



SILVER FIELD MARKETING

ENTRANT

Gekko

CLIENT

Setanta Sports

THE TEAM

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WHAT IS WONDERFUL...?

Setanta's Joe Calzaghe campaign was a highly effective demonstration of traditional field marketing supporting ATL activity to drive business within the retail channel. The retailers visited achieved a sales uplift of up to 200%.

OBJECTIVES

To maximise on the investment made by Setanta in obtaining exclusive rights to the Joe Calzaghe world title fight by driving brand awareness and increasing subscribers through the retail channel, as well as cross-selling other Setanta services.

STRATEGY AND TARGETING

The digital TV market has become increasingly competitive over the past three years, with the number of platforms and ways to subscribe increasing rapidly. Setanta Sports, the Irish-based international sports broadcaster, was launched in the UK in 2005 to compete against Sky. Setanta has invested in the broadcasting rights for a series of high-profile sporting events. The bottom line is an increase in the number of subscribers to the service. Setanta's ATL strategy for promotion was solely through PR activity. To promote the Setanta message at a retail level, we proposed a comprehensive merchandising and compliance blitz to provide an immediate route to potential customers, as well as fans of Calzaghe and boxing.

We oversaw all below the line activity. We selected a total of 900 Asda, Currys, PC World and Tesco sites to be visited. We also assisted in creating the supporting materials, such as POS and free standing display units. The challenge was to create a range that communicated the marketing messages effectively and would also be permitted by retailers. A range of materials were produced and dispatched including standees; fixture cards; backing boards and leaflets. Consideration was also given to Setanta's target audiences: boxing fans; Calzaghe fans; sports fans and those looking to purchase a digital set top box. One key factor in the success of the campaign was liaising with retailers to gain approval for the merchandising visits and the types of POS to be deployed. The merchandising team was briefed on the objectives of the campaign and the tasks to be completed in-store. The placement of product and position of POS materials in prime locations was paramount. We engaged with store and department managers, briefing them on the promotion and negotiating prime display space. One of the key successes was locating POS material in additional locations away from electrical aisles, providing an increased potential for impulse purchases. An added challenge was the short timescales imposed, to ensure that all 900 visits took place in the three weeks before the screening of the fight. All visits were completed within this timeframe.

RESULTS

The campaign demonstrated how a concerted below the line marketing effort can work to complement and enhance other marketing activity, in this case PR. The 900 merchandising visits resulted in 100% compliance across all stores, with a sales uplift of up to 200% in some retailers during the campaign. Estimated worth of the new subscribers was £2.1m.