

# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



# Best Consumer Public Relations Campaign

€20K or Under



Photo by Harry Weir Photography.

## Campaign

Whispering Angel Half Price for 48 Hours at SuperValu

## Description of Campaign

Valentine's Day is one of the most competitive times of the year in retail. SuperValu with a stellar reputation for their wine offering ran a special 48-hour Valentine's Day Sale for one of the world's most fashionable wines. With a well thought out PR campaign, the results were spectacular.



FLEISHMANHILLARD

## Public Relations Consultant

FleishmanHillard

**SuperValu**

## Client

Supervalu

## Background to the Campaign

Largely associated with French terraces, the Hampton's beach side bars and alfresco après ski drinking, Whispering Angel is known as one of the world's most fashionable rosés. The wine has amassed a huge global following from celebrities and influencers to wine connoisseurs and has hence won numerous wine awards include Wine Brand of the Year 2019 and GOLD from "The Global Masters" Rose 2019.

Whispering Angel normally retails at €30-€35+ and not surprisingly is rarely seen at a discounted price.

Across the retail world, with media and consumers there is always the expectation of great offers around the Valentine's Day media frenzy that generally ensues. However, as a special product in its own right we were confident that the 48 hour half price deal on Whispering Angel would give SuperValu a great chance to dominate the headlines and reinforce their commitment to their ongoing superior wine offering.

SuperValu regularly runs 48-hour deals throughout the store across a range of products however rarely would a

product like Whispering Angel be available as part of a 48-hour deal with an incredible price reduction of 50%!

The client was keen to tease out this 48 deal in the lead up to revealing which product would feature and we planned to do this through various mediums of PR including; media partnership, influencer collaboration, social posting, media drops and press release. All whilst focusing on teasing out a big reveal.

Our target audience was primarily young females and social media influencers to spread the word of mouth message. We felt as well as a sought-after Valentine's Day gift for friends, fiancés, and wives it would be a popular product to stock up on.

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## Statement of Objectives

- Build excitement and anticipation for the SuperValu Valentine's Day 48hr Sale.
- Create and deliver a fun campaign that will appeal to 25 – 45yr old audience.
- Drive and build on SuperValu's reputation as the premier wine retailer.
- Drive sales of Whispering Angel.

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## Programme Planning and Strategy

We created an integrated, 360-degree PR campaign including social influencer activity, media partnership and earned media coverage that positioned SuperValu as a leader in exclusive, current, yet still great value deals.

### Research

In undertaking research on this campaign, we investigated current global chatter on social media around Whispering Angel. This sought-after wine is extremely popular amongst the social media influencers of the world who hold great power in their purchasing/brand alignment. We then brought this back to thinking on a more local level – how this could work in favour of SuperValu's 48hr deal.

We dove deeper into learning the gravity of the awards Whispering Angel had won to gauge its standing amongst wine connoisseurs and develop a better knowledge of the products origins. A Côtes de Provence rosé, the Whispering Angel by Caves d'Esclans is made from a thorough selection of the region's very best terroirs, including the Motte, which is situated in the heart of Provence.

Further to this research we explored influencer content previously created with the brand. Instagram hosts a variety of premium quality imagery created by various influencers in luxurious settings, enjoying the rosé. We again reflected on how this style could work in the instance of SuperValu's exclusive deal.

Our team then came together and brainstormed ideas on how to 'tease' out the high quality, value offer without immediately announcing it. We wanted to stay true to SuperValu's messaging as well as keeping the products and materials used in line with the premium feel of Whispering Angel.

### Social Influencer

From the outset of this campaign it was clear we would incorporate a collaboration with a social influencer as one of the key PR elements. We knew we needed to work with a social influencer who encompassed several elements to their profile. They must have a strong, female led following, consistent female led engagement in the 25-35 years age group and of course be someone who has previously been known to enjoy rosé!

As Whispering Angel is considered a premium/exclusive/elite product we looked at potential influencers to work with who's social feed could be described in that way.

During our research we had uncovered content created by other influencers around the globe using the product and this gave a guide as to how the content 'look' would be best perceived. Much of this is in keeping with the colours and premium vision of the product so we wanted to mirror this for SuperValu.

After discussing a few potential options, we quickly concluded that Jodie Wood met all our criteria outlined above and as a Whispering Angel drinker, was easily able to create engaging, authentic content that fit the bill perfectly.



A former model turned beauty editor and influencer, Jodie Wood keeps her 48,000+ followers entertained with content ranging from fashion to travel and lifestyle. Jodie's followers were engaged with the collaboration content as it was credible for her to be involved.

## **Media Partnership**

In choosing a media partner to amplify the campaign we again looked for a publication that's primary audience aligned with our target audience.

We wanted to reach a wide variety of consumers located across the country and found that Evoke's audience generally consumed content of this nature and its regular schedule of news and articles made it possible to tease out the announcement in line with their usual flow of publishing.

Evoke worked with us to finalise an aligned strategy for teasing out the offer via native articles and supporting the chatter on social with reveal posts and competitions to win SuperValu vouchers.

## **Teaser strategy**

The teaser strategy was worked out with Jodie Wood by hinting at an amazing deal coming to SuperValu stores using posts staggered over several days.

A competition element was included, asking followers to guess what the product would be – this drove up engagement by getting consumers involved, kept their attention piqued and also directed people to SuperValu's owned channels for the 'big reveal' hence driving up SuperValu's own engagement and following.

We teased out the deal with media and influencers through a two-part media drop issued to a selected target of media and influencers, sent one day after the next to create an element of anticipation. The first media drop hinted at the product with 'angel' wings and a media note encouraging guesses to be shared on social, tagging SuperValu – again driving engagement and potential new followers on owned social channels. The second media drop revealed the product itself with imagery and aligned language on the media note accompanied by a bottle of the coveted rosé, presented in premium gift packaging with a touch of pink throughout.

For example, we teased out the reveal of the product using creative graphics with eye catching captions on native articles to add to the curiosity – for example, a 'flying' bottle of rose with the label blanked out. A competition element on their social channels once again drove up engagement and furthered the word of mouth spread of key messages.

## **Media Relations**

In addition to our teaser strategy media drop we issued two press release to two cohorts of media. In advance of the sale we issued an embargoed release to wine journalists for longer lead opportunities. This release was more technically skewed including detail into the wine's origins, creations, and award wins.

The general consumer release highlighted the incredible value of the offer and was released widely to all media. Extensive follow up and answering of queries in a timely manner was necessary to land the coverage achieved in such a short space of time.

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## **Measurement**

From both a reputational and sales perspective the campaign was an outstanding success.

## **Reputation**

The campaign reached over 1,520,000 people on social media across Facebook, Twitter, and Instagram throughout its weeklong duration.

SuperValu saw 1,943 searches for Whispering Angel on their website during the 48-hour running period of the exclusive deal. An unprecedented volume of searches for one product in such a concentrated space of time.

The day before Valentine's Day, February 13th Whispering Angel entered the Irish Trends on Twitter. Media coverage in 11 publications including Irish Tatler, RSVP. Her.ie, and Food & Wine. Given the considerable restraints due to the

teaser element and the very short time period, this was outstanding. Articles called upon readers to 'act fast' to 'Get Instagram's Favourite Rosé for Half Price.' With some advising to 'Forget the flowers as 'Supervalu have Whispering Angel for €15 for 48 hours.'

Our media partnership with Evoke.ie reached over 125,00 people. In a very tasteful yet fun way the campaign merged seamlessly into their platforms regular content.

Jodie Wood's influencer collaboration reached over 60,000 people over the few days of her social posts. This element not only generated a buzz amongst her consumer following but also amongst other influencers and fans of the well-known rosé with Pippa O'Connor, Jen Stevens and Hazel Gaynor mentioned, to name a few. Jodie likened the sell-out of the rosé to the frenzy of bread buying during the snow.

## **Sales**

- 15,000 bottles of Whispering Angel sold out in just 4 hours!
- Unprecedented for a 48hr sale.

KANTAR

PARAGON



RUEPOINT MEDIA