



Advertising Campaign “25 Days in AUCHAN”

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Brand: Auchan
Sector: Retail & Trade
Country: Italy

Category: Above The Line : Internet, Radio, Print; Below The Line : Sales Promotions
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Language of Solutions: English, French, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Auchan is a leading multinational group in the modern distribution retail market (super- & hypermarkets) based in Croix (France) and employing about 200,000 people all over the world.

The typical Auchan Hypermarket is located within a shopping centre and offers about 60,000 product types (food, clothes, household, personal care and domestic electronic equipment). Large multi-purpose areas for food and non-food departments.

The brief refers to Auchan Italy.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

The project is called “25 days in Auchan”.

During this period of time, Auchan arranges a special event for its customers and provides the best commercial offers of the year.

The objective is to realize a terrific advertising campaign which will communicate about the greatness of the event, maximizing the sales and strengthening the image of the Auchan brand (especially as a “symbol of convenience”).

In particular, we request the implementation of:

- 1) The “umbrella” concept of the promotions.
- 2) The communication of the concept in the following ways:
 - a. Radio: Text of a commercial;
 - b. Posters: final design or sketch;
 - c. Web banner;
 - d. Advertising flyers (taking into account the division between food and non-food offers).

3 Step Target Audience

[who should you influence ?]

All “bargain hunters” or “cherry pickers”, generating:

∞ Their first visit to an Auchan store if they aren't Auchan customers yet (a visit which, hopefully, will turn them to loyal customers);

∞ An unmissable occasion to visit an Auchan store for old clients.

Note that this extraordinary promotion is not aimed solely at the brand's ordinary target, represented by the responsible for purchase, but to all its potential clients.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Auchan invites you to participate to this absolutely extraordinary “25 days”, during which Auchan will give the possibility to make purchases never seen before in terms of price and innovation. A real triumph of the convenience.

The offers will last 25 days.

Note:

∞ The promotion presents not so much specific proposals (generally connected with particular departments or seasonal products) as the very best of everything. For this reason the proposal should convey the Surprise generated by the “Product-Price” combination.

∞ The offers (products) will be available in high and guaranteed amount (declaration of the number of pieces available)

∞ The concept of “urgency to go to Auchan stores” since the “25 days” offers are limited in time and in availability :)

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

The promise will be believable because Auchan is already recognized as a Brand giving large choice and convenience;

During these 25 days the products will all have a price significantly more convenient to the already exceptionally low Brand's standards.

6 Step Character

[what are the features that define the personality of the Brand ?]

The 25 days' character cannot ignore the principle element of the Auchan brand contained in its slogan “The strength of convenience”.

7 Step Media Plan / Placement

[where will your work appear?]

During the promotion, the media plan foresees:

∞ 30 and 10 seconds radio spots;

∞ 6x3 & 1,4x2 metres posters;

∞ Advertising page for daily press

∞ Promotional flyer distributed at stores and via direct mail.

Note that there could be several subjects of the “product” communication (more than one product highlight each week).

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The only compulsory elements to appear are:

∞ The name of the promotion “25 Days in Auchan”

∞ The Auchan logo

∞ The offered products, testifying the extraordinary offer

∞ The slogan “The strength of convenience”

∞ The concept of uniqueness of the offer (“Only Auchan can...”)

∞ The communication — more informative than promotional — of the available quantities and the days of validity of the offers.

- The precise timeframe of the offers (which will be then inserted in the execution phase);

- The products will be available till exhaustion”

It is desirable but not obligatory to show Auchan employees and clients in the campaign.