogger Pippa O'Connor on December 1 for 'a fun & fabulous evening with the girls' at the castle. Aside from the fun there will be lots of practical fashion tips.

For details on this wonderful competition - and just in time for Christmas - see the attached PDF. Log onto <http://competitions.connaughtgold.ie/> or www.connaughtgold.ie/competition to enter.

Competition closes on November 21. The very best of luck.

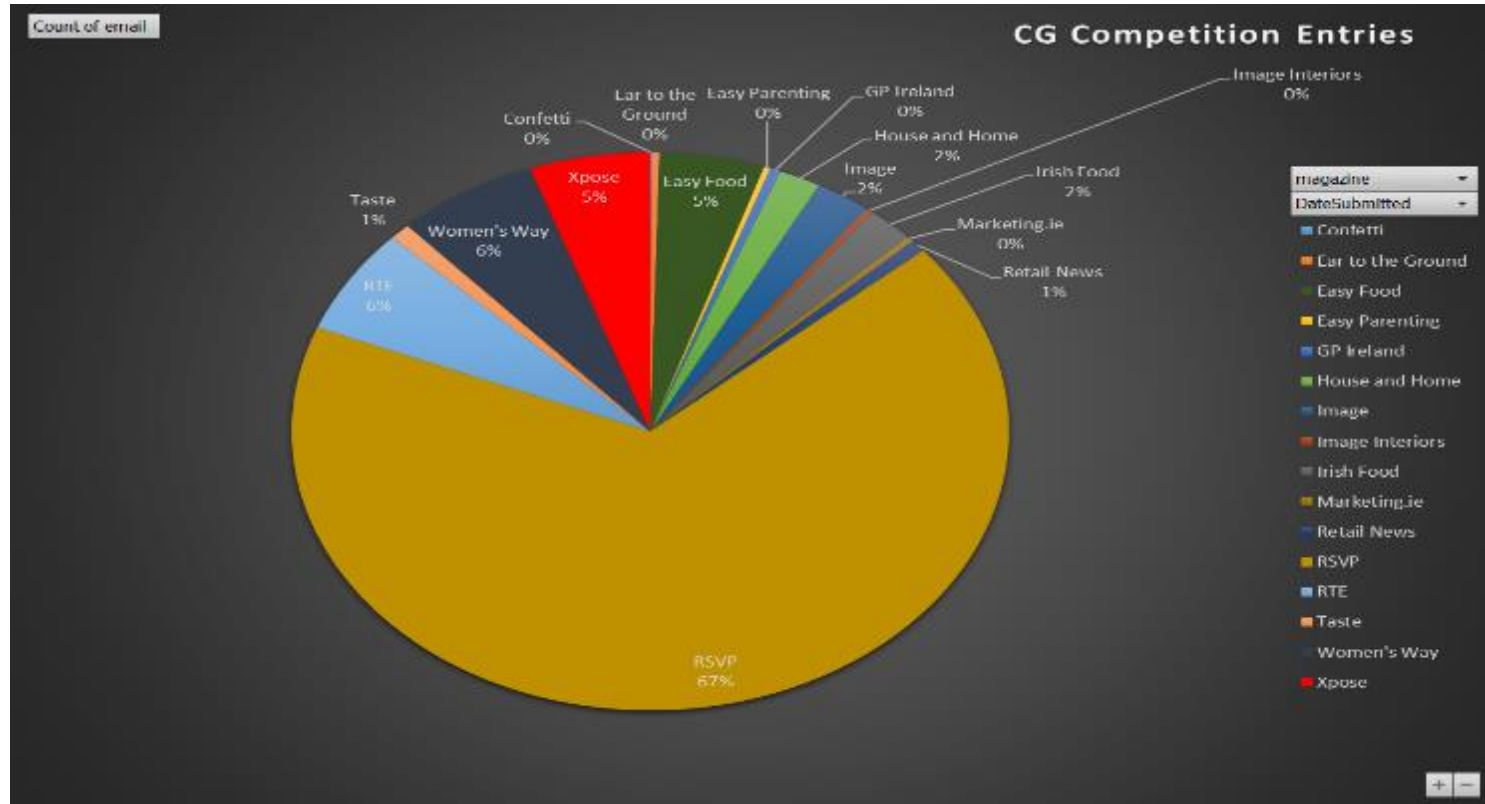


The Results

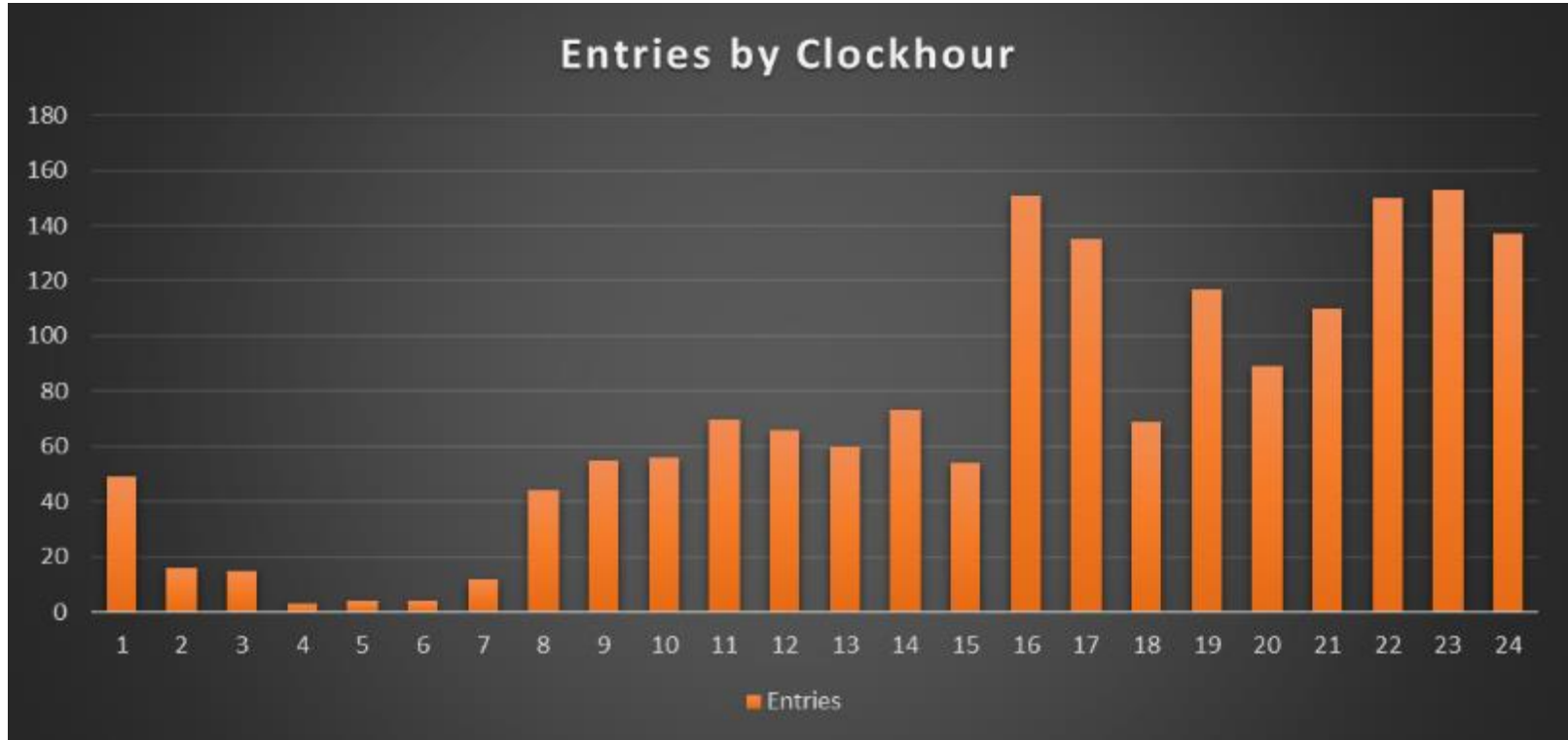
over
1800
entries to the competition



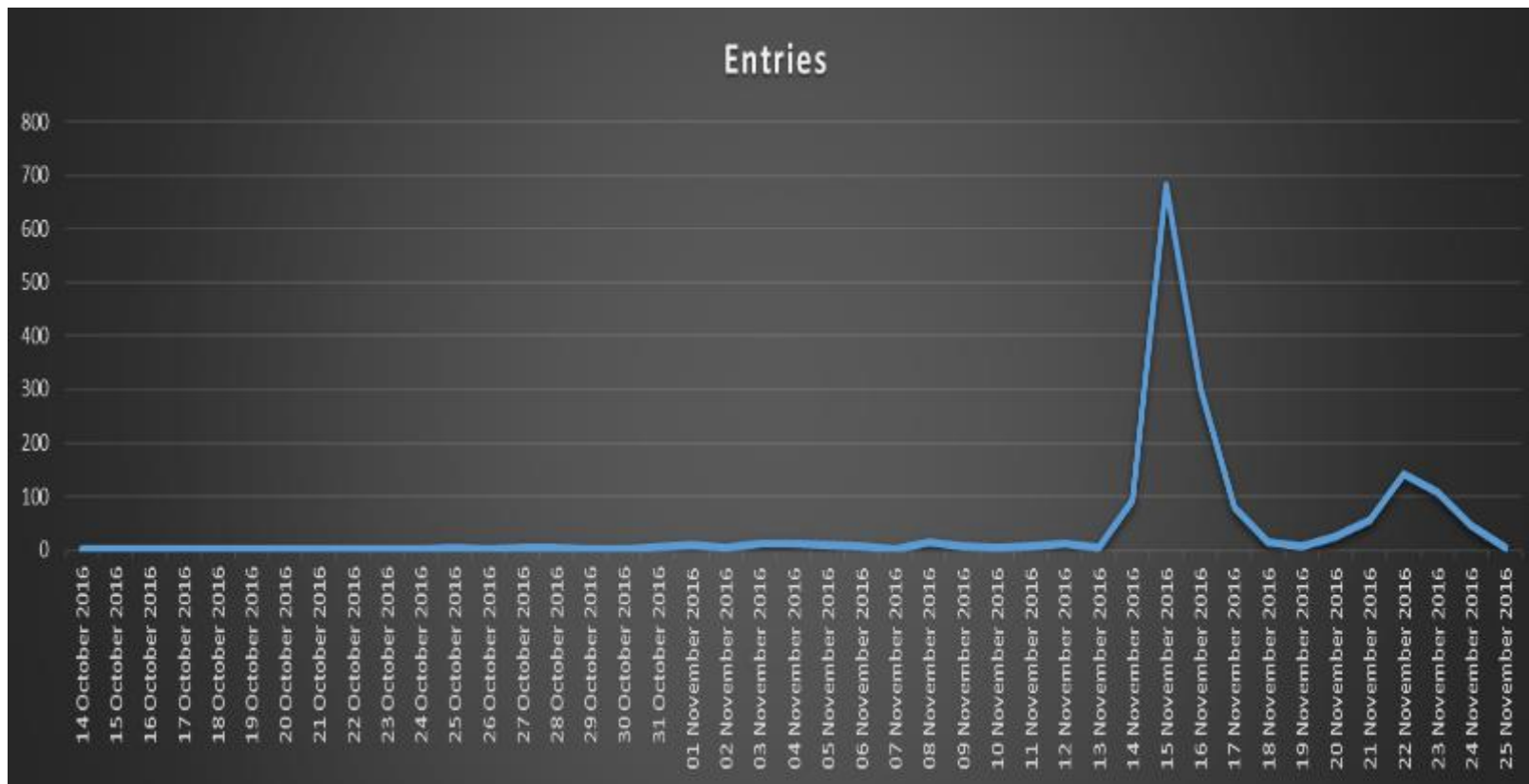
CG Competition Entries by Title



CG Competition Entries by Daypart



CG Competition Entries by Day



Sales



CG brand (all SKUs) up 9.4% year on year - predominantly driven by growth of Half Fat Butter

for



‘This campaign has allowed Connacht Gold reposition the brand and expand the target audience category, which has been a great success. As a team, Bloom & PHD’s inclusive and creative style of work brings concepts and ideas eclectically to life, generating new and engaging ways to market our product in a noisy market space.’

Karen McGarty, Communications and Brand Manager, Aurivo.

for



Next Steps

1. *Measurement - Increase the data points:*
 - *All Social feeds*
 - *Analytics*
 - *Search results*
2. *Build learnings into planning stage for Autumn campaign*



Magazines Ireland

Thank You

IMA
Irish Media Association