



Metrica & Jersey Royals: Celebrating the timeless Classic

Jersey Royals are the UK's no.1 new potato brand and the only vegetable in the UK to have achieved Protected Designated Origin (PDO) status. On winning the Jersey Royal business in September 2004, CirKle Communications commissioned a media evaluation of that year's campaign. Metrica's results helped CirKle to shape the 2005 campaign strategy by identifying opportunities to generate further coverage and the challenges faced in 2005. Armed with Metrica's findings for the previous season, CirKle was able to translate these challenges into a set of measurable objectives to ensure that the 2005 **"Celebrating the Timeless Classic from Jersey"** campaign to celebrate Jersey Royals' 125th anniversary was the most successful yet.

CirKle Communications identified five key challenges for the season and worked with Metrica to officially evaluate the success of the campaign:

1. *Create a strong communications platform for Jersey Royals in the media.*
2. *Safeguard Jersey Royals position as the number one new potato despite competition from several new growers.*
3. *Build Jersey's profile/relationship with the trade press to build customer relations*
4. *Further reposition the brand to 25 to 44 year olds through lifestyle focus coverage.*
5. *Achieve maximum results prior to and during the Jersey Royal season*

Volume and favorability of coverage

Coverage was measured and broken down by month to show the level of coverage throughout the season. Metrica's 2004 media evaluation showed that coverage peaked in April with the volume of coverage significantly dropping off between May and June. Metrica's analysis illustrated to CirKle Communications that there was a need for activity that would maximise coverage prior to and during the season when the product was in store. CirKle Communications created a launch programme which would excite and alert the media to the start of the new season ahead of their arrival in store. This was aided by the creation of highly relevant gifts including a limited edition Jersey Royals serving dish which supported the launch stage of the campaign.

This strategy resulted in a 143% increase in the number of media items in 2005 compared to 2004. Coverage also featured strongly from February to August 2005. This included coverage in every month of the *BBC Good Food* magazine across the season, between March and July 2005.

Target audience analysis

The 2004 campaign also sought to reposition the brand to 25 to 44 year olds. During the Metrica briefing process this audience was more closely defined as:

- ◆ ABC1 Women aged 36 to 54
- ◆ ABC1C2 Women aged 19 to 35

The 2005 campaign evaluation clearly demonstrated that a significantly higher proportion of people in each target audience were exposed to coverage than in 2004. This was as a result of CirKle's tailored approaches to younger orientated titles with modern recipes, endorsements from celebrity chefs and nutritional information linking to topical diets like GI.

Build Jersey Royals' profile with the trade press

The 2004 benchmark analysis identified that the campaign achieved limited exposure in the trade press. The campaign had not been picked up by key titles such as the *Grocer* and Metrica's findings highlighted to CirKle that there was a need for a specific trade press public relations strategy.

To mark the 125th anniversary CirKle Communications invited seven key trade contacts including Richard Clarke of the *Grocer*, to Jersey for a press trip. Also in attendance were representatives from each of the island's grower groups.

The press trip resulted in an 80% increase compared to 2004. This coverage appeared in seven publications, including the *Grocer* and *Fresh Produce Journal*. The *Grocer* was also the most prolific trade press publication, generating eight articles between February and July 2005. The overall quality of trade coverage also increased - 83% of coverage was strongly favourable in 2005 compared to 70% in the previous year.

Competitor analysis

Another of the challenges in 2005 was to safeguard Jersey Royals position as the number one new potato despite competition from several new growers, particularly Cornish Earlies who were embarking on their first year campaign.

Competitor analysis formed part of the 2005 campaign evaluation enabling CirKle Communications to gain an objective view of the competitor market and identify routes used by its competitors to gain coverage. Metrica's analysis showed that the volume and quality of coverage featuring key competitors was significantly lower than Jersey Royals'. Jersey Royal coverage reached 49% of all adults, compared to 8% for its nearest competitor Cornish Early in 2005 (see *Figures 3a and 3b in supporting document*). These results reinforced Jersey Royals as market leader despite the threat from emerging brands

Conclusions

Whilst it was clear from the 2004 media evaluation that a good campaign had been executed, CirKle identified that there was room for greater results by widening the target audience and exploring other media avenues. Metrica's independent findings enabled CirKle to demonstrate a significantly improved return on investment for the 2005 compared to the previous year. The 2005 evaluation shows that the quality and reach of coverage was extremely high.

"We found the Metrica report from the 2004 season extremely helpful when creating the PR strategy for the anniversary campaign. It allowed the team to identify new opportunities and maximise coverage within the short season." **Emma Ludlow, Account Director, CirKle Communications**

The 2005 Metrica Report showed that the results have far exceeded anything seen in previous years and the value of this external evaluation has been significant when summarising the campaign for the client and grower groups.