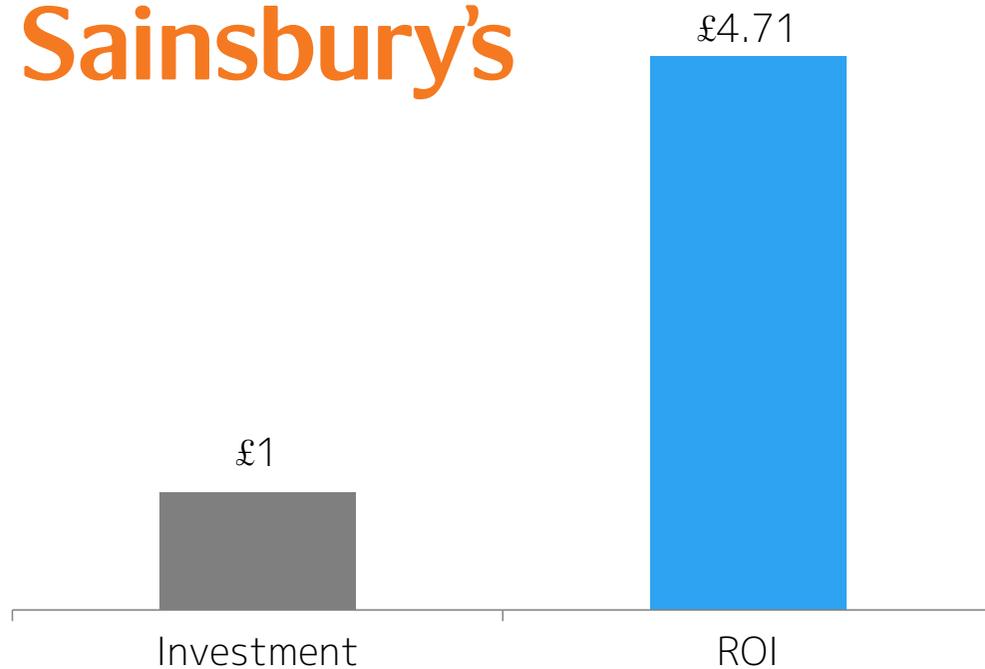


Sainsbury's

Using radio to deliver impressive ROI

Sainsbury's



Background

The “Try Something New Today” campaign for Sainsbury’s was launched on the strength of research which found that so many people “sleep-shop”, wandering round supermarkets unable to get ideas or inspiration about what to cook.

The challenge for the brand was to find a way to keep the flow of ideas coming for consumers, so there needed to be a consistent but flexible and engaging creative vehicle to accomplish this.

Why radio?

Radio listening is daily and habitual, which allows Sainsbury’s to speak to potential customers on a constant basis. Radio also allows the company to literally talk about meal ideas – and make them sound appetising.

The company established a consistent but flexible advertising vehicle to help them include the wide range of messages in a cost-effective package, and used the cost-effective nature of radio to make sure it was by far the most noticeable supermarket on air.

Implementation

Sainsbury’s radio campaigns run for most of the year, focused on peak planning and shopping times amongst the critical ‘housewives with children’ audience. While TV advertising mostly focuses on meals, and press advertising on the deals, the nature of radio allows Sainsbury’s to deliver both, through the concept of “Here’s the deal, here’s the idea”.

Results

The flexible “Here’s the deal, here’s the idea” campaign was proven to consistently deliver sales every week, providing Sainsbury’s with a huge increase in sales across the last three and a half years and a very healthy return on their investment.

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Radiocentre Comment

Here's the idea: this is exactly how a supermarket should be using radio.

"Radio continues to deliver fantastic results for Sainsbury's. Our "Here's the deal... here's the idea" campaign enables us to communicate our ongoing brand message while lending flexibility to our ever evolving value messaging"

Mike Sullivan, Promotions Manager, Sainsbury's