

PRCA Awards 2006

Entered by: WeberShandwick FCC

Campaign: Relaunch of Wibbly Wobbly Wonder

**Category: B. Consumer Public Relations; Product or
Service Launch**

A. THE BRIEF

2006 marks the 80th anniversary of HB, Ireland's favourite ice cream and the established leader in the Irish ice cream market. To mark the anniversary HB decided to bring back the much loved Wibbly Wobbly Wonder, icon of the 70s and 80s.

Launched in 1974, Wibbly Wobbly Wonder holds a certain nostalgia for many growing up in the Ireland of the 70's and 80s. Wibbly Wobbly Wonder was uniquely Irish, it was created by HB employees in Ireland who gave it its name and it was only ever sold in Ireland. For HB, Wibbly Wobbly Wonder holds a very special place and has strong emotional ties. Nevertheless, despite its iconic values, Wibbly Wobbly Wonder was delisted in 2002.

Four years later due to both consumer demand and to mark HB's 80th anniversary the decision was taken to relaunch Wibbly Wobbly Wonder. The relaunch would however take place against the backdrop of a very different consumer market compared to the 70s and 80s. Ice cream as a category, although increasingly sophisticated and diverse, does not enjoy the same relevance with the younger market and is competing against other consumables such as soft drinks, mobile phones, iPods etc as the accessory of choice.

Wibbly Wobbly Wonder consists of a lemon jelly top covered in chocolate and two ice creams in a combination of colour and flavour strawberry and banana.

B. STATEMENT OF OBJECTIVES

- Reconnect with departed consumers and target new consumers in the 25 years plus market
- Attract a new generation of kids 8 years plus into the impulse category
- Develop a campaign around the 80th anniversary of HB to connect with consumers and reinforce brand loyalty.
- Ultimately sell 3.1 million pieces by end of August 2006.

C. PROGRAMME PLANNING AND STRATEGY

Planning

Weber Shandwick FCC was first briefed to develop a relaunch plan for HB's Wibbly Wobbly Wonder in October 2005. Following extensive planning, research and meetings with HB a final launch plan was agreed in December 05. Research had already confirmed that anniversaries meant nothing to consumers even those who connect emotionally with HB through their favourite childhood brands. Based on this WSFCC proposed a three tiered solution that would focus on nostalgia for the 80s while could also relate to the 80th Anniversary theme, but which would be deemed secondary in

terms of messaging. The timing of the campaign was gauged to target different media and ran over three weeks in March 06 to give it momentum with media for sustained impact .

Strategy

There were four key elements to the campaign:

1. Prime media curiosity and create talking point for radio through fun 80s themed teaser campaign
2. Creative press photocall to mark relaunch and ensure print media coverage
3. Create a website to facilitate a Blogging element for the online community
4. National radio competition to reinforce campaign messages and extend coverage

1. Media Teaser

The media teaser campaign was the first tier of the campaign and was based around 80's nostalgia and clues. Each day for four days selected media received an 80's themed teaser "gift" and clue. The aim was generating curiosity and providing a talking point for radio in particular. The loud colours of Wibbly Wobbly Wonder i.e. green, lemon and pink were a key feature and worked into the teaser materials. Run over four days, the daily teaser gifts were iconic 80's memorabilia and selected to match Wibbly Wobbly Wonder's ingredients while also reflecting the 80's. The aim was to make Wibbly a talking point for radio and have some fun with the clues which were designed not to too difficult otherwise initial curiosity would diminish. Each day print and broadcast media received their teaser gift in a yellow bag tied with pink ribbon with a clue printed on a card printed in the same font and colours as Wibbly Wobbly Wonder although the brand name was not mentioned. The gifts were as follows:

Day 1: Rubik's Cube with the clue *"If you are a child of the 80's you'll definitely remember the infamous Irish Wibbly just as well as the Rubik cube!"*

Day2: Pink and yellow gunge with the clue *"Our pink and yellow Wobbly treat will be much more pleasant on your taste buds than this Wobbly surprise!"*

Day 3: A CD of Stevie Wonder's hits from the 80s with the clue *"What 1980's Wonder is making an Irish come back very soon?"*

Day 4: A packet of unbranded yellow jelly with the message *"Wonder no longer – the Wibbly Wobbly Wonder from HB Ice-cream is back in Ireland! Log on to www.wibblywobblywonder.ie to find out more about the return of Ireland's favourite 80's ice cream and to take the ultimate Wibbly Wobbly 1980's Quiz'*

Day 5: Press photocall invitation to the relaunch of Wibbly Wobbly Wonder with the Crimins Triplets which marked the second tier to the campaign.

The campaign got off to a great start with 2FM's Marty Whelan talking about it from day 2 and he correctly guessed that it was Wibbly Wobbly Wonder and each day subsequently over the four days. This gave us the opportunity to deliver a case to the show which Mary Whelan ate live on air with Shane Jennings. The campaign gained

momentum with the broadcast media by day four. The return of Wibbly, Wobbly Wonder was being discussed on Podge & Rodge, the Ryan Tubridy Show, Spin FM, Beat FM and FM104. It also made the print media first hitting the Irish Times "What's Hot" column in its weekend magazine which was a tremendous endorsement and was quickly followed by other columns including the Evening Herald, Sunday Independent, Irish Independent, and the Sunday World. This was the initial phase concluded.

2. Press photocall

As the teaser campaign element came to an end, week 2 saw the second tier come into play with a creative photocall geared to generate print media coverage as a photo story. WSFCC decided that models the Crimmins triplets would be perfect for the photocall which was timed to take place on a Monday 13th March. Triplet model sisters Nicola, Laura and Alison Crimmins set the 80's scene complete with in-line skates and retro 80's outfits, comprising of mini ra-ra skirts, wristbands and funky leg warmers. WSFCC sourced all the props with both the roller skates and leg warmers proving especially challenging. Each triplet wore a yellow t-shirt and pink ra-ra skirt again in the Wibbly Wobbly Wonder colours. The t-shirts were also individually printed so that together the three spelled out Wibbly Wobbly Wonder. The photocall was located beside Irish music icon Phil Lynott on Harry Street outside Bruxelles off Grafton Street which was the closest location that had 80's connotations associated with it.

The photocall proved a great draw for the newspapers and ensured that tier 2 successfully built on tier 1 to give coverage across 9 national papers with captions such as "Thrice bitten: '80's wonder returns" and "Happy-go-licky".

3. www.wibblywobblywonder.ie

The third tier of the campaign involved Weber Shandwick FCC advising the client that a dedicated 80's website with a Blogging element would bring Wibbly Wobbly Wonder to a contemporary audience while providing lots of interesting nostalgia from the 80s. The website would also provide a source of 80's trivia for spontaneous use on radio and Blogging material. Adding in a website element would bring alive Wibbly Wobbly Wonder for the noughties generation bearing in mind that in the 80's the World Wide Web did not exist and it allowed us to integrate the www into the Wibbly Wobbly Wonder campaign.

www.wibblywobblywonder.ie was designed in house by Weber Shandwick FCC including the style, look and content. It comprised an 80s quiz, 80's memories, Blog and competition. The Flash element was added by Web Factory. The colour, content and design all screamed 80s and while it avoided being overtly commercial, it was clearly branded to ensure HBs presence was transparent and obvious. The latter was important as WSFCC were anxious that potential Bloggers were not being misled as to the origins.

2 FM's Rick O'Shea put it up on his personal Blog RicksbreakfastBlog.Blogspot.com, eircom.net nominated it site of the day and both technorati.com and Blog.boards.ie included references to the site. To date the site has had 3,300 hits and 2,300 unique visitors.

4. Radio

The final and fourth tier was to build on the exposure generated by the earlier elements and to extend the lifespan of the campaign and to get coverage for HB's 80th anniversary. WSFCC therefore set up another burst of activity in the third week on radio which would also reinforce coverage coming through as a result of the earlier activity. For week three WSFCC scheduled in a week long radio promotion on Today FM's Ian Dempsey Show. The theme of the five day competition was an 80's trivia quiz with a daily pre qualifier sound-bite guessing the 80s Wibbly Wobbly moment. The prize was to "Wibbly Wobbly Wonder Down Under in Queenstown New Zealand, the adventure capital of the world".

Day 1: What tennis star in the 80s had a centre court Wobbler?

Answer: John McEnroe

Day 2: What soccer star had a wobbly moment when he scored a famous own - goal?

Answer: Maradona

Day 3: Name the Irish icon 'throwing a wobbly' with a journalist about donations for Live Aid in 1985?

Answer: Bob Geldof

Day 4: During the making of which Irish bands video, did an NYPD officer have a wobbly showdown with well known manager Paul McGinnis in New York?

Answer: U2

Day 5: What was the name of the intruder who pulled a wobbly by breaking into the Queen's bedroom in 1982?

Answer: Michael Fagan

D. THE MEASUREMENT STAGE

Our primary goal was to create maximum awareness in the media for the relaunch of Wibbly Wobbly Wonder and to assist Unilever drive sales of the brand. Our secondary goal was to highlight HB's 80th Anniversary. As a result of the campaign

- Wibbly Wobbly Wonders sales went from zero to 1 million within 3 weeks
- Wibbly Wobbly Wonder will reach its 3 million sales target ahead of schedule
- The 80's icon has been revived as a cool noughties hit in media
- Six radio stations covered the relaunch with a total reach of 886,500 people (ABC July - December 2005)
- Three radio stations, one national and two regional covered it daily for 3 days.
- Seven out of ten daily national papers covered the launch with a total reach of 724,515 people (ABC July - December 2005)
- Two out of nine national Sunday papers covered the launch with a total reach of 558,917 people (ABC July - December 2005)
- Four regional papers covered the launch with a total reach of 144,333 people (ABC July - December 2005).

- www.wibblywobblywonder.ie has had 2,300 unique visitors visiting the site approximately 3,300 times with approximately 800 competition entries.

The much loved 80's icon Wibbly Wobbly Wonder is back with a noughties makeover generated through a combination of both the latest and classic PR communications methodologies.

E. THE BUDGET

The cost of the programme was €35,000 to include consultancy fees, photography, teaser campaign props, website design, maintenance and management, delivery, administration and other expenses.

F. APPENDICES

- Appendix 1 - Media coverage matrix
- Appendix 2 - Postcards used in teaser campaign
- Appendix 3 - Online campaign: www.wibblywobblywonder.ie
- Appendix 4 - Target media for teaser campaign
- Appendix 5 - Photocall notice
- Appendix 6 - Press release