



Waitrose at Taste of Christmas

Brief

Waitrose had three core objectives:

1. Generate brand awareness
2. Drive footfall into branches
3. Generate orders for their online party service 'Waitrose Entertaining'

To help them to deliver against these objectives there were specific activities which they wished to carry out at the event:

- a. Launch 'Waitrose at Christmas' at Taste of Christmas
- b. Inspire visitors to try new things through tastings and help them make some choices about their shopping missions before Christmas
- c. Demonstrate 'Waitrose Entertaining'
- d. Showcase quality products and ingredients

Approach

Waitrose became the official supermarket of Taste of Christmas and as such were integrated into all aspects of the event, both in the pre promotion and most significantly across the entire show itself

Work

Integration into Marketing Campaign

Waitrose' messaging and logo were incorporated into all aspects of pre show marketing, including the website, printed show materials, online campaign and PR activity

The campaign was valued in excess of £1.5m and covered TV, print, PR/editorial, Radio, e-marketing, direct mail and Taste of Christmas joint partner activity

Tante Marie Christmas Cookery School in association with Waitrose

This feature was designed to entertain and educate visitors with top chefs conducting lively and informative cookery demonstrations, with all ingredients supplied by Waitrose.

Visitors participated in cookery lessons led by Gordon Ramsay's top chefs including Stuart Gilles, Angela Hartnett and Jason Atherton as well as Michel Roux Jr, and many more, with assistance from the Tante Marie Cookery School.

Each cookery station contained a prep surface and electric hob where visitors were able to prepare dishes following the chef at the front of the school. Each lesson lasted 20-25 minutes.

Exclusive supermarket sponsor of Gordon Ramsay Theatre

Waitrose was fully integrated into this central visitor experience, including:

1. Opening video sequence featuring Mark Sargent driving to the event with the very prominent orange, 'Waitrose Christmas' bags full of food in his car. The link from the video to the live theatre featured Mark taking the Waitrose bags out of the car and walking into the stage door of the event, at which point he arrives in front of the live audience carrying the same two Waitrose bags. These bags then remained on stage for the whole of the performance
2. 30 sec Waitrose TVC running on the big screen in the Gordon Ramsay Theatre both pre and post performance
3. Waitrose produce was used in the cooking demonstration by Gordon Ramsay and Mark Sargent and referenced by them.
4. Waitrose food/wine matching segment within the Theatre show presented by wine expert Ollie Smith. All wines were sourced from Waitrose and were referenced along with price points and availability information.

Every visitor to the Taste of Christmas event attended the Gordon Ramsay Theatre.

Waitrose-branded experiential areas

Two beautifully Waitrose branded vehicles were positioned at the heart of the event and served as powerful branding and demonstration areas to present the online party service, 'Waitrose Entertaining' and to sample products.

Waitrose staff were on-hand to demonstrate 'Waitrose Entertaining' the on-line service that enabled customers to order ready-prepared food and services for special occasions including Christmas, weddings, children's parties and party planning. Staff were able to take orders on site.

Results

At show research results are:

- 80% of visitors thought Waitrose was a sponsor of Taste of Christmas, this was the highest percentage followed by Gordon's Gin 79% and Volvo 70%
- 83% of visitors rated the 'Tante Marie Cookery School in association with Waitrose' as excellent or good
- 29% of visitors stated they would shop at Waitrose to buy ingredients for entertaining tonight, this was the highest percentage followed by Sainsbury's 22%, Tesco's 20% and M&S 15%
- 28% of visitors said Waitrose was their favourite food retailer, rated highest followed by M&S 19% and Sainsbury's 18%
- 90% of visitors said they had visited the Waitrose stand, or were intending to
- 28% of visitors said that their opinion of Waitrose had positively changed as a result of visiting the stand (70% of visitors' opinions remained unchanged)
- 38% of visitors said they had used or heard of the 'Waitrose Entertaining' service

- 25% of visitors said they were more likely to place an order with the 'Waitrose Entertaining' service as a result of visiting the Waitrose stand

Waitrose are delighted with the results of their sponsorship of Taste of Christmas. Although they have not provided total numbers, they report:

1. They took many orders for Waitrose Entertaining at the show
2. They saw an increase in in-store footfall and are developing techniques to be able to measure how much of this was attributable to Taste of Christmas activity. This will be in place for 2009



Waitrose Christmas bags remained on stage throughout Gordon Ramsay's stage show following the highly engaging opening sequence



Olli Smith talks about the perfect Waitrose wine to have with the duck prepared by Gordon



Angela Hartnett teaching at the Tante Marie Cookery School Theatre supported by Waitrose



Waitrose branded vehicles to sample product and generate orders for Waitrose Entertaining