



Peperami

Adcept case study – 25 x years ago today



By: Justin Kent

This is a very old story but as current today as it ever was

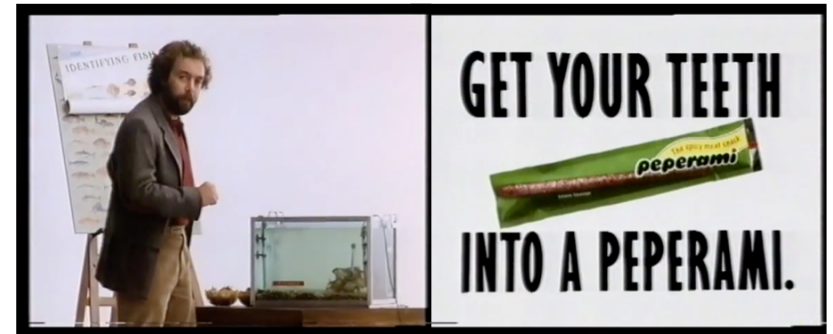
- We've learned so much since this case study came about – and the World has moved on!
- But this is the story about the development of a campaign that is still running 25 x years later
- In fact, this is about the longest running campaign in British TV advertising history
- The thinking that led to this campaign was borne from a solid product truth (100% meat) and liberating exploration of how best to manifest the brand's anarchic personality



OUT OF THE BOX

Stagnant sales and tame ads back in 1992!!

- Still recovering from a national delisting after a salmonella scare
- Creative strategy only playing on strength of flavour
- Ads featuring a David Bellamy-esque character comparing meat-flavoured crisps to Peperami



OUT OF THE BOX

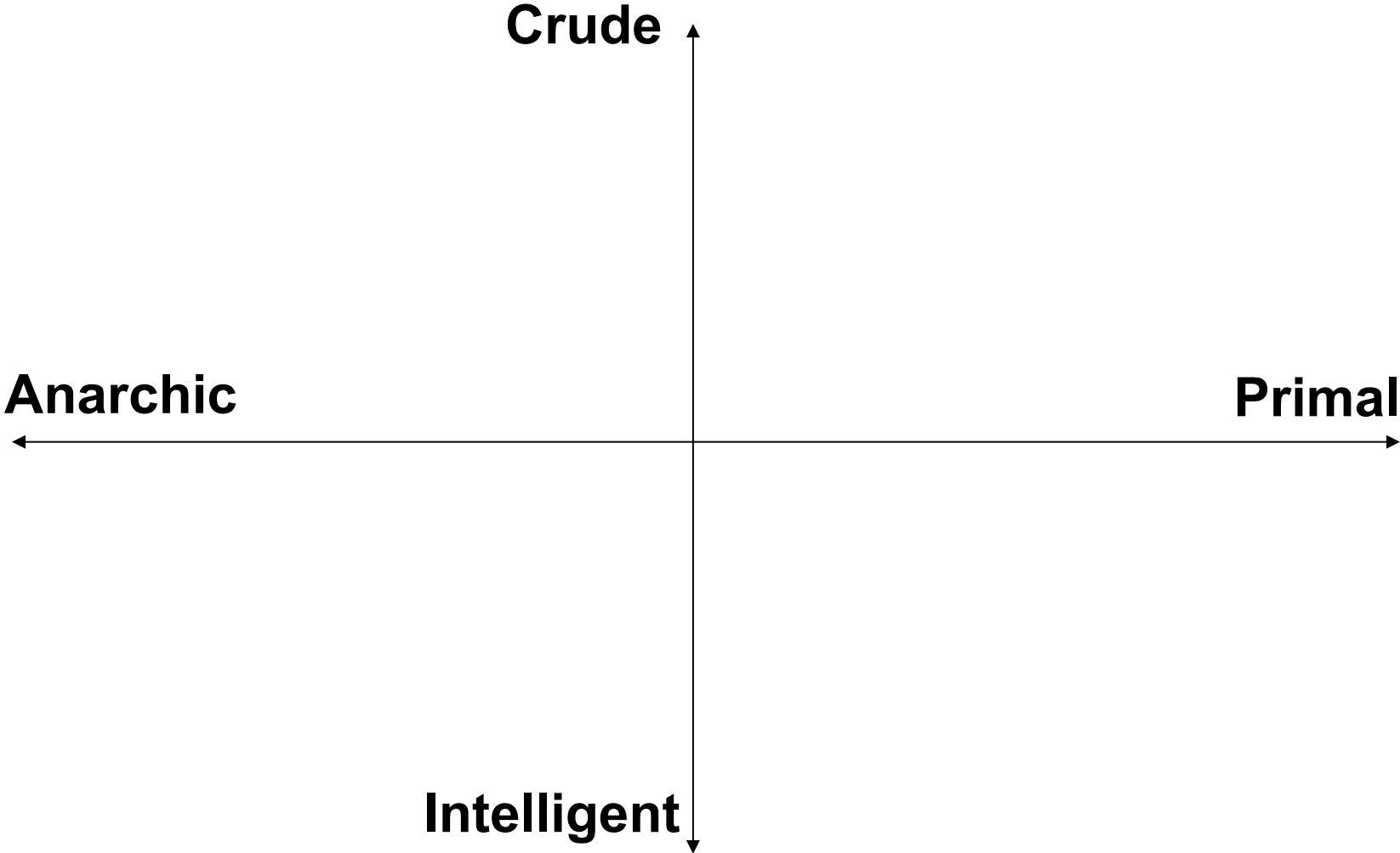
Deep-dive qual. unearthed a much stronger consumer relationship

- Kids were eating Peperami behind bike sheds
- There was something mischievous about the brand that no ads had emulated or mums knew of
- The 100% meat wasn't just the product, it was emerging from the brand personality too
- Unilever had no expertise in snack brand management and had treated it too seriously
- But how do you harness this maverick, anarchic personality that kids see in the Brand...
- ...without losing the gatekeepers; the mums?



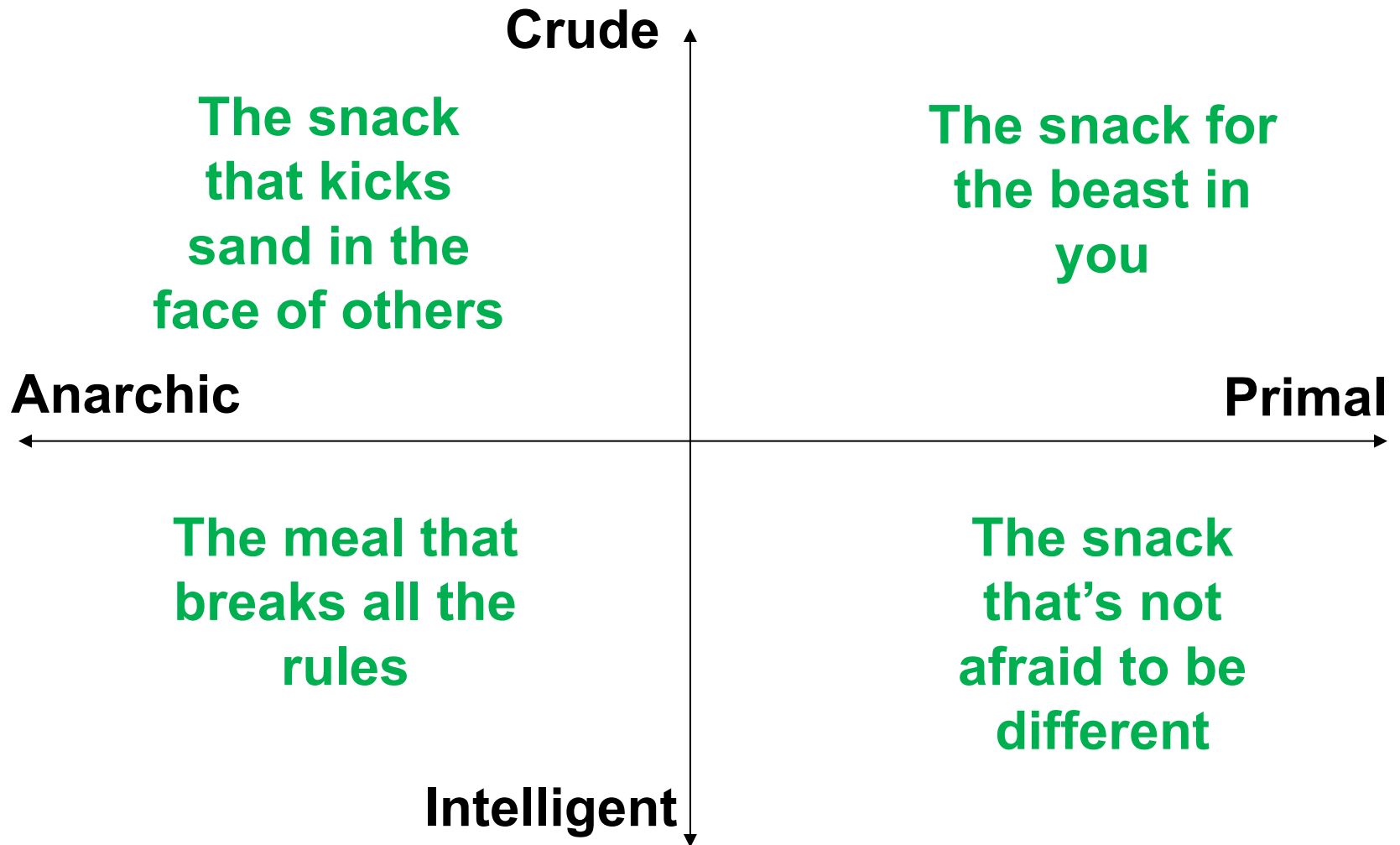
OUT OF THE BOX

We devised a personality matrix



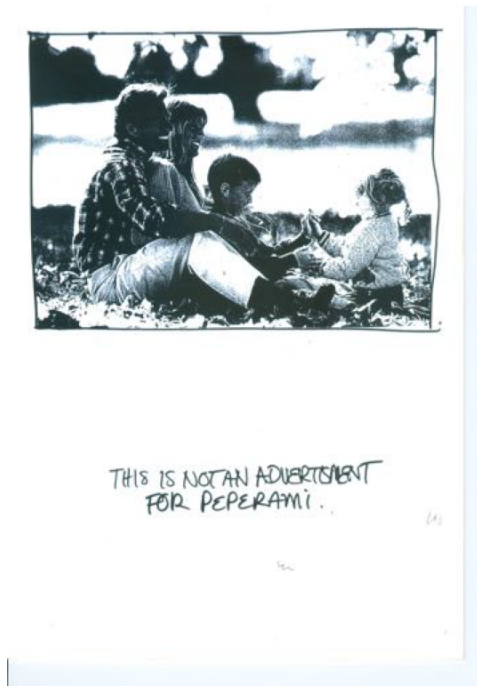
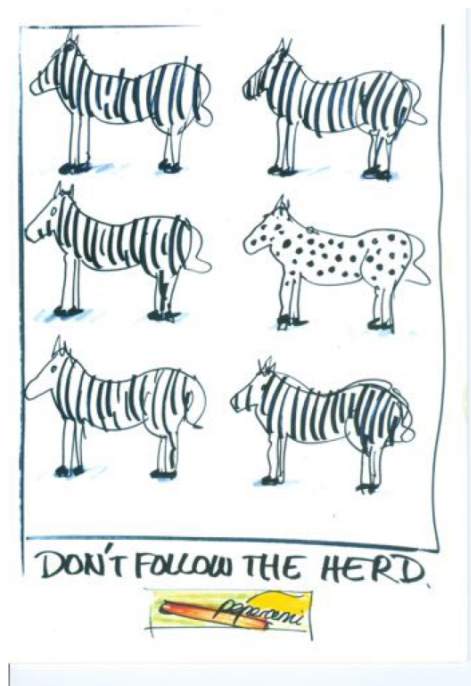
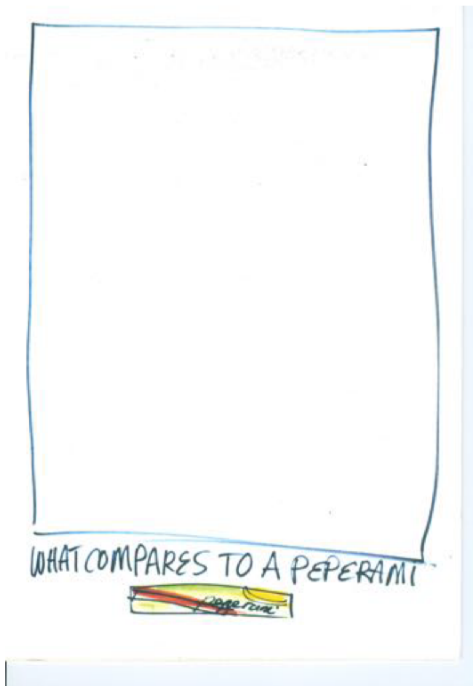
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And developed 4 x propositions



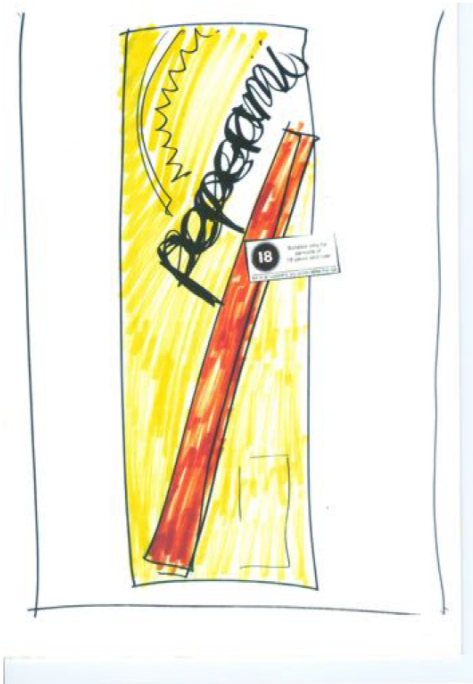
OUT OF THE BOX

57 varieties – as adcepts



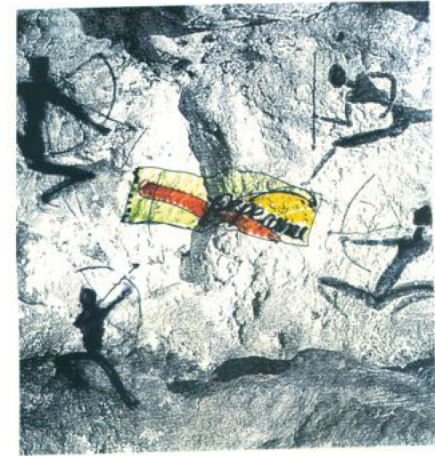
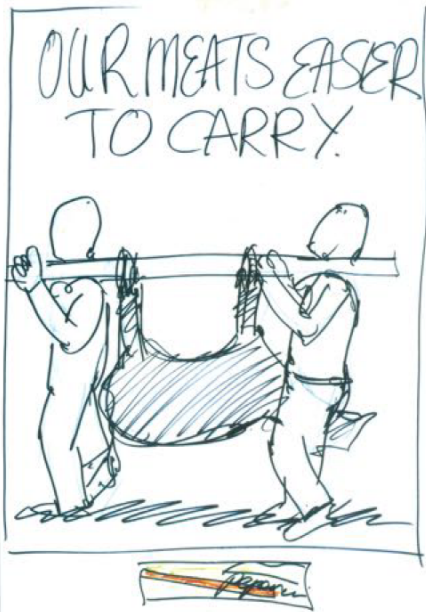
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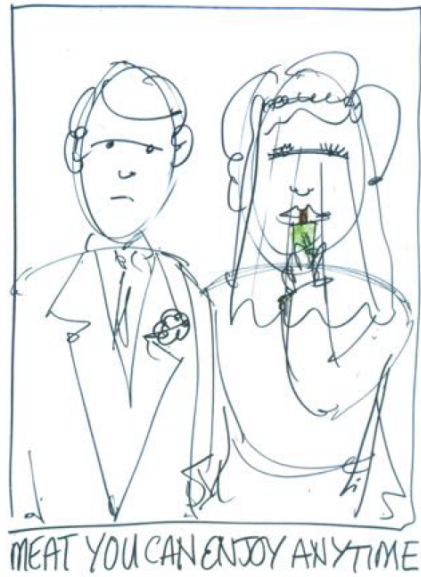


GET BACK TO BASICS



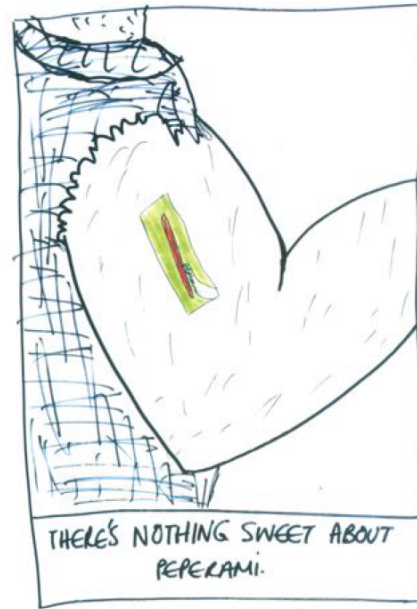
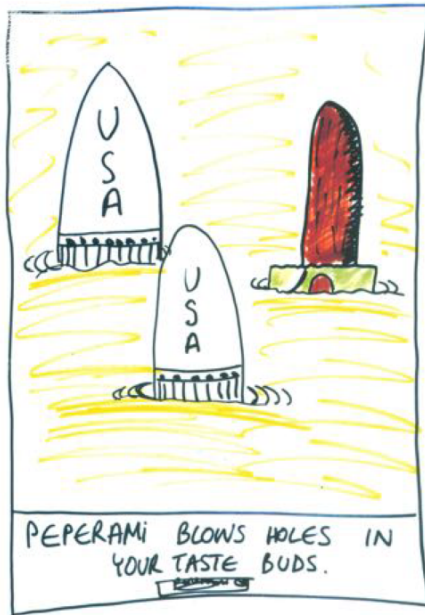
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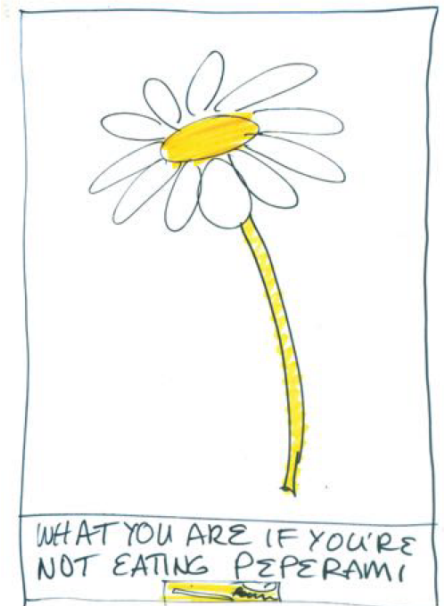
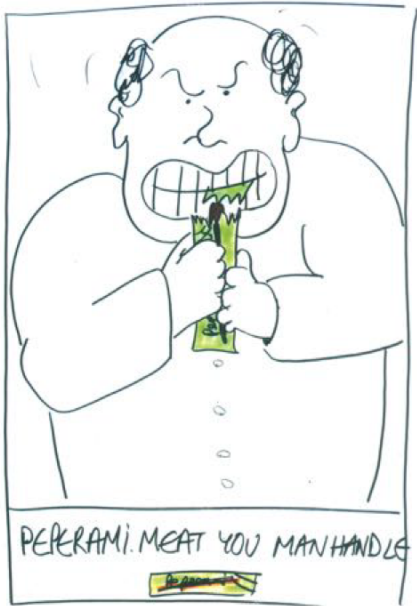
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OUT OF THE BOX

Two of them really defined the creative strategy



The unrestrainable animalistic power of the taste invading your senses – even the metallic pack cannot contain it



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‘unleash a beast’ became the creative proposition, which led to...



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And a character that has been part of British advertising culture for 25 yrs



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Winning IPA Gold Ad Effectiveness

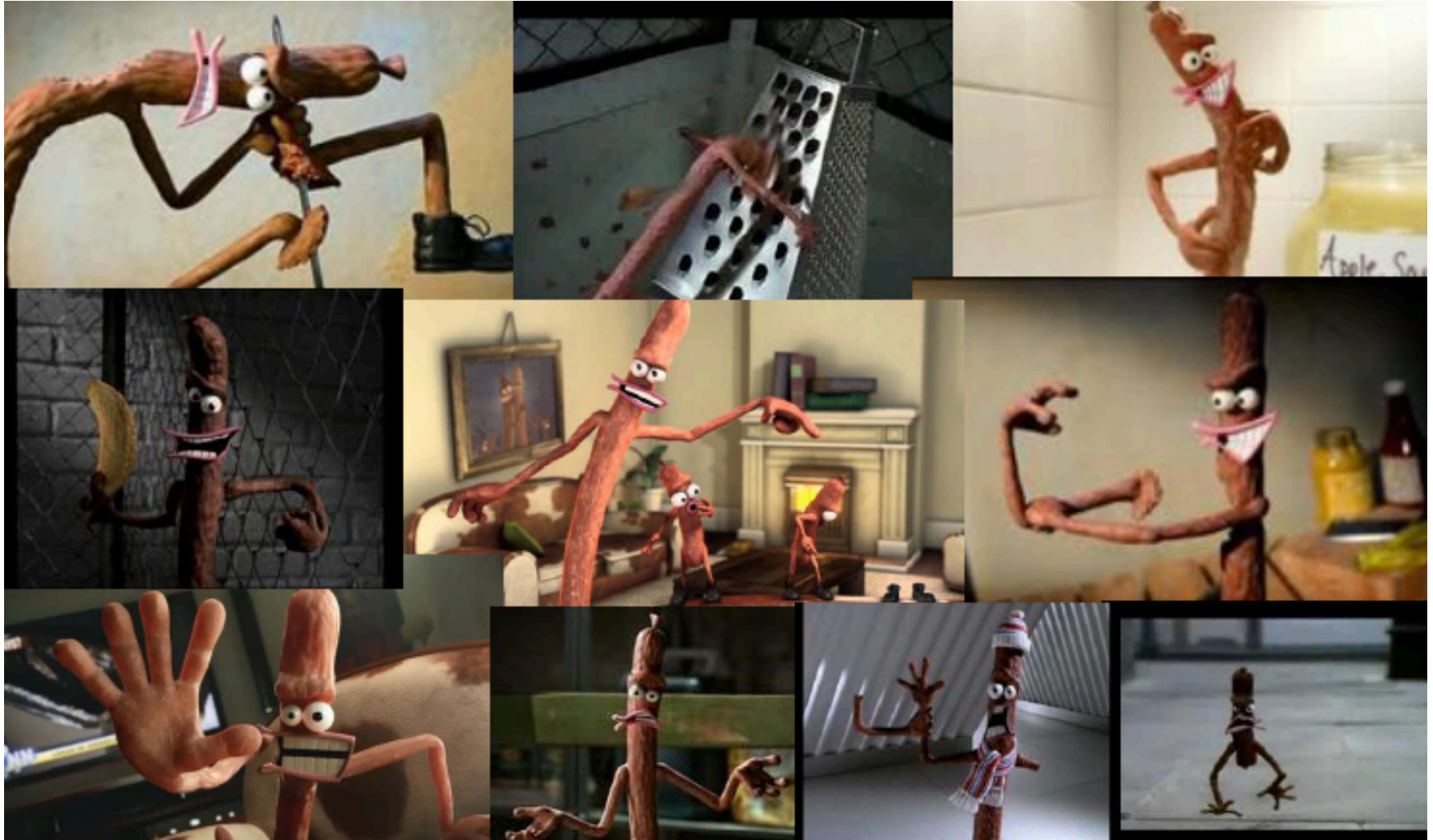


- Sales +75% y.o.y
- Penetration +40%
- Negotiation of dual-sittings in MM
- Demise of own label entirely
- Prompted ad awareness highest of any snack with min. £
- Ad AI of 40!!



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Now over 40 TVCs and counting...



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