



DOUWE EGBERTS

OBJECTIVE

Storm was appointed by Sara Lee International in September 2007 on an on-going brief to help boost share of voice for Douwe Egberts Systems within the leading foodservice trade media. For the first year's campaign, it was important to not only demonstrate the brands' expertise, but also raise awareness of its added value services such as the full equipment solutions service and training facilities. Furthermore, Douwe Egberts was looking for quality over quantity coverage, ensuring that the pieces delivered were of a high standard and only within titles that focussed on key business growth areas.

SOLUTION

Storm developed a campaign that helped to build the brand's relationship with key media titles, ultimately leading to a more prominent position within relevant features. This was achieved through face-to-face introductions to the media, setting up various interviews and offering personalised comments from Douwe Egberts spokespeople. Furthermore, Storm offered added value to features in the form of business tips for readers and trend prediction comments, with these often appearing in stand-alone, highlighted boxes giving maximum stand-out.



- ▶ To highlight Douwe Egberts' bespoke services, Storm employed tactics that demonstrated the benefits of these services clearly to the media. Customer case studies brought the tailored equipment solutions service to life and journalists were offered a taster of the Douwe Egberts Coffee School with an intensive barista training session. In addition, the ethically sourced product range, Good Origin, was highlighted through on-line traceability demonstrations at the Café Culture Show.

RESULTS

Over 30 high quality pieces of coverage were achieved in all key foodservice titles including Caterer & Hotelkeeper, Restaurant Magazine, Café Business, OOH and Cost Sector Catering. The coverage generated 610,000 opportunities to see and had a total EAV of £50,000, delivering over a 3 times return on investment.

Importantly, the quality of coverage achieved was a significant improvement from previous campaigns, with several dedicated full page and double page spread features plus prominent positioning within general industry articles.

