

Marketing Society Awards 2015
Category: Cause Related Marketing
Client: Sainsbury's & The Royal British Legion
Contributing agencies: AMV BBDO, PHD



Sainsbury's & The Royal British Legion: Christmas is for sharing



The toughest Christmas yet

The market was unprecedentedly tough - falling food prices coupled with an ongoing price war saw the large retailers battling it out to maintain market share from aggressive competition from both ends of the market.

“The sector experiences one of its toughest festive seasons amid growing competition from discounters (Aldi and Lidl) and upmarket grocers Waitrose and M&S”

(Fraser McKeivitt, Kantar Worldwide)

In addition to this, we were faced with the challenge of a 23% reduction in our brand spend versus 2013. This in the face of increased spend above and below as Lidl increased their spend by 77% YOY (an increase of £7M) and M&S by 41% (an increase of £5M).

This meant that the analysts were predicting a dire Christmas for Sainsbury's (-3.7%).



**But we ended up
surprising everyone.
We performed better
than expected (twice as
well as the analysts were
predicting) and did good
at the same time.**

But how...?



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By unlocking the true meaning of Christmas

Last year's 'Christmas in a Day' campaign uncovered that beneath the glitz and glamour, what really matters are the simple pleasures of Christmas: eating, drinking, and being together.

Armed with this knowledge, we used research this year to help deepen and develop our understanding to help unlock our brand point of view at Christmas.

We discovered that it was shared moments together that were at the heart of what makes Christmas special: sharing meals, sharing gifts and sharing responsibilities to help take the strain from mum.

This unlocked our insight: Christmas is not just about the gifts you give, it's about who you share it with.



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This translated into a brilliantly simple idea



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Sharing is an emotional gesture that builds bonds and brings people together

We briefed AMV BBDO to come up with an idea that...

Captures the hearts and minds of the nation – that demonstrates that Sainsbury's understands what Christmas means in 2014.

Punches above its weight – an idea that is eminently sharable in its own right.

Is driven by action not words.

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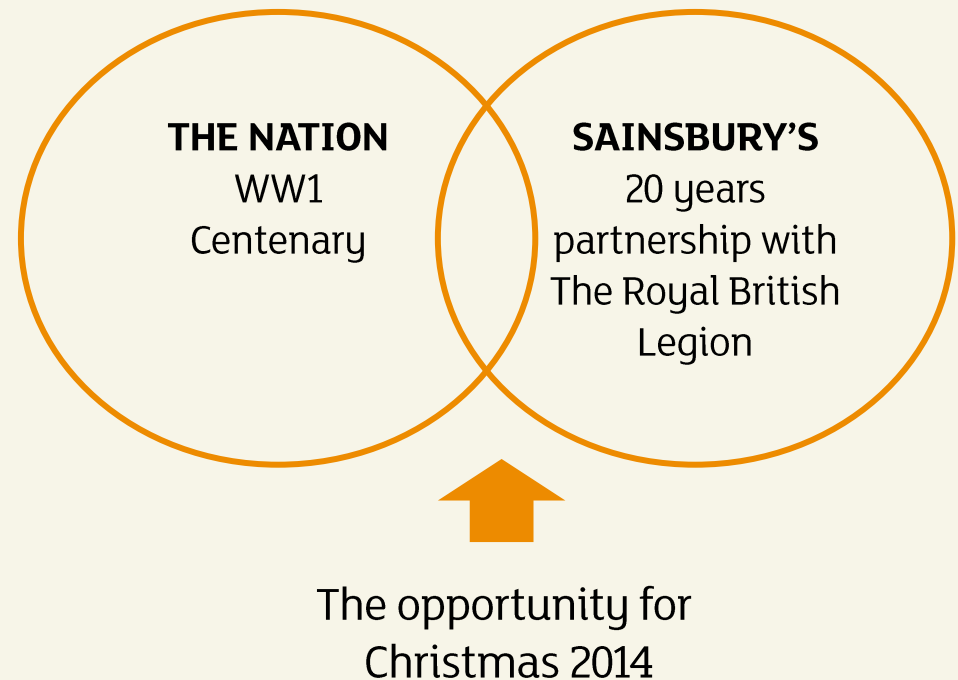
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What makes Christmas 2014 special?

AMV BBDO came up with an idea that was centred on what made Christmas 2014 unique to any other.

2014 was marked by two major anniversaries. One for the nation and one for Sainsbury's and The Royal British Legion.

We had the opportunity to do something bold and risky that would take our partnership to a whole new level. An idea that could only be done as true partners. And an idea that could only be done this year.



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The Christmas Truce

What better and more symbolic demonstration of Christmas is for sharing than two opposing sides coming together to share the Christmas spirit.

The creative idea was to work in partnership with The Royal British Legion to dramatise the ultimate expression of sharing at Christmas.

The moment when British and German soldiers laid down their arms and came together on neutral ground on Christmas Day 1914 to share greetings, treats, mementoes and even a game of football.



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An idea that demands reverence and respect

Due to the highly sensitive subject matter, it was crucial that the campaign was treated with the utmost respect.

We paired up with historians to ensure historical accuracy in absolutely everything – from the pins on the hats to the shapes of the trenches.

To add depth to the campaign, we commissioned two extra pieces of content which allowed us to share the extraordinary story in its entirety – something which simply couldn't be achieved in paid for communications.



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Using advertising as a force for good

We decided to use Sainsbury's biggest spend, on our most high profile asset to help promote The Royal British Legion - to share the branding and credit with the right cause at the right time.

And sharing the benefit and reach of a Christmas campaign with The Royal British Legion.

It was to be a genuine, equally shared initiative which would be embodied in the branding at the end of the TV ad.



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Leveraging a 20 year partnership

To celebrate 20 years of partnership, we decided to kick off by getting behind the Poppy Appeal in a bigger way than we ever had before.

We made a jointly branded 30" TV advert to encourage customers to come in store and support The Royal British Legion in more ways than ever – from recycling their poppies to purchasing products from an extended range of merchandise to encouraging customers to make a donation by rounding up at till.

We would then extend our support across the Christmas period which would feature The Royal British Legion in the advert and sell the chocolate bar from the ad in store with all proceeds going to the charity.



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A Christmas campaign that required a sensitive launch

Use PR to manage and mitigate risk:

Digital mapping to identify influencers pre-launch – given the need to explain and create permission for the campaign creative, we identified the most influential stakeholders relevant to the campaign and their likely sentiment (on and offline).

Mapped and mobilised The Royal British Legion network – pre-briefed the Legion in advance and equipped them with content to share the story via their own networks at launch.

Pre-briefed influencers – 2013's 'Christmas in a Day' campaign taught us the power of taking the time to pre-brief influencers: it sets the tone, drives understanding and builds advocacy ahead of launch. We identified prominent historians and WW1 enthusiasts and met them to screen the ad ahead of time.

Issue press release and assets to media – issuing our content from 6pm ensured that media platforms were reporting accurately and building conversation the moment the ad aired.

Getting the chocolate bar into the hands of media and influencers – we co-ordinated beautifully packaged WW1-themed desk drops to media from 7am on 13th November.



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Planning for impact and fame

Create a big bang in paid channels at launch to maximise on-going earned media

Creating a Blockbuster

We partnered with ITV 'Proud to Present' to launch the campaign and handpicked the five biggest TV spots across the launch week, as well as running the ad in cinemas across the country.

Digital played a key role in driving awareness of and engagement with the ad. Promoted Twitter trends and Facebook Reachblocks during launch week were used to drive huge incremental reach and to ensure the ad was easily accessible.

Maximising longevity

We maintained our presence throughout the whole Christmas period with a fully integrated AV approach across TV, Cinema and Digital channels.

We kept the conversation alive by handpicking key 'water cooler moments' by running the full 200" ad in key TV spots just before Christmas such as XFactor semi-final and the Downton Abbey Christmas special.

Momentum management

We maintained our Social presence and added depth to the conversation by keeping users up to date with chocolate bar sales and money raised for The Royal British Legion.

Respectfully scheduled

Due to the sensitive nature of the ad content, TV spots and Cinema films were carefully planned to ensure we were not advertising around unsuitable content.

The following pages illustrate the campaign deployment

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October / November

Sainsbury's customers can make a donation for their poppy in our stores



Poppy inspired product range launched in store – all profits going to The Royal British Legion



Customers can round up their bill to the nearest pound (or any other amount) at checkouts & the difference will go to the Legion



Helping customers make their donation go further by recycling their poppies in store, after Armistice Day



23rd

1st

11th

October

23rd

23rd

November

1st

12th



Giving our customers the opportunity to donate online by adding a £1 donation to their JS online grocery shop



Jointly branded 30" TV ad launches to promote the ways that customers can support the Poppy Appeal at Sainsbury's



Armistice Day recognised with a 2mins silence in store

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November

The 200" ad took over the entire Coronation Street ad break



<https://www.youtube.com/watch?v=NWF2JBb1bvM>

Beautifully packaged WW1-themed desk drops of the chocolate bar to key journalists and influencers



Facebook Reachblock. 5 versions of copy to drive views of the ad on YouTube



YouTube Masthead which included a 30" edit to drive engagement and click through to 200" ad and behind the scenes



Launch of the short documentary telling 'The story behind our Christmas ad' on all owned social platforms



12th
pm

13th

13th

15th

November

12th
pm

13th
7am

13th

14th

15th

'Christmas is for Sharing' aired the day after Armistice Day, to align with Sainsbury's tradition of ensuring attention is focused on raising as much money as possible for The Royal British Legion through support for the Poppy Appeal.



Instagram's 'Behind the Scenes' series of images launched to give fans exclusive access to the ad being made



Twitter promoted trend. 6 pieces of copy rotated to drive views of the ad on YouTube



90" ad launches in cinemas up and down the country. This runs through until Christmas



Introduce chocolate bar on all owned social platforms

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November & December

Behind the Scenes gallery across all owned social media channels



Update on how much the chocolate bars have raised



Fun Christmas Sharing Facts – interesting and quirky fun facts about Christmas with #christmasisforsharing



200" ad is aired in XFactor semi-final



17th

21st

24th

16th

20th

25th

December

11th

November



Inviting customers to use #christmasisforsharing & support the Legion by buying the chocolate bar or making a donation



True Historian fact of the day to educate people about interesting historical facts



On this day 100 years ago...

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**So what effect
did it have?**



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Our most successful Poppy campaign in 20 years

In the period prior to 12th November, Sainsbury's raised over £6.5M (vs. £4.5m in 2013) for The Royal British Legion (from exclusive merchandise and poppy sales) – making Sainsbury's one of the largest supporters of the charity.

Customers donated £25k by rounding up at till and the poppy inspired products contributed £230k (vs. £30k in 2013).

And all this before Christmas had even begun...



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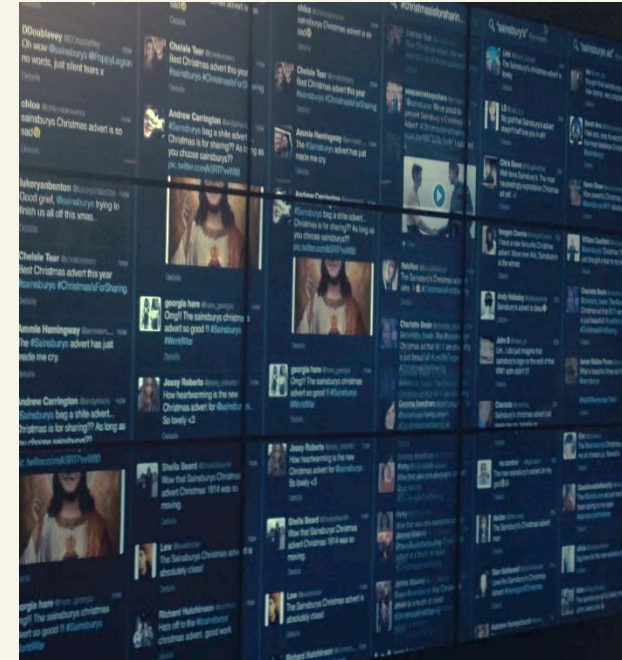


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When our Christmas ad launched, the response was immediate and overwhelming

Within the first 15mins after our ad had launched, our hashtag #christmasisforsharing was a top trend in the UK - even though the TV didn't feature the hashtag.

It garnered over 1M views on YouTube in just over 24hrs.



Creating our very own 'Super Bowl' moment

On Friday morning (14th November) we awoke to unprecedented, landmark print coverage across national media.



Traces of the path the advert follows a chocolate bar, given as a gift by a British soldier to a German soldier, too, that can be bought in the supermarket chain's stores for £1

Sainsbury's sweet tribute to Christmas truce

Sainsbury's has unveiled the trailer to the battle for the best Christmas ad of 2014 in the shape of a First World War-themed video.

The ad, which is set in the trenches of the Western Front, depicts a British soldier giving a German soldier a Sainsbury's chocolate bar as a gift.

The ad is set to air on Friday, 14th November, the day after the end of the First World War.

The ad is a tribute to the Christmas truce of 1914, when British and German soldiers laid down their arms and came together to exchange gifts and greetings, and a

British soldier takes place, before the soldiers return to their trenches.

The ad is a tribute to the Christmas truce of 1914, when British and German soldiers laid down their arms and came together to exchange gifts and greetings, and a

part of packaging as seen in the ad. The image shows a chocolate bar in its original packaging, which is a tribute to the Christmas truce of 1914, when British and German soldiers laid down their arms and came together to exchange gifts and greetings, and a

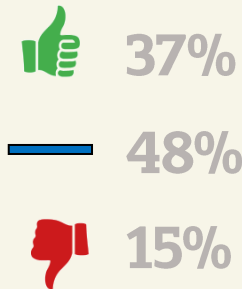
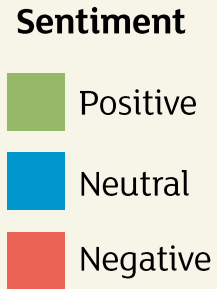
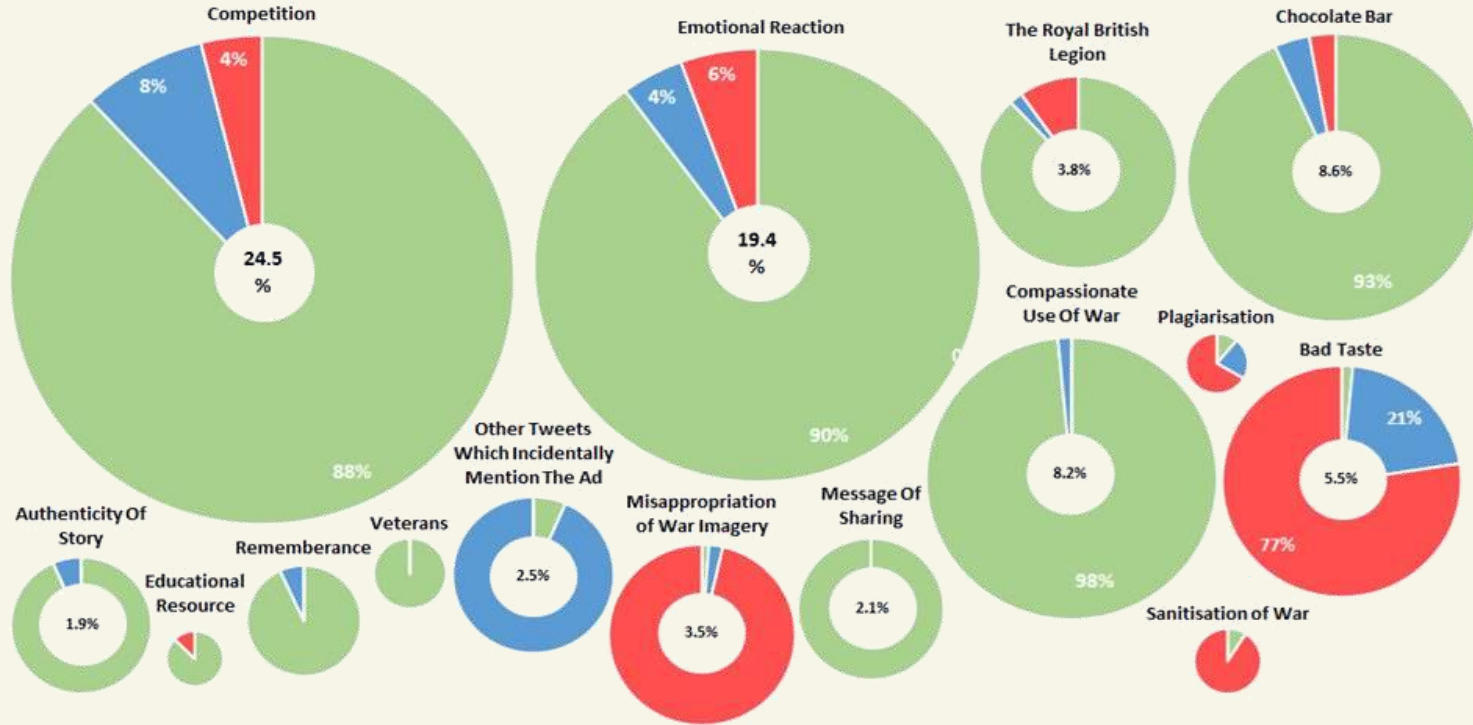
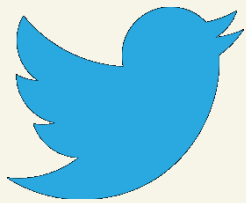


Did Sainsbury's just unveil the best Christmas ad of 2014? Supermarket reveals WWI-themed video with Royal British Legion

Daniella Graham for Metro.co.uk Wednesday, 12 Nov 2014 8:39 pm



The general public's response to the ad was overwhelmingly positive



Some media outlets talked about the campaign '*splitting the nation*', but in reality, the negative sentiment was minimal

Sainsbury's Christmas ad is a dangerous and disrespectful masterpiece
Ally Fogg

In making the first world war beautiful to flog groceries the film-makers have disrespected the millions who suffered in the trenches



It surely behoves us as a society to retain the first world war's deaths with a degree of reverence.' Photograph: Sainsbury's/PA

theguardian

Sainsbury's Christmas Ad: Beautiful Or Disrespectful?

Tweet 18 Recommend 1.2k Comments 38

Friday 14th November 2014

This is the new Sainsbury's Christmas advert - which has been called both "wonderful" and "dangerously disrespectful".



LBC

Sainsbury's Christmas advert 2014: Moving great tribute or cynical commercial?

22:56, 13 November 2014 By Melissa Thompson, Rod McPhee

The commercial showing a game of football between German and British soldiers during World War One has been praised and attracted complaints

29 Shares Share Tweet + Email



Mirror

Christmas TV ads divide us

SO, did you cry? At the Sainsbury's Christmas ad, I mean, in which a British soldier is revealed to have slipped a covered chocolate bar into the pocket of a German counterpart during the famous Christmas truce on the Western Front in the First World War. The film, produced in collaboration with the Royal British Legion, is restrained and elegantly done. It trumps the mawkish cutesiness of John Lewis's penguin and turns nicely on the concept of "giving" in this centenary year of the Great War. But it also ironically turned my office chums into mutually suspicious factions – the wet-eyed and the dry. Thank goodness it'll be over by Christmas.

London Evening Standard

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And influential, well respected commentators came out in support of it

“The Sainsbury’s advert is fitting because it reminds us that Christmas is for now, as it was then, the huddling together over food and song... it is to be applauded for telling the story of the honour and heroism of British soldiers – and of Germans, too”



Jane Merrick (Political Editor, The Independent)

“At Christmas 1914 soldiers took the risk, crossed a battle-line and kindled an evening of friendship and football. It is the moment all have picked on this year, whether in adverts or sermons”



Justin Welby (Archbishop of Canterbury), at the beginning of his Christmas sermon

“We all know that Sainsbury’s has good quality products, now we can be sure that they have integrity and emotion too”



Kate Jones (Marketing)

“Nothing short of a Christmas miracle”



Mary Stringer (The Metro)



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It ignited conversation and got the nation talking



402k shares, 20.9m reach



#Christmasisforsharing

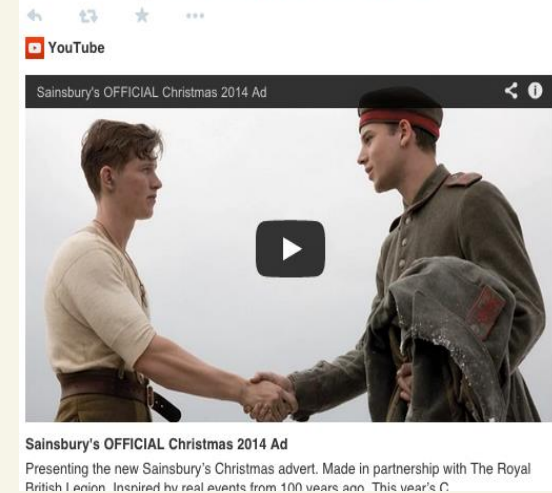
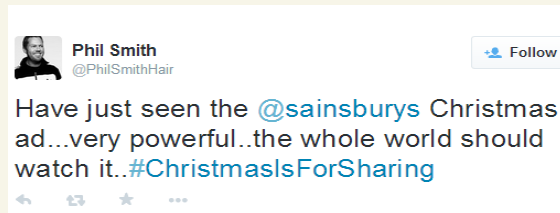
Mention 38.3k, reach 93.1m

'Sainsbury's advert'

Mentions 115k, reach 209m



16.9m organic views making it the most watched ad on YouTube in 2014



And featured editorially in prime time programming



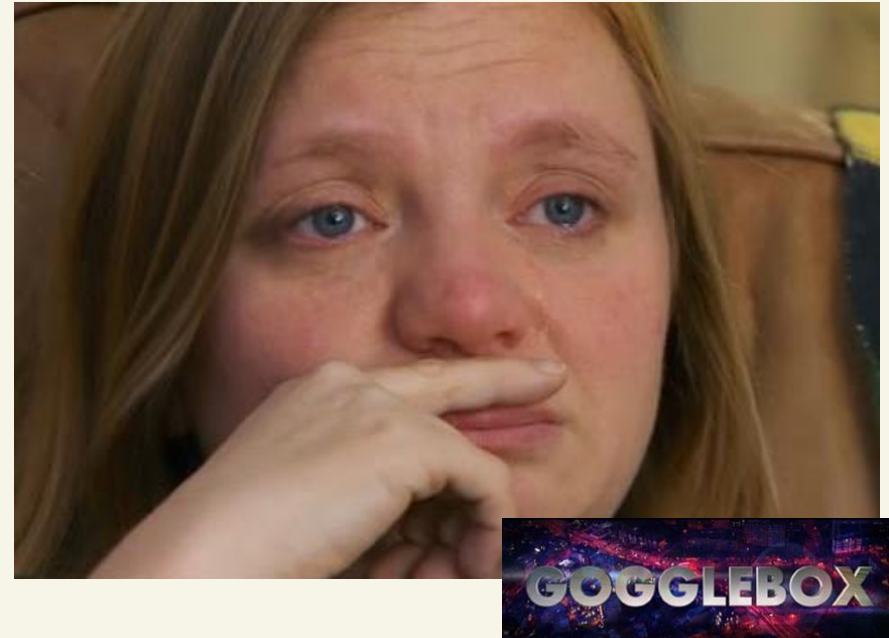
“You know Christmas has arrived when there's a furious row about what's on the telly. This year it's about the Sainsbury's advert.”

A 43 minute debate on the ad (22nd November)



“Is Sainsbury's WW1 Christmas advert a fitting tribute or a cynical commercial?”

A 60mins debate on the ad (14th November)



Gogglebox featured our ad as editorial content on 21st November and generated a further wave of positive sentiment and 2.7million views



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The audience sought out more information about the story and the ad

The making of our Christmas ad:

https://www.youtube.com/watch?v=Jx3pQWbysmM&feature=iv&src_vid=NWF2JBb1bvM&annotation_id=annotation_3489963635



The story behind our Christmas ad:

https://www.youtube.com/watch?v=2s1YvnfcFVs&feature=iv&src_vid=NWF2JBb1bvM&annotation_id=annotation_148824475

A total of 1.4M views with no paid support.

This extra content achieved more views than even the main TV ads for Tesco (903k), Asda (41k), Morrisons (42k), Aldi (83k) and Lidl (1M).



492k views



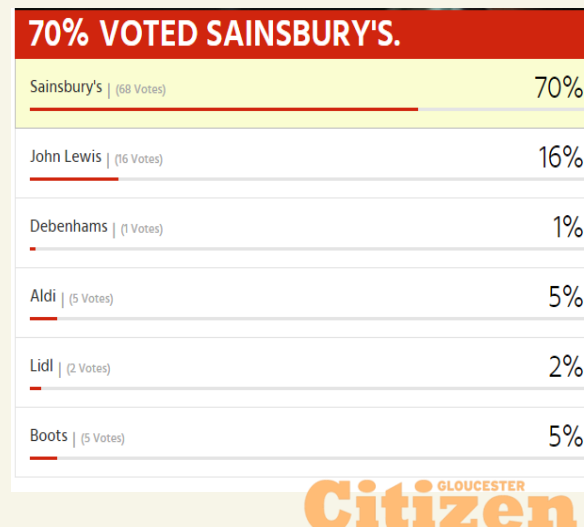
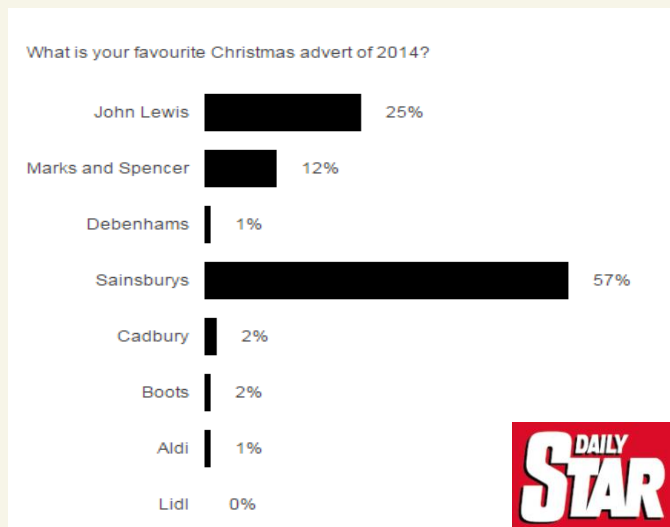
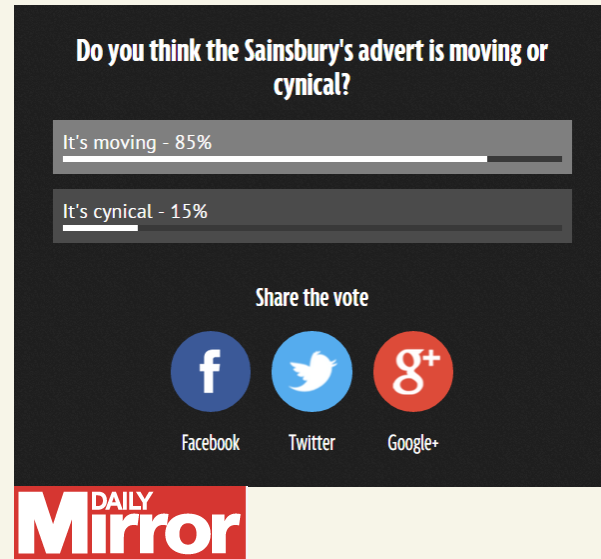
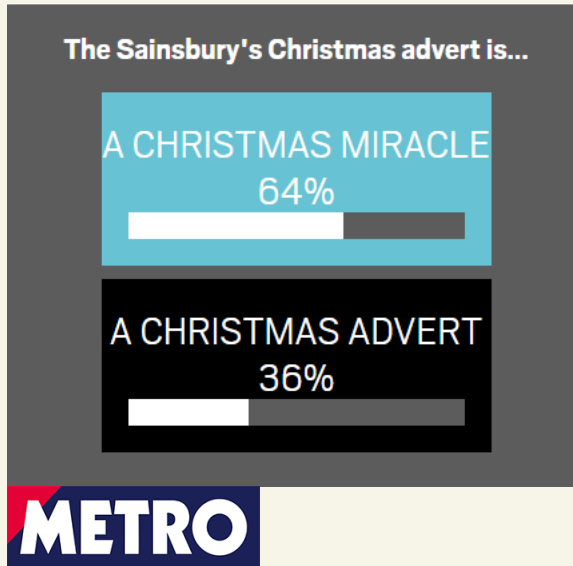
908k views

1.4m views



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Opinion polls sprung up



It even took on an unexpected educational role as teachers embraced it in classrooms up & down the country

"5V wrote their own narrative form the perspective of the British soldier. Upon marking it, they were all so amazing I had to showcase them. I took the best part of each pupils work and together they made this.. Please share their brilliant work"



"We have been learning all about the trenches in WW1. We found this advert inspiring and it helped us remember that Christmas is for sharing. We used your advert to create some amazing stories about the brave soldiers who helped to make temporary peace on Christmas Day in 1914"



https://www.youtube.com/watch?v=tNVU_zQpNWk

Year 4 Bronte Class, St Swithun Wells RC School, Hampshire



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It won the hearts and minds of the nation...

It was the most viewed ad in the UK with 16.9M views (+280% vs. 2013).

theguardian

Most popular ads on YouTube in the UK for 2014

1. Sainsbury's - [Christmas Day Truce 1914](#)
2. John Lewis - [Monty the Penguin](#)
3. Nike Football - [Winner Stays](#)
4. Nike Football - [The Last Game](#)
5. Always - [Like A Girl](#)
6. Three - [Sing It Kitty](#)
7. Marks & Spencer - [Follow The Fairies](#)
8. Save The Children - [Most Shocking Second a Day](#)
9. Guinness - [Sapeurs](#)
10. Pepsi Max - [Human Loop the Loop](#)

MailOnline

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Sainsbury's wins the battle of the Christmas adverts as its WW1 truce commercial pips the John Lewis penguin as the most viewed in the UK

- Sainsbury's controversial Christmas advert named most watched in UK
- Some thought the advert was brilliant but others branded it exploitive
- John Lewis's Monty the penguin was ranked second by website YouTube
- Marks and Spencer offering ranked seventh on the video sharing site

By SAM MATTHEW FOR MAILONLINE

PUBLISHED: 17:42, 6 January 2015 | UPDATED: 07:50, 7 January 2015

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LEGION



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And engendered a sense of pride amongst colleagues

Colleagues were actively posting photos on Twitter and praising the ad in social media

"Just checked my Facebook and its full of really great comments about the advert ... makes me really proud"

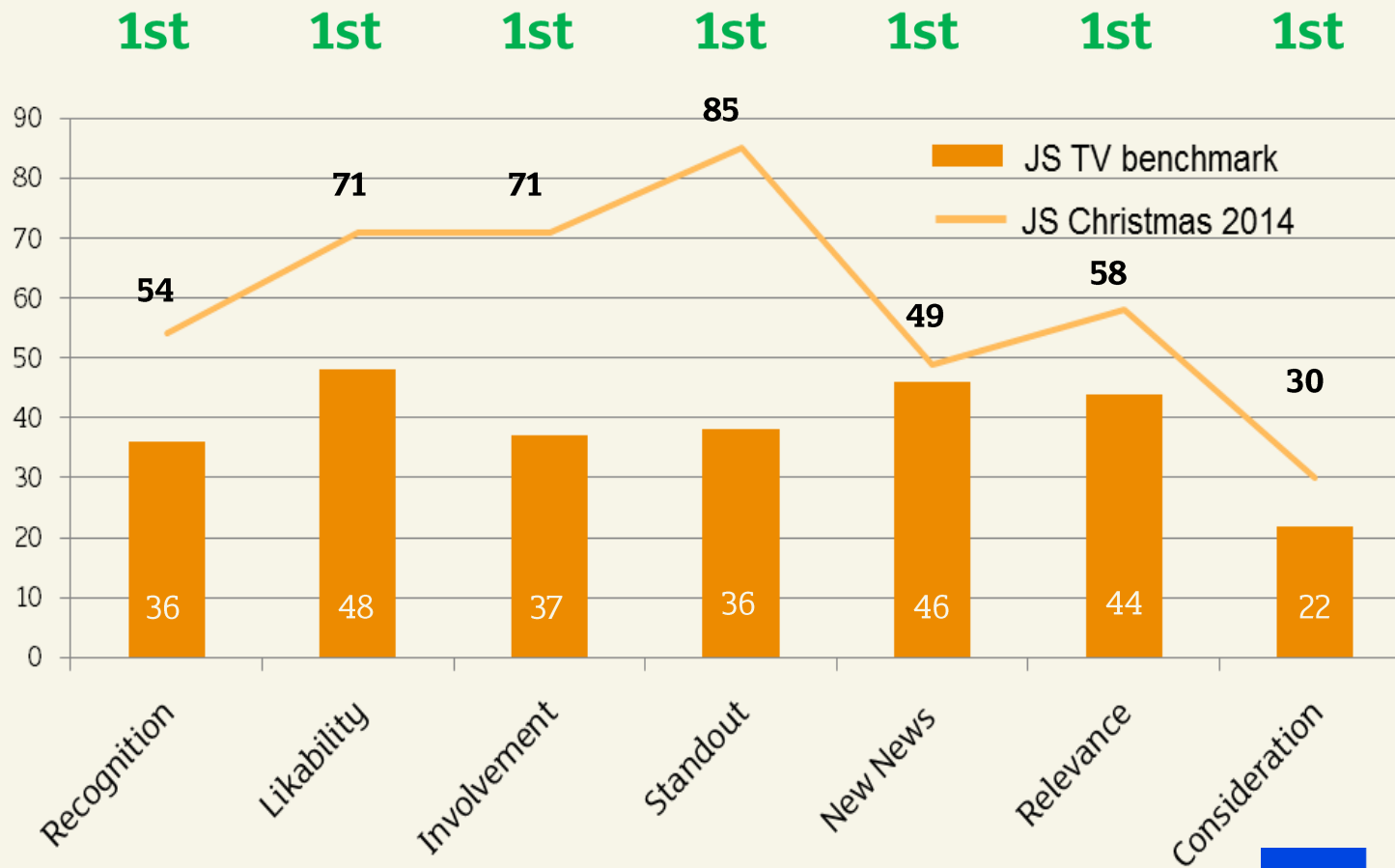
"Loved it! Feeling proud to be part of an amazing business!"

"I wasn't expecting it, but feeling very proud. It's lovely that we have gone into so much detail"

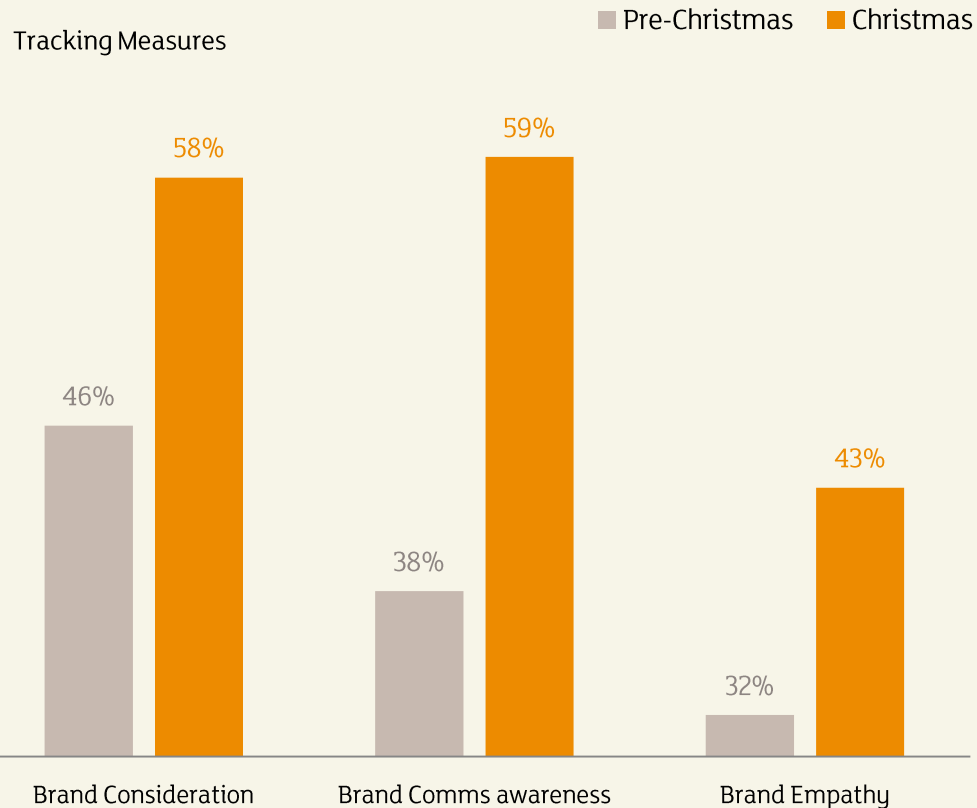


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It outperformed all key tracking metrics, achieving the highest score since tracking began



And was well received



+12pts

Brand consideration during the period the campaign was live from 46% to 58% - a large rise for such a mature brand.

+21pts

Brand Comms Awareness increased more over the Christmas period for Sainsbury's than any other competitor.

+11pts

The campaign drove a +11pts increase in brand empathy from 32% to 43% - the highest increase of any competitor.

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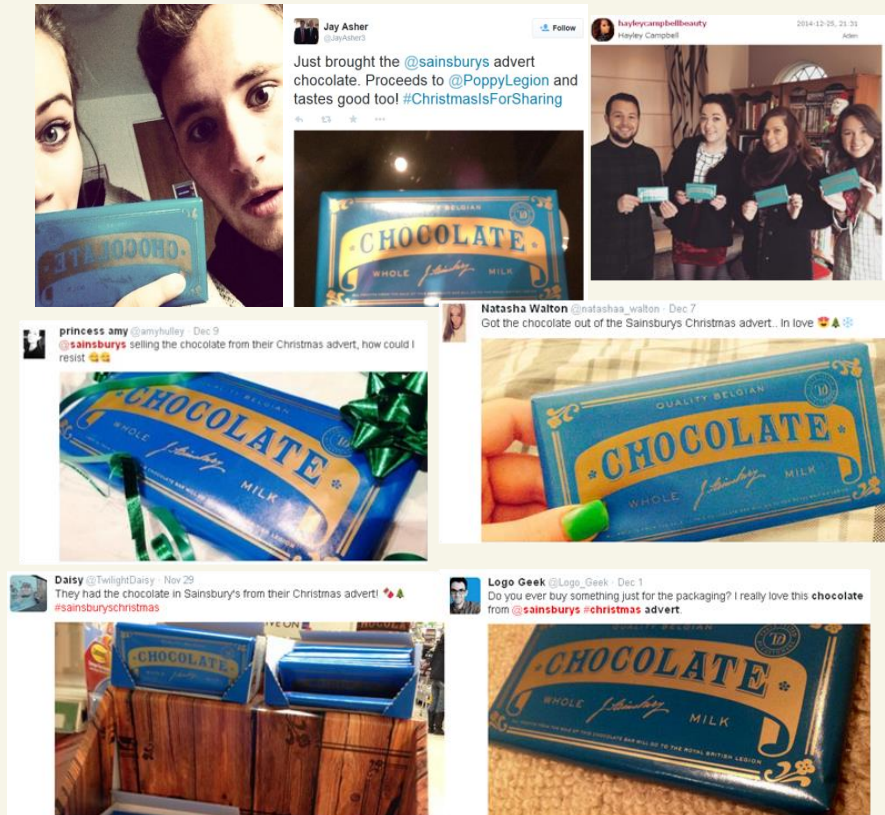
**A campaign that
created a win-win for
the brand and cause...**



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A campaign that delivered for The Royal British Legion

- 59% of all press coverage was about the good cause; the partnership featured in more than a third of all coverage (43%), the chocolate bar and funds raised were referenced in a quarter of all articles (25%)
- The ad was featured on the Legion's website and achieved twice as many visits to the page versus the Premier League clubs Poppy Appeal support page



A retail Christmas campaign that made a difference



This money could provide:

- A team of 5 Admiral Nurses for a year, each providing approximately 5098 skilled assessments supporting common issues experienced by ex-Services people such as dementia, stress and depression
- A week's holiday for over 290 families going through illness recovery, bereavement or other life affecting events

“The support over last Remembrance was the greatest we have ever received from Sainsbury’s, their colleagues and customers, and the partnership was developed further through with the television advert commemorating the truce of WW1 and the donation from the limited edition chocolate bar. We were delighted by the support from the public with both campaigns and look forward to working with Sainsbury’s for many more years to come.”



Charles Byrne (Director of Fundraising, The Royal British Legion)

(FOR JUDGES EYES ONLY)



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And helped us meet our business objectives

- Fantastic week in the run up to Christmas with over 29.5M customer transactions (up 22% vs. 23M in 2013)
- Sainsbury's sales held up as the most robust of the major multiples – reporting the smallest YOY decline of the major supermarkets (-0.7%). Whilst -0.7% might sound unremarkable, this is in the face of 8% price deflation. It is easy to imagine that had growth been at 2013 levels, with transaction up so much we would have posted a growth
- This was enough to put Sainsbury's back to the number 2 position in the grocery sector (ahead of Asda)

“Sainsbury's traditionally performs well at Christmas, and its seasonal boost this year means it is now Britain's second largest grocer this year for the first time since it lost the position in 2003.”

Fraser McKeivitt (Head of retail consumer insights, Kantar)

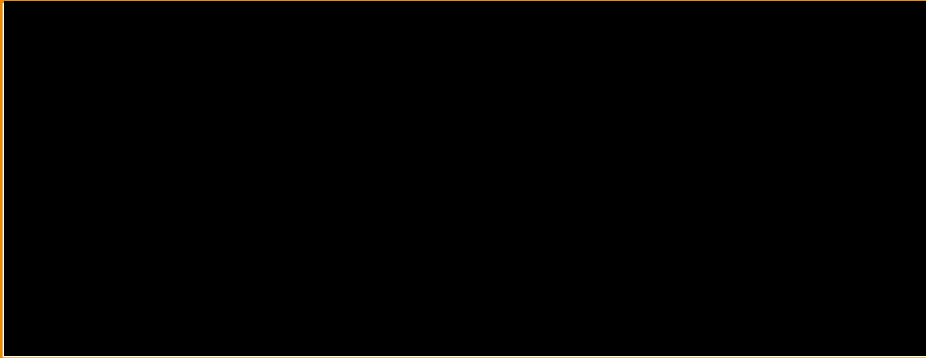


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The business results



(FOR JUDGES' EYES ONLY)

Word count: 1983 words



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