

IPA TouchPoints Case Study

Waitrose, MGOMD



Context:

MGOMD’s objective is to invite consumers to share in, or taste, the Waitrose brand story. To do this, they have developed a communication strategy based on a tiered framework of the principles ‘foundation’, ‘participation’ and ‘advocacy’. Central to this, is that all communication is delivered in quality and engaging media environments that are authentically Waitrose.

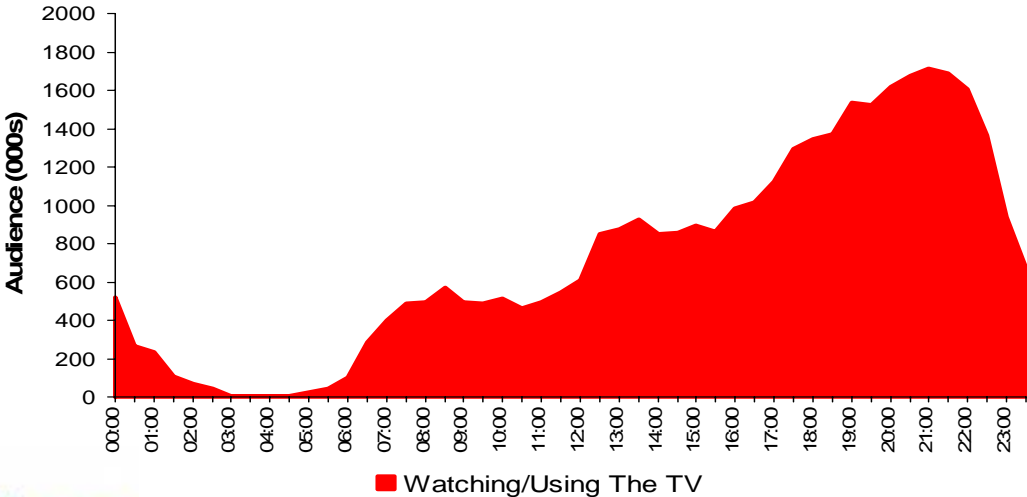
Issue:

‘Foundation’ activity focuses on building understanding of the Waitrose brand story through broad-scale channels. MGOMD’s econometrics work has already identified that TV carried the greatest ROI. But the warmth of the brand story meant that mood of viewing and listening is as important as Waitrose shopper or demographic profiling.

IPA TouchPoints Contribution:

IPA Touchpoints has added value in both channel planning and in identifying the key apertures, or moments, in which to communicate. By analysing the ‘positivity’ of consumption we can create a much richer understanding of the key TV in which to communicate and add a new layer of consideration.

Regular Waitrose shoppers and ‘very happy’



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IPA TouchPoints Contribution ctd:

However we can also consider the attention consumers are paying to the TV experience. Touchpoints allows us to see when consumers are multi-tasking or are undistracted with their media consumption. In this scenario we can see that the Friday evening is the optimum evening for achieving our audiences undivided attention.

Watching TV and using other media at the same time (6pm to 10pm)

