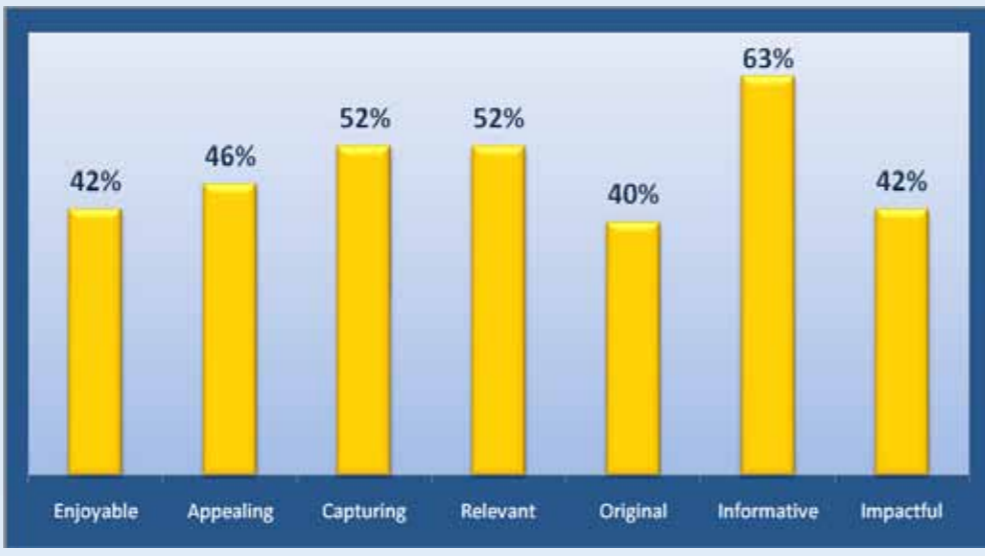


seen or heard. In this case, radio accounted for 59% of all positive responses, followed by TV at 22%, Press at 15% and Outdoor at 11%.

The effectiveness scoring was medium to high across all communication measures, as the chart shows, with the strongest positive impact seen on females parents and regular buyers.



**Communications Measures**

Overall, the campaign created 38% new interest in the Gummy Vites brand: 29% leading to purchase intention and 9% resulted in word-of-mouth to friends or family. It had an even greater impact on female parents, who showed 46% 'new interest'.

**Sales Results**

The best way of demonstrating success of the campaign was always going to be the sales outcome. The great news that emerged from Pharmaher during

and after the campaign was that sales were hitting new levels. Across the month of September (vs. the same period in 2008), total sales across the Gummy Vites range rose by 356%. This was undoubtedly helped by the addition of Musgraves to their customer portfolio in August 2009. However, like for like sales rose by 72% against 2008 and September sales were 376% up on August. With no other promotional activity happening or with no major change in the

market, it can only be concluded that the radio campaign was the driver of this.

As the company's marketing director, Chiara Maher, remarked: "the sales results can be supported anecdotally by our sales representatives across the regions, who reported very positive feedback from pharmacists who felt that customers came in on the strength of the ad campaign. The success of the campaign is made even sweeter by virtue of the economic downturn where consumer spending on healthcare brands is down overall."

And the even better news is that this may just be the immediate short term effect of the campaign for Gummy Vites. The iReach research also showed that the campaign is most likely to increase purchase frequency of the product among female parents and regular buyers with 11% saying they will buy them regularly and 22% indicating that they would do so sometimes.

It seems that these little bears have a very bright future ahead of them.

*This little bear went to the market...*



*How UTV Radio Solutions helped spark a Gummy Vites success story*

**Introduction**

Irish commercial radio must continue to prove to agencies, media planners and above all its advertisers that it is deserving of the support which it receives each year and which has placed it ahead of the UK in terms of average ad spend per capita. Demonstrating return on Investment rather than just proof of audience levels has been something that the industry has struggled with, especially in the absence of a central marketing body which might conduct such research on behalf of all stations.

As one of the leading players within the sector, UTV decided to seize the initiative around measuring and proving radio effectiveness by investing in a unique 'real life' case study using its Urban Access Package.

With absolute conviction in our stations ability to deliver results we wanted to explore issues surrounding radio effectiveness, listener engagement and sales

response. To do this we needed a suitable brand – one that had a real USP, had broad consumer availability and appeal, one which had not previously used our stations and ideally, had not engaged in any major advertising support. A tall order indeed, but we found just the one... in Duleek, County Meath, a children's vitamin called L'il Critters Gummy Vites, controlled in Ireland by small local company, Pharmaher Healthcare.

**Background**

Pharmaher Healthcare introduced the L'il Critters brand to Ireland in 2004 and sell primarily through a national sales force comprising three sales representatives covering the 26 counties. Initially sales were exclusively to Irish pharmacies but since 2007 the brand has been steadily gaining a presence in the grocery chains, namely through Superquinn, Dunnes Stores and more recently, Supervalu.

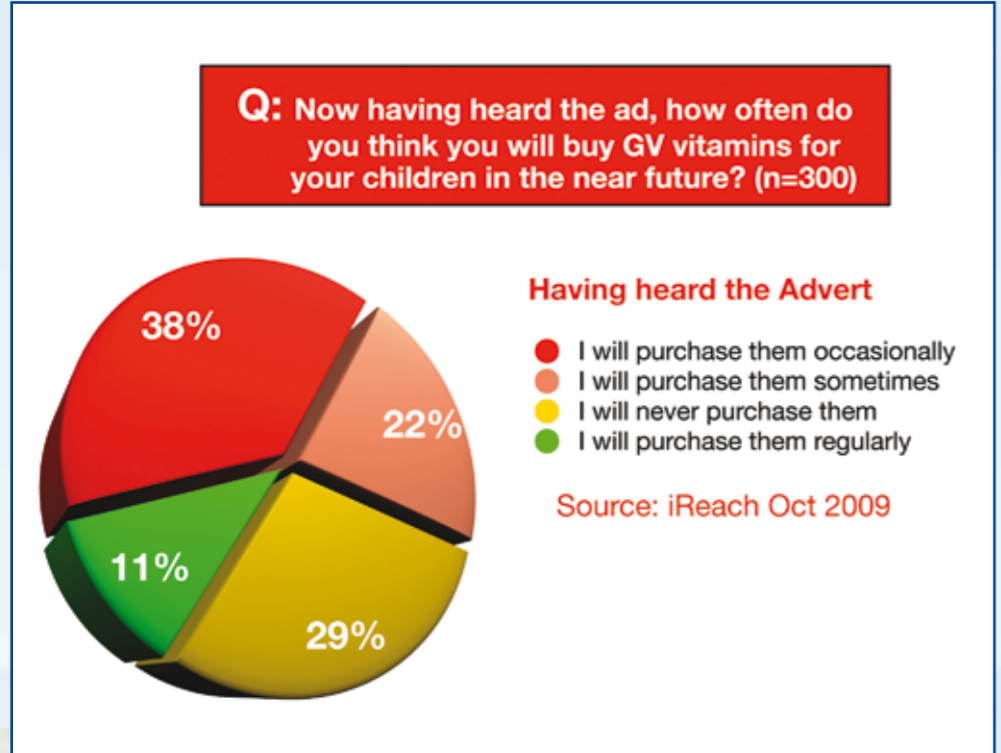
To date marketing of the brand

has been limited but targeted with the principal marketing channels being parenting websites and press, as well as below the line support via PR, exhibitions and in-store merchandise. There has been no significant investment in mainstream media.

Close to 70% of parents purchase vitamin supplements for their children aged between 2-12 years, with one quarter of these children likely to take these regularly. It is dominated by some long established brands such as Haliborange from Seven Seas, Centrum Junior from Wyeth, Vioptal Junior and Bassetts Soft & Chewy Vitamins.

**Communications Objectives**

Having discovered the brand as customers, we approached the owners of Pharmaher, Andrew and Chiara Maher, who told us that Gummy Vites had enjoyed relatively good success albeit with limited support because of the lack



of marketing funds. Working with media communications agency, Carat Ireland, we worked through a rigorous process to correctly define objectives, the creative platform and media strategy for the campaign. The key objectives were:

- Increase brand awareness for L'il Critters
- Drive sales during the period of the campaign but also increase purchase intention beyond it
- Increase brand loyalty amongst existing customers

### Target Audience

Even in today's economic climate mums will not compromise on their child's health and welfare. There will also be the desire to supplement children's diets ensuring they get the vitamins and minerals they may not be getting from their diet.

### Creative Strategy

As the children's vitamin sector is quite a broad and highly competitive one, the Gummy Vites advertising had to be distinctive enough to ensure key messages were communicated strongly. These included getting across the fact that Gummy Vites are the only 'bear-shaped chewable food supplement' and the original gummy bear vitamins. The L'il Critters corporate slogan of "kid's love them – parents trust them" was also felt to be very appropriate and unique.



The key audiences then were:

- ABC1 mum's living mainly in urban areas
- In the 25-45 age category
- Many of these mothers are likely to work outside the home

The core audience that the advertising had to engage with were mums who really care about their children's health and work hard at ensuring that overall, their children have a healthy and balanced diet. They also know that in today's world, it is unlikely that their children are always getting everything they need from their diet, so they think that a multi-vitamin a day is a really good thing. Because of Mums' busy life, she doesn't always have the time (and energy) to be negotiating with her children every day to have their vitamin, so the Gummy Vite solution is perfect – a multi vitamin that the children ask to take.

As Pharmaher did not employ a creative agency, UTV Radio Solutions offered the facilities of its copywriters in each of the local stations which it represents. Each of these stations had a track record of producing high quality creative concepts for radio and had won many awards for their output. It was felt that a consistent brief to them would produce a range of solutions which would answer the brief, entertain their listeners and raise the profile of Gummy Vites.

The stations did not disappoint and nine different concepts were created all with merit and answering all or most of the brief requirements. However there was one concept which received unanimous support from all parties and that was the one devised and produced by Eric Murphy at Limericks Live 95FM. Eric had discovered a novelty dance tune called "The Gummy Bear Song" which was created in Hungary in 2007. The song had been released

in at least seven languages and has virally spread worldwide with more than 150 million plays of the corresponding videos on YouTube and MySpace. It had never made the Irish consciousness in the way that say, the 'Crazy Frog' tune had but it provided the perfect soundtrack to a 40-seconds commercial aimed at parents with young children.

### Media Strategy

This was always going to be a radio-only campaign from day one but it still had to follow the rigours attached to any media planning process for the launch of what was essentially an unknown brand.

UTV Radio Solutions had launched the new Urban Access package to the market in early 2009 enabling advertisers to target Ireland's 7 biggest markets (Dublin, Cork, Limerick, Galway, Waterford, Drogheda and Dundalk) in one convenient package. The package reaches 877,000 adults (25%) each day, giving it a higher daily reach than 2FM, Newstalk or Today FM and equalling RTE Radio 1's performance. Reach levels are also high for the target audience of housewives with young children so this campaign provided a perfect opportunity to test its effectiveness for a nationally available brand.

As we wanted to provide a realistic set of results we took advice from Carat as to what a sensible launch campaign weight should be. They devised a spot lay-down for the campaign and the stations adhered rigidly to this to enable a clean set of results. The spot focus was on daytime and within that peak listening time for housewives with children – breakfast, 9-12, 2pm-4pm., when mums might be either getting kids ready for school, are back from the school run or preparing

their shopping list and thinking of evening meals before the kids come home. Post 5pm tends to be a bit hectic for them, so we avoided spots here and it is also when TV viewing tends to take over. Weekends were also felt to be important between 10am-2pm.

The campaign ran for 4 weeks from Monday 31st August across the UTV Urban Access stations and involved 112 spots. No additional spots were added and the campaign was very much within the realms of what clients would typically buy on local radio.

### The Results

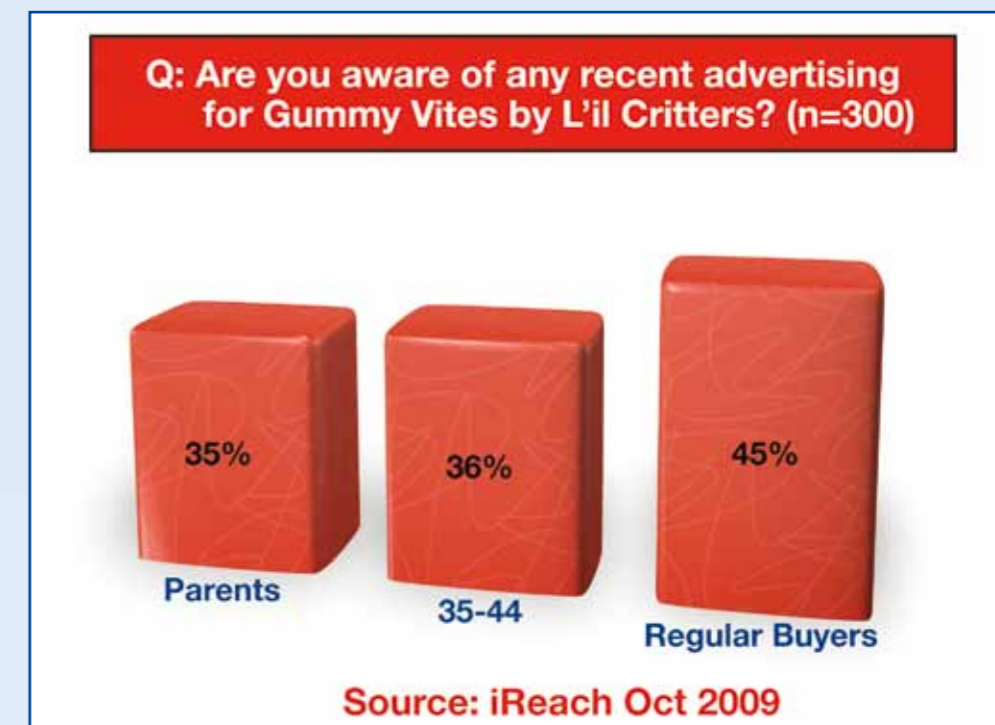
While the ultimate test of the campaign would be its sales effectiveness it was also essential that we understood how consumer attitudes and behaviour had been affected by it too. UTV employed market research specialists, iReach, to conduct pre- and post-campaign assessment of the campaign.

Using a customised online panel of 400 targeted respondents (ie., parents with children aged between 2-12 years old), there were three key elements of the study:

- Understanding the purchase patterns of children's vitamins before and after the campaign
- Gauging brand awareness and shopping preferences for children's vitamins brands
- Measuring the impact and takeout of the UTV radio campaign.

### Purchasing patterns

The level of 'any purchasing' of children's vitamins rose from 69% to 75% over the course of the campaign period. It was also found that parents who live in highly urbanised areas were most inclined to purchase on a regular basis than those in rural areas.



### Brand Awareness / Preferences

During the campaign period spontaneous brand awareness improved for most of the major brands in the category, even though there was no advertising activity by any of them. However, awareness levels for Gummy Vites vitamins for children doubled, bringing it from 13% to 26% and moving it from 9th to 5th place overall amongst all recalled brands.

Furthermore, when buying habits were examined, the claimed purchasing levels for the four largest brands (Haliborange, Centrum Junior, Vivioptal Junior and Bassetts) had fallen within the campaign period. In contrast, Gummy Vites increased its claimed purchasing frequency by 60% - from 10% before the campaign to 16% after it. In other words, Gummy Vites gained at the expense of the market leaders.

Amongst parents who buy children's vitamins, the overall brand awareness of Gummy Vites during the campaign period rose from 22% to 43% (+95%), while purchase intent amongst this audience grew from 13% to 22% (+70%).

### Advertising Awareness / Understanding

35% of the target audience (parents who buy vitamins for their 2-12 year old children) could recall the campaign. Awareness levels were highest amongst most regular buyers at 45%.

Even though this was a pure radio-only campaign there is often mis-attribution in post campaign studies of this sort as to where the advertising was

