

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



# Best Consumer Public Relations Campaign

€20,000 to €50,000



SuperValu Christmas 2020: A Christmas Like No Other.

## Campaign

SuperValu Christmas 2020: Christmas Like No Other

## Description of Campaign

A campaign to help bring a very special SuperValu Christmas to customers missing friends and family. The campaign displayed the brand's complete understanding of the challenges families were facing this 'Christmas Like No Other' and showed how joy and celebration can be found despite a quieter table and less festivities.



FLEISHMANHILLARD

## Public Relations Consultant

FleishmanHillard International Communications

# SuperValu

## Client

SuperValu

## Background to the Campaign

In living memory there has never been a Christmas like the one we all experienced in 2020. We didn't want expensive gifts, or trips away. All most of us wanted was to sit around a table with people we hadn't seen in nearly a year and eat our traditional Christmas dinner with those we loved.

When SuperValu's consumer insights team asked customers what they wanted for Christmas, it came as no great surprise that the answer was to 'sit around the table with friends and family'. If it was going to be a Christmas like no other, SuperValu was going to make sure that it was still as special as it always had been.

This is where we had an opportunity to help our client tap into the mood of the nation and assure shoppers that Christmas is never cancelled at SuperValu. So, for a year like no other we aimed to make it a Christmas like no other – one where the table took centre stage and we could enjoy good, quality food and value the people we were able to have around us.

It was important to us to keep the communications campaign upbeat and positive, especially when there was so much

uncertainty surrounding Christmas. We knew that with so much at stake for families the food and drink aspect of Christmas would be more important than ever before.

All our activities drove consistent brand messaging while still demonstrating that the real magic of Christmas is being together. The campaign put SuperValu right at the heart of the true meaning of the 2020 Christmas for our shoppers while allowing us to highlight what SuperValu had on offer to make those Christmas occasions feel extra.

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## Statement of Objectives

1. Build brand affinity and an emotive connection between SuperValu, it's customers and non-customers and the wider general public.
2. Encourage support of local and Irish businesses.
3. Communicate the sentiment of the SuperValu Christmas advert.
4. Drive awareness and sales of SuperValu Signature Taste range, quality wines and Irish foods.

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## Programme Planning and Strategy

Community, quality and value are at the heart of everything SuperValu do. With almost all the 222 stores individually owned, they know their customers and the struggles they have lived through in 2020. Making Christmas special for them had to be at the heart of their plan and our communications campaign.

But SuperValu were going to go above and beyond. Knowing what their friends and neighbours in towns across the country had endured meant offering up their social channels and stores to support other independent businesses. Our PR campaign was not only designed to promote our client but to support lots of other independent Irish businesses, suppliers and producers.

We broke our work into three:

- Supporting Communities – Local & Irish.
- Christmas Advert.
- For Quality Food & Wine – it's got to be SuperValu.

### Supporting Communities – Local & Irish

Supporting local and Irish suppliers and producers is an integral part of the SuperValu brand DNA. When you shop in SuperValu you're buying from farms in Wexford, family businesses in Cork and producers from all over the island.

For Christmas 2020 SuperValu wanted to extend this support beyond their own 1,800 suppliers to small local business in towns and villages across Ireland. We helped SuperValu to announce an unprecedented €500,000 campaign to encourage shoppers to think before they click and buy Irish and support local business. The campaign offered local businesses the chance to take over the SuperValu social channels every Monday evening as part of the *Monday Market Place*, replicating the traditional Christmas Market that could not take place in towns and villages around the country. These Christmas markets are traditionally where local creators and producers sell their wares and so by helping in this way, SuperValu was supporting the local economy and helping to create and keep jobs in communities in Ireland.

As part of this and alongside highlighting small Irish food producers who are part of the SuperValu Food Academy programme, SuperValu also worked with Guaranteed Irish, driving consumers to [www.GuaranteedIrishGifts.ie](http://www.GuaranteedIrishGifts.ie), an initiative showcasing the best of locally based Irish businesses in communities around the country. We worked with SuperValu to promote the campaign across their social media channels which have over 480,000 followers across Instagram, Facebook and Twitter.

Our promotion of this incredible campaign needed to capture the imagination of the media so we issued a call-to-action release encouraging people to shop local, outlining the economic impacts and benefits. It turned out that we captured the mood of the nation where buying Irish became a focal point to many family's Christmas shopping.

The Monday Market ran each Monday evening for six weeks on the SuperValu Instagram account and gave 60 small



Irish businesses the opportunity to speak to 119,000 followers. We harnessed existing relationships with influencers and encouraged them to share the drive, free of charge, to get local businesses to take part in *Monday Market Place*, particularly in local areas where their reach would be very targeted.

Our collaborations for this part of the campaign were targeted and creative. We asked three Instagrammers to build a hamper of Irish gifting items to demonstrate how easy it is to support local. The hampers included products from the SuperValu Food Academy range and the Guaranteed Irish gifting website. Again, this was supporting both our client and our client's wider community.

## **Christmas 'Believe' Advert**

It is unusual to be asked to look after the PR of a TV advertisement, but the SuperValu Christmas ad was very special indeed. Compared around the world to the iconic John Lewis ads, the conversation online was emotional and emotive. Our communications ensured the ad went viral and the reach for this Irish production was over 17.5 million.

What we did:

- Communication issued to print, online and across social channels showcasing our new Christmas advert and the essence of the messaging – the importance of family this Christmas.
- Strong influencer and ambassador campaign that drove chatter organically and ensured the advert went viral.
- Interviews with broadcast media as the number one advert that was a true challenge to the renowned John Lewis advert with the star of the ad 'Conor' interviewed across broadcast stations, sometimes alongside the SuperValu Marketing Manager. Notably Ray Darcy said "it's not often we would invite the marketing guy to come on for interview, but this ad just stands out as so unique for a brand we had to hear from SuperValu directly".
- Again, we encouraged our influencer partners from across 2020 to share the ad with their followers to drive traction.

## **For Quality Food & Wine - it's got to be SuperValu**

Fundamental to everything SuperValu do at Christmas is the food and drink range and though every other element of Christmas was different, this would remain the same.

SuperValu is well known for the quality of its Christmas offering and this year, though we could not host our annual media event we worked hard and creatively to get the message across.

Although we worried that the media, like everyone else, might be Zoomed out of it by the end of November we knew that our combination of chef Kevin Dundon, wine expert Kevin O'Callaghan and a hamper of delicious food and wine would be enough to entice a good attendance at our virtual Christmas media launch.

We were right. Kevin Dundon set up Dunbrody House fully equipped virtual studio to host our SuperValu live cook along. It was fabulously festive. We opted to keep things short and easy, simplicity was key. A combination of ease, lack of travel and a fun activity at home meant that we got better media attendance than our live events. Kevin was brilliantly engaging as always and he and Kevin O'Callaghan, our SuperValu in-house wine expert, made the perfect double-act. Kevin Dundon was cooking and Kevin O'Callaghan was drinking wine and chatting about what he had paired with the recipes that Kevin Dundon was cooking.

The event was fun and inclusive while allowing us to include key messaging around quality food and importance of shopping local. When the SuperValu Christmas hamper was delivered to the media on the morning of the event, we made sure the emphasis was on choice. If you want to take part and cook along, please feel free to, you have all the ingredients here. If you don't, and you prefer to sit back and listen with a glass of wine (we had included the pairings in the hamper), that's great too. It was very relaxed and, in the end, most cooked and that led to lots of fun. There was a lovely atmosphere with great moments of culinary panic from those attempting to cook along with one of Ireland's best chefs.

Media were posting in real time on their social channels because it was a fun, organic, festive event that was a little different. We got great engagement from it.

## **And finally...**

All our Christmas communications showcased our quality food and wine range along with highlighting the ease of including and supporting local producers when choosing your Christmas selection. Irish Bakery range, Irish Cheese selections and Healthy alternative hampers were delivered to targeted media.

We place huge importance on the organic coverage we receive as a result of choosing to target our SuperValu hampers carefully. Reducing the number of deliveries to include only specifically interested parties, leads to much better results.

#ChristmasLikeNoOther was a huge campaign for us with a multi-faceted approach. But at the heart of it all was community and family. When all you really have left is a delicious dinner to share with a small number of loved ones it needs to be really great. Our message was that SuperValu have every ingredient needed to make that happen – great food, good wine, all from a local store you can trust.

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## Measurement

In a year that was crowded with Christmas messaging we are delighted with the success of both our campaign and our client's sales. A reach of over 23 million is a phenomenal achievement but when you also combine that with an almost 10% increase in sales and the knowledge that our campaign supported, not only our client, but the wider small business community, we are proud of our involvement in a #ChristmasLikeNoOther and our ongoing partnership with SuperValu.

- Total campaign reach 23,085,947
- Local and Irish 4,074,612
- Food and drink offers and gifting 1,446,886
- Christmas TV Ad 17,564,449
- Our first virtual media Christmas event – 22 attendees generating social reach of 335,450
- 60 local Irish businesses from around the country took part in the SuperValu Monday Market Place

As well as the unprecedented reach of the campaign we were proud that:

- 91% positive sentiment across the period on social media at Christmas
- Food Academy suppliers Local & Irish +16%
- Shoppers increased average spend by 21% across the period
- Maintained No1 market share position throughout and post the Christmas period

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