



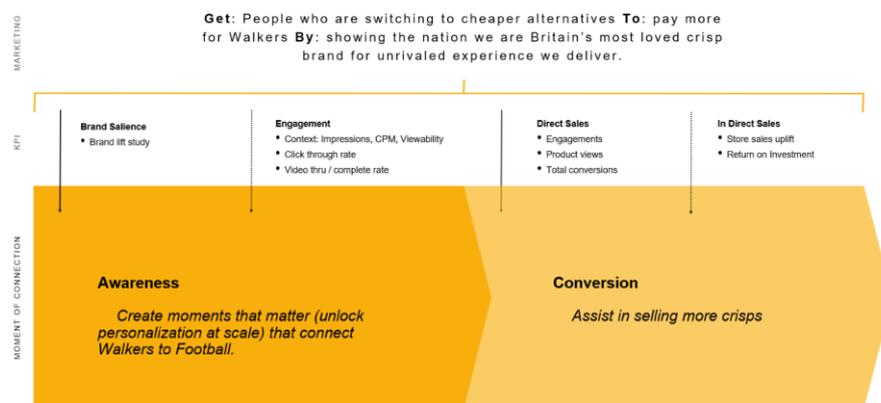
WALKERS' WINNING STRATEGY AT THE EUROS

BACKGROUND

The penetration of Walkers crisps among UK households faced decline due to economic pressures prompting consumers to opt for own brand label alternatives. To counter this, Walkers aimed to leverage the Euros—a key sporting event—to engage Light and Lapsed buyers, driving snacking consumption during sports.

The Walkers campaign was anchored by well-defined objectives aimed at boosting brand engagement and driving sales during the Euros. Our primary goal was to encourage consumers who were switching to cheaper alternatives to pay a premium for Walkers by showcasing our status as Britain's most loved crisp brand, delivering an unrivalled experience.

Pilot Measurement Plan



THE BIG IDEA

Recognising the competitive landscape, we developed a full-funnel approach that spanned awareness, consideration, and conversion—critical stages for capturing snacking moments during sports. Each phase featured specific performance targets measured across social media platforms, programmatic display and video, supported by a Meta brand lift study and a custom Lucid brand lift study.

Awareness: Create impactful moments that connect Walkers to football, focusing on KPIs such as reach, viewability, CPM, and frequency. We utilized awareness and ad recall questions from the brand lift study to validate success.

Consideration: Enhance consumer engagement and purchase intent by driving relevance. Key metrics included view-through rate (VTR) and click-through rate (CTR), alongside Adimo eCommerce engagement metrics which provided insights into consumer preferences regarding store choice, crisp flavours, and packaging.

Conversion: Measure the campaign's effectiveness in driving crisp sales through eCommerce integration and partnership with Circana. This included evaluating overall sales performance and comparing outcomes with and without media support, further supported by brand lift insights to assess purchase intent.



WIN
£500
EVERY
90
MINUTES*

NO WALKERS
NO GAME



MAKING IT HAPPEN

The execution of the Walkers campaign was a testament to our strategic approach, emphasising collaboration, innovative technology, and data-driven insights. The campaign was designed around a full-funnel strategy that effectively transitioned consumers from awareness to consideration and conversion, ensuring we engaged football fans at every touchpoint.

Leveraging AI-driven tools like Artbot, we were able to streamline creative production while maintaining high-quality output for both videos and statics.

Collaboration was essential, with cross-functional teams from Annalect, OMD, Tracy-Locke, and Critical Mass working together seamlessly. Annalect's insights into audience behaviours and preferences informed our media strategies, while Critical Mass developed a communication framework that connected Walkers with key football moments.

OMD played a crucial role in media planning and buying, leveraging their connections with Meta, Dunnhumby, Google, and Lucid to unlock the best approach for integrating media buying and measurement.

PepsiCo team helped confirm creatives and approving measurement and strategies used.

We harnessed data analytics through Tracy-Locke, which utilized its partnership with Adimo to provide real-time eCommerce engagement metrics, facilitating a deeper understanding of consumer preferences and behaviours.

Regular alignment meetings ensured all stakeholders were informed, allowing us to evolve throughout the euros results. The partnership with Circana provided invaluable measurement tools, enabling us to assess sales lift accurately.

Through this collaborative effort, we successfully delivered our objectives, elevating Walkers' brand presence and driving significant sales growth during the Euros.

THE RESULTS

The sales study (circana) & brand uplift (meta & lucid) study ran with a two-cell approach, one region running generic ads, one control region going dark and the rest of the UK running personalisation.

Personalised communications played a pivotal role in driving results during the campaign window. Compared to generic communications, personalized strategies yielded a 3x uplift in brand sales, showcasing the power of targeted messaging. Furthermore, we achieved a +47% uplift in product sales for items featured in the campaign, and a +37% increase in conversion rates, demonstrating the efficacy of our approach in converting interest into actual purchases.

Financially, the campaign delivered an outstanding ROI of £4.08 for personalised vs £1.59 in Crisps category & £0.56 for the generic side of the activity reflecting not only the high effectiveness of our marketing efforts but also the strategic alignment of objectives with audience engagement. Additionally, Dunnhumby also showed a ROAS of 30.5 vs 7.5 benchmark for a Tesco lapsed audience.

The Walkers campaign achieved remarkable results, demonstrating its effectiveness in meeting and exceeding objectives. Consideration metrics also showed impressive performance, with a +3% increase in consideration (vs generic; +6% vs control) across programmatic digital placements, coupled with a +6% rise in purchase intent (vs generic ; +7% vs control) within the same digital context. These results indicate that our tailored messaging resonated deeply with the target audience, effectively nurturing their interest in Walkers products.

Overall, the campaign's results validate the strategic execution and innovative tactics employed, positioning Walkers as a leading choice among football fans and driving substantial business impact during the Euros.

