

Excellence Awards - 2024 Entry
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Entry ID: 15166

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 14. Sport or Entertainment Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Ready10

Entry title:

Ready10 x KIND Snacks: Fuelling the Lionesses

Entry Text:

Brief, objectives & budget

KIND told us they had been handed a partnership by brand owner Mars Wrigley... with the FA and England women's team.

Calendar check

Yep, it was 2023 which meant the small matter of a major international tournament was approaching, with two months until the team jetted off down under.

We knew other partners would be ahead of us, and we had only weeks to plan our World Cup activation campaign.

Our other challenge was budget. KIND did not have a marketing budget of millions to amplify the sponsorship – they were relying on PR to deliver. No pressure...

Budget: £95k costs, fees covered in retainer (judges' eyes only).

The idea, research & planning

As big brands ploughed cash into talking about their association with the team, we knew that listening and doing would be the key to making sure the media and the public could hear and ultimately, help the Lionesses roar.

Many brands make the mistake of viewing men's and women's sport through the same lens, but we considered their differences as we built our strategy.

We harnessed idiosyncrasies of the women's game (kinder, more inclusive, positive) to create activations which were uniquely KIND, and which gave the brand a space to own.

We were also cognisant that we were entering women's football during a pivotal moment for the sport, and consumers would rightly be sensitive about a relative unknown showing up weeks before kick-off.

Tone was everything.

To make sure we struck the right one, we chose to listen.

We listened to the team in training camps during content shoots, gaining valuable insights directly from the players to inform our strategy. We heard how they felt about the lack of a home advantage. How an absence of on-the-ground support was concerning. And how they were feeling more pressure than ever to perform.

We coupled this with social listening to gather fan insights. We heard fans were feeling disconnected from a tournament on the other side of the world, and how they wanted the women to feel their support even though most wouldn't make it to a live game.

We found natural synergies between them and developed a central creative theme which would help stand KIND out in a crowd of World Cup marketing.

Strategy, creativity and innovation

WHAT FUELS YOU

KIND bars – literally – provide fuel. It was a natural evolution to show how KIND could also figuratively fuel the Lionesses, in a way which harnessed the public's desire to show their support, and the team's to feel supported.

We wanted KIND to facilitate this but prove it wasn't performative. We convinced KIND to invest their marketing budget win OR lose – a big ask for a small brand. However, it meant they could enter women's football as an authentic newcomer, punching above their weight using hearts and smarts rather than pounds and pence to steal the lion(ess)'s share of noise.

Delivery/implementation of tactics

The nation was proud of their pride, but we knew the team wouldn't hear it due to the media blackout, and millions of voices wouldn't reach the players ears.

If we were going to fuel them with a limited budget, we knew we had to act differently.

KIND became England's biggest and kindest fans, giving the nation a voice that the players would hear before they were even out of UK airspace... How? We made sure we were first and loudest to show up on every occasion.

First to announce our official support in trade media, first to reveal player content, first to activate when they departed, the first partner to galvanise fans' support, first to give kindness a platform – and first to welcome the players home

Our centrepiece were two GIANT messages of support, which were the last thing the team saw when they left for Australia, and the first thing they and thousands of passengers saw when they landed on English turf.

The 100m sign: “LIONESSES, YOU'RE OUR PRIDE” was filled with thousands of words of support, gathered through a social campaign, and placed on the Heathrow flight path.

We held a media day with England legends Rachel Yankey and Faye White to launch the sign with ITV, TalkSport, Sky News, Daily Mirror all sending journalists down to cover it.

Social assets created from player camps revealed how messages of support from fans helped fuel the Lionesses, and drone b-roll shot during the stunt captured the scale of the sign from above.

We worked tirelessly to ensure the Lionesses saw it – negotiating stickers on their plane seats directing them to look out the window, utilising guarded information to establish which terminal they were flying from so we could sample on the day they left. It worked.

We even managed to track down the team airside before they flew.

But it wasn't all plain sailing... the team channelled the Lionesses' fighting spirit and overcame hurdles, inc. sleuthing to find the field on the correct Heathrow flight path, convincing Heathrow to fly drones and battling the British weather (twice).

KIND showed up throughout the tournament with a dominant voice on social, sending media fan packages, engaging with celebrities, sampling over 200k products at fan parks and gaining their biggest-ever presence in-store.

It was soon clear we were headed for a historic moment for women's and English football. We knew when the team returned, they'd want to hear from the fans again. We repurposed our message: “LIONESSES YOU DID US PROUD” carried dual meaning – if they won it was a celebration, but we knew it would resonate even more if they didn't.

Thousands of new fan messages were added. We invited another England legend, Sue Smith and the public to write their own messages for our second successful media day, with more broadcast media hungry for our story.

The biggest testament to the campaign was from Forbes who said KIND had themselves "demonstrated how they [the Lionesses] captured a nation's heart."

Measurement, evaluation and impact

<https://vimeo.com/884713590>

+25% Total Brand Performance growth

+1 place in snack bar rankings – now 7th largest snack bar brand in UK

8% of the public purchased a KIND bar as a direct result of seeing the campaign*
410 pieces of earned media coverage inc. 291 UK news/features, 9 broadcast
+126% increase in brand awareness vs pre-campaign*
Doubled key message awareness of “KIND is a healthy snack brand” (from 23% to 52%)
30% of people who saw the campaign searched for it*
716k views of branded content
90k likes, 2.3k shares from 1 consumer Facebook post:
<https://www.facebook.com/groups/809196320615847/permalink/897454751790003/?sfnsn=scwspmo&ref=share> *Independent survey of 2k

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

KINDxReady10-FuellingtheLionessesSupportingMaterials.pdf

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Like the lionesses, KIND’s Women’s World Cup campaign ROARED with activations which dominated media headlines, captured the hearts (and wallets) of consumers, and almost helped our women bring it home.
