

DAIRY COUNCIL

DAIRY COUNCIL AND MSN.CO.UK

Background

This was the Dairy Council's first ever online advertising campaign; part of a cross-media branding exercise for milk, which aimed to raise awareness about its health benefits and specifically around 'The White Stuff' positioning.

The Dairy Council tracked awareness of the advertising's key messages both pre- and post-campaign. Pop-up questionnaires on MSN measured prompted advertising awareness, key message attribution and brand awareness.

The Campaign

Key messages of the campaign, which was jointly funded by the European Community and the Milk Development Council, focused on health benefits such as milk is rich in calcium for strong bones and teeth, is additive free and semi skimmed milk contains less than 2% fat.

Why MSN?

The Dairy Council wanted to deliver surprising messages about the health benefits of milk in new and interesting ways - these messages were used to educate parents, especially young women and mothers. The MSN Home Page and the highly-targeted MSN Horoscopes Channel, which currently generates 6 million page views per month to a largely female audience were the perfect vehicles to target this demographic.

- 1 Nielsen December 2003
- 2 Nielsen December 2003



MSN.co.uk was also chosen as the partner to springboard activity and to track awareness partly because of its significant reach - it is the UK's No.1 website with 15.1 million visitors per month .

Creative

The campaign launched on the 15th April with a big bang, taking over a large section of the MSN Homepage with an attention grabbing ad. A banner ran across the top of the screen, carrying the teaser, 'Which drink is 98% fat-free?'

milk then poured into a glass within a right-hand homepage skyscraper - at the same time the banner changed to read 'Semi-skimmed milk, less than 2% fat'.

This hard-hitting activity was reinforced with a presence on the MSN Horoscopes Channel and followed with rotational coverage on the MSN Home page over the course of a 6 week period.

Results

The Dairy Council's pre- and post-campaign tracking recorded:

- A 9% uplift in awareness of recent online advertising for milk
- A third recall (31%) on the internet as the source of advertising
- Over a third (35%) recall on the 'milk gives you strong bones' message on the MSN Horoscopes Channel
- Almost half (44%) recall on the 'milk gives you strong teeth' message on MSN Home Page

Results also demonstrated that the demographic targeting had been a great success - well over three-quarters (82%) of respondents on the MSN Horoscope Channel were female.

Leigh Terry, Head of Online at OMD Digital comments: "MSN were enthusiastic about the campaign we proposed and collaborative about making our ideas work while adding more. MSN went with us the extra mile to ensure that such a unique creative opportunity was capitalised upon in a great media environment."

Contact Information

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Our business hours are Monday to Friday from 9.00am to 5.30pm.

The Dairy Council's Communications Manager Michele Stephens says: "We were already running an advertising campaign on the health benefits of milk in the print media and were looking for additional support to target parents aged 20-40. MSN provided a huge potential audience and was open to our ideas of an interactive glass of milk to promote the low-fat message of milk. By tracking the online campaign we were able to analyse the positive results as part of the campaign's overall success."

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Neilson,

December 2003