

Mi Wadi

'From the brink to the 2nd biggest'.

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Cantrell &
Cochrane

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INTRODUCTION

In late 1995 Mi-wadi was a brand in trouble. In the slowly declining cordials category Mi-wadi had been consistently suffering from declining sales volume and market share. In late 1995 it registered its almost lowest brand share ever in the category at 16.4%.

CORDIALS 1995 (source Canadean)

- Robinsons 28.1%
- Kia Ora 24.2%
- Mi-wadi 16.4%

International competitors like Robinsons and Kia Ora were performing successfully, supported by high quality UK developed television advertising. The trade had begun to think that there was only enough room for 2 competitors in the category. Mi-wadi was on the brink of being delisted from the major multiples. The outlook was not good.

MARKETING STRATEGY

The marketing strategy was born out of this crisis environment. The decision was made to rescue the brand, but also in so doing, to lay the foundations for a long term future for the brand.

A marketing task group was set up to review all aspects of the marketing mix, including product formulation, packaging, distribution and communication. The starting point for the agency was to get a deeper understanding of the workings of the market and the brand/consumer relationship in the category.

Quantitative and qualitative research programmes were implemented to help gain an insight

into the needs, and motivations to purchase, of the target market; Mothers with children 3-10 years.

This research revealed 3 key facts about the purchase process for brands in the category, important for the development of an advertising strategy.

- Mothers were the primary decision maker of which brand to consume - the child's desires had a minor secondary influence on the purchase decision.
- Mothers primary motivation was for a quality product. One that they could trust to be good for their kids, (it must deliver on taste and proper ingredients).
- The brand must be something that the kids would be willing to accept, (or even better, something the kids would want).

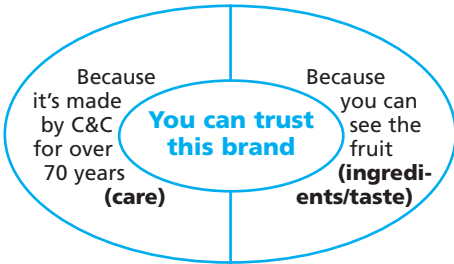
ADVERTISING STRATEGY

The research process gave the agency team the clarity and understanding of the brand values that Mi-wadi would have to:

**aspire to
develop and
own.**

A new brand essence model was constructed and agreed as the cornerstone of the communication strategy for the next 3 years.

MI-WADI BRAND ESSENCE:



TONE - Use 'Children's language to tell the story - should be fun'

TARGET AUDIENCE - Mothers first

From the research the agency knew this brand model would be desirable to the target market; successful product re-formulations and repackaging would assure it was deliverable.

The task was now to differentiate it from established international competitors that had very successfully delivered on the promise of a brand that consumers could trust.

THE CREATIVE STRATEGY

Re-launch advertising was developed to focus on the product credentials of the brand. The fruit imagery of the ads and the strapline of "Mi-wadi - Mi-goodness" worked in tandem to deliver on the consumer promise of "You can trust this brand".

The tone of language used was childlike and fun allowing the brand not to be too serious.

This poster campaign was very quickly followed up with a television

campaign. The television campaign built on the core values of the brand but allowed for a more encompassing expression of the brand essence.

Children told the story of the product's universal desirability. The ads when researched proved to be highly appealing to mothers, but were also enjoyed by children. The message was underpinned by Cantrell and Cochrane's heritage credentials.

THE MEDIA STRATEGY

The starting point of the media strategy was focused on the need to infiltrate the lives of our target audience. Due to Mi-wadi's historical low share of voice, it was vital to create maximum impact for the brand where it would best connect with our target audience. To this end outdoor and television advertising was chosen.

OUTDOOR - the 6 sheet medium was chosen due to its ability to deliver near to the point of purchase. The strategy involved buying sites primarily near identified trade points of purchase and secondly, on all urban school bus sites.

TELEVISION - On television the media strategy was critical to a successful breakthrough from the clutter, for the brand.

To maximise this breakthrough a programme led strategy was devised which targeted primarily mothers when they would be watching with children. Support programming was bought to ensure delivery of coverage and cost efficiency of each discrete audience.



TELEVISION BUYING STRATEGY		
Housekeepers watching with children - (Core) - 70%		
Simpsons	4:40	RTE1
Fair City	5:55	RTE2
Home & Away	6:30	RTE2
Blackboard Jungle	7:00	RTE2
Happy Days	7:00	RTE2
Coronation Street	7:30	RTE1
Select Films		RTE1 & RTE2

<ul style="list-style-type: none"> Housekeepers with children to deliver coverage. Kenny Live Glenroe 	15%
<ul style="list-style-type: none"> Housekeepers with children to deliver cost efficiency. Den TV Barney & Friends 	15%

'Advertising has played a key role in getting a deeper understanding of consumer relationships within the category and successfully differentiating the brand from the competition.'

Alison Norman,
Group Product
Manager, Cantrell
& Cochrane.

RESULTS

In May 1998, Mi-wadi recorded its all time highest market share in the ROI for the brand of 21.8% (Source: Canadean). Since 1995 the brand has enjoyed a +33% growth in market share and has overtaken Kia Ora as the 2nd biggest brand in the category.

1998 APRIL/MAY Canadean Figures	
Mi-wadi	21.8%
Robinsons	33.6%
Kia Ora	17.8%

The success of the brand and the advertising programme, encouraged C&C to launch Mi-wadi in Northern Ireland in February of 1998. The launch was supported by television advertising in March and May. The results since this launch are already excellent.

Through its main distribution chain which is Dunnes (NI), Mi-wadi already has the highest rate of sale of any cordial and the highest volume ahead of Robinsons and Kia Ora.

For the duration of the campaign the brand has moved from a £3.76m retail sales value in ROI in 1995, to a combined retail sales value of £5.65m North and South in May 1998 (and this growth was achieved despite a fall in retail prices during the same period).

Marketing investment levels during the same period were less than £0.25m

HIGHLIGHT OF KEY RESULTS

Domain	Dec 1995	May 1998	Growth
Market Share	16.4%	21.8%	+33%
Retail Sales Value	£3.76m	£5.65m	+50.2%

CONCLUSION

In the space of two and a half years advertising has played a vital role in turning the Mi-wadi brand from the brink of delisting to where it is today. In what had been a declining category (Mi-wadi's excellent growth figures has been the main contribution to the

category registering growth for the first time in 5 years) and in the face of serious international competition, Mi-wadi has been successfully re-invented and made relevant to the modern consumer.

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Alison Norman, Group Product Manager, Cantrell & Cochrane.

SUMMARY

In late 1995 Mi-Wadi was a brand in trouble. In the slowing declining cordials category it had just registered one of its all time lowest brand shares.

International competitors such as Robinsons and Kia Ora with high quality television advertising were driving the category. The trade had begun to think there was room for only 2 competitors. Mi-wadi was on the brink of being delisted from the major multiples.

A marketing strategy was born out of this crisis, and this strategy had the dual objectives of rescuing the brand and while doing so, laying the foundations for a long term future for Mi-wadi.

A fundamental part of this strategy was the role of advertising. The success of the advertising strategy was beyond all expectations. During the period of the campaign the brand overtook Kia Ora as second largest in the category and in doing so, recorded its all time highest market share.

In just over 2 years, Mi-wadi's market share grew by +33% and the retail sales value of the brand increased by £1,890,000 (+50.2%).

This success was founded on the ability of advertising to help gain a deeper understanding of the purchase dynamics of the category and the implementation of a razor sharp creative and media strategy.



"Jack" TV commercial.



"Eithne" TV commercial.

it's
very
berry
juicy

C&C
Mi Wadi
BLACKCURRANT
1 LITRE
DILUTE TO TASTE
No Artificial Colours

C&C

Mi Wadi. My Goodness it's juicy.



6 sheet posters.

it's
really
peely
juicy

C&C
Mi Wadi.
ORANGE DRINK
1 LITRE
DILUTE TO TASTE
No Artificial
Colours or Tartrazine

C&C

Mi Wadi. My Goodness it's juicy.

The advertisement features a vibrant background of numerous fresh oranges with green leaves. In the center, a 1-litre plastic bottle of Mi Wadi Orange Drink is shown. The bottle has a green cap and a label with a purple and orange design. The text on the label includes the brand name 'Mi Wadi.', 'ORANGE DRINK', '1 LITRE', 'DILUTE TO TASTE', and 'No Artificial Colours or Tartrazine'. A small 'C&C' logo is visible at the top of the label. The overall composition is bright and appealing, emphasizing the natural and fresh nature of the beverage.