

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS** **2021**



Best Consumer Public Relations Campaign

€20,000 or Under



Lyre's Non-Alcoholic Spirits.

Campaign

Lyre's Non-Alcoholic Spirits – Market Launch Ireland

Description of Campaign

Legacy Communications launched Lyre's Non-Alcoholic Spirits and its range of 13 non-alcoholic spirits in Ireland using a PR campaign, which generated positive brand awareness, directly secured retail listings, delivered sales results, and amplified awareness of mindful drinking. The successful launch led to a similar strategy being replicated in other markets.



Public Relations Consultant

Legacy Communications



Client

Lyre's Non-Alcoholic Spirits

Background to the Campaign

Lyre's, an Australian brand, has created a range of non-alcoholic spirits to mimic the flavour of real alcohol but with none of the side-effects. The brand has gained recognition on a global scale for the quality of the premium offering and is currently launching into several EU markets after gaining a loyal audience in Australia, the UK, and the USA.

There were numerous obstacles around the launch, firstly with pubs closed it was crucial that the off-trade message was delivered to retailers in order to gain listings with the key multiples. The Irish consumer had limited knowledge of the non-alcoholic category, so this needed to be considered in all communications.

SuperValu was the first listing secured, so the retailer was considered in all communications and heavily promoted to show the value of working with Lyre's and also show that the brand could outperform competitors with regards to sales.

The initial launch phase took place pre-Christmas with a focus on ecommerce; however, the real drive was around 'Dry January' which coincided with the SuperValu product launch. While 'Dry January' has grown as a trend, absconding

from alcohol for the first month of the year, this year it was more important than ever in relation to health and wellbeing. The PR strategy needed to start conversations and increase Irish engagement on Lyre's channels, increase online traffic to Lyre's website and ensure the consumer was aware of product availability in SuperValu.

From an opportunity perspective, Lyre's could become the number one voice in the category in Ireland through creative PR strategy that could showcase the brand's expertise, drive desirability through showcasing 'the serve', and partnering with influential tastemakers in order to bring this brand to the mainstream consumer and showcase the ease of use and the quality of the offering.

The campaign was centred around the initial launch period e.g., building suspense and appetite for the brand ahead of Dry January and then leading the conversation in January itself to convert to commercial success with the secured retailer, SuperValu, and to gain the attention of other retail chains.

Statement of Objectives

The campaign was built from the ambitious idea that with the correct communications strategy a new brand in the Irish market could quickly gain recognition with the target consumer and gain the attention of priority retailers.

With regards to success, the campaign was to be measured against core KPI's outlined against the following success benchmarks:

1. Generate key retailer interest in the brand by engaging with traditional and trade media – the goal was to gain listings with the three main retailers in Ireland.
2. Raise awareness of the brand as a whole and the mindful drinking trend.
3. Drive consumers to SuperValu stores to purchase product in order to outperform competitors in the launch phase.
4. Increase Irish engagement on the Lyre's website both traffic and online sales.
5. Grow Lyre's Irish Instagram footprint by creating online conversation with Irish influencers and driving their audiences to owned channels.
6. Drive audience engagement and desirability by showcasing the product and serve to influential tastemakers and their audiences, in order to show that 'non-alcoholic' does not have to be 'boring' or a soft drink.

Programme Planning and Strategy

Target Audience

Primary Audience: The aim was to educate the target audience about the non-alcoholic drinks category and convert their curiosity to brand awareness and engagement. Using audience persona insights combined with market research, Legacy Communications identified ABC1 25-39 year-olds as the target consumer audience, primarily female and those with an interest in health and wellness, with busy schedules – whether that be work and/or busy mums with an interest in the latest drink trends. This person wants to seize the night but embrace the morning – get all the enjoyment out of the social aspects of drinking, with none of the after-effects. The audience was divided into "The Non-Drinker Now", "The Fitness Fan" and "The Social Sipper", all relevant to different facets of the target consumer and each target, influencer, or media outlet, was held up against these audience benchmarks to ensure the target consumer was being engaged with.

Campaign Strategy & Execution:

Media Relations: Legacy Communications proposed and activated a multi-prong approach, crafting three press releases around the launch, one for trade media, corporate media and consumer media. The latter was to focus on the primary audience, consumers, and the former on the secondary audience, trade and retailers.

Legacy Communications carried out an extensive media relations campaign. Trade media were engaged with to drive category awareness around growing interest from Irish consumers wanting to learn more about mindful drinking. Crucially showcasing to media, the interest globally in the brand would impact the appetite for it in Ireland, this was done through data from Lyre's performance and reception in other markets.

Corporate media were engaged with similarly to trade, but here Legacy Communications brought investment figures to the fore to showcase the global and European interest in the growing non-alcoholic category and how this had

potential to be a viable business offering in Ireland. Lyre's CEO, Mark Livings, was utilised here to give his expertise as a marketer turned entrepreneur, which was of great interest to top tier publications, these targets were identified to gain the attention of executives in target retailers.

Consumer media relations was a crucial element to the success of this campaign and had two layers to the strategy, an initial outreach period from November to secure lifestyle led features around the category and how Lyre's is the most-awarded non-alcoholic spirit range in the world when held up against competitors, even its alcoholic counterparts. As well as wider features, targeting gifting pages and "what's hot" columns for the latest trends and food/drinks media in the run up to Christmas, to build anticipation around Dry January and the SuperValu availability. In January itself, Legacy Communications built further on these conversations with feature pieces around mindful drinking, recipe placement in food outlets and editorial competitions.

Influencer Relations: Influencer relations was a crucial element of this strategy. Legacy Communications used their audience identifiers, "The Non-Drinker Now" and so on, to create a media drop to introduce tastemakers to the brand in December and start online interest from consumers and trade alike in the upcoming SuperValu launch. As well as planned activity, Legacy Communications used "guerrilla influencing" to take tips from social listening and engage with influential creators at opportunistic times to uplift the client's messaging.

In January, influencer relations played a key role in the success of the SuperValu listing, to show how much value Lyre's could bring to a retailer, not only with the high-quality product but also with PR support. Ambassadors such as Nathalie Lennon, fitness and nutrition expert, and Laura Bergin, lifestyle blogger, were engaged with. These ambassadors appealed to different cohorts of the target audience and both capable of showcasing different aspects of the brand. Additionally, a virtual event was planned with each recipient carefully chosen against the audience benchmarks, the appetite for the event surpassed expectations with 100% attendance from those who RSVP'd. Each recipient received a mixology kit and fully stocked bar cart with the ingredients and necessary tools to create a selection of Lyre's non-alcoholic cocktails. The event itself included mixology demonstrations live from global brand ambassadors in Australia and the UK, along with brand presentations from Cork and the Nordics and a Q&A with the founder – showing that virtual communication has no geographical boundaries. The results were incredible, with a huge spike in interest on owned channels and driving sales in-store from SuperValu reports, with Lyre's outselling both of its main competitors.

Event guests were provided with trackable links to the website, tailored specifically for them, along with personalised discount codes to share with their audiences. While these tools are ordinarily utilised via paid for ambassadorships, each of the guests were happy to share with their audiences because of the care put into the personalisation process. The virtual event and associated media drop resulted in the highest Irish traffic to the Lyre's website to date and a large increase in followers on the Lyre's social media platforms, both key KPI's for the campaign.

While a paid for promotional sting was activated with Ireland AM on Virgin Media, Legacy Communications secured an editorial mixology session with ambassador Nathalie Lennon. This exceptional piece of coverage included positive brand sentiment and educated the viewer on the benefits of the product and its ease of use. The TV coverage encouraged consumers to purchase at SuperValu, adding further value to the retail partner through a national broadcast channel, resulting in a spike in sales in-store and a spike in Lyre's website traffic.

Results: All campaign KPI's were exceeded beyond expectations. The Irish market launch coincided with several other market launches, with the campaign and results achieved by Legacy Communications praised as the best new market launch for the brand to date and the "gold standard" for future launches. The campaign tactics succeeded in positive brand affinity, mass media coverage with 43 editorial mentions secured with a combined reach of 28.8 million and 1.7 million reach through influencer channels. The campaign showcased how valuable a partnership with Lyre's can be for retailers with PR activity driving customers into SuperValu stores across the country, with Lyre's outselling its main competitors during the campaign period. A crucial benchmark of the campaign's success was to gain the attention of retailers, not only did the campaign allow Lyre's to showcase the desire for the brand from a consumer and media appetite perspective, it also showed that retailers had something to gain by stocking the brand – consumer clout. Additionally, Lyre's received inbound queries from numerous other potential stockists. The campaign encouraged a change in perception for Irish drinkers and showed that with the right kind of PR strategy even the Irish, an audience globally renowned for their drinking prowess, can take an interest in non-alcoholic drinks!

Measurement

All activity had a clear CTA, driving audiences to engage with the brand with results that exceeded expectations and KPI's:

- 1. KPI:** Media relations strategy that showcases the value for retailers as a Lyre's stockist. In addition to SuperValu the goal was to secure listings with Tesco and Dunnes Stores within twelve months of launch.
Result: Target retailers secured in three months, an unprecedented record for the brand in any market.
- 2. KPI:** Engage consumer media and influencers to showcase product availability in SuperValu and to drive brand and category awareness. SuperValu to be mentioned in at least 50% of secured media coverage.
Result: SuperValu mentioned in 90% of coverage.
- 3. KPI:** Minimum PR Reach of 2 million through earned media relations.
Result: PR reach of 28.8 million with 43 pieces of coverage secured.
- 4. KPI:** Creatively engage with influencers and their audience through virtual communications with a total editorial reach of min. 400,000.
Result: Influencer reach of over 1.7 million.

PARAGON 



RUEPOINT MEDIA