



## Walkers Brit Trips Go Extra Mile with Online Campaign

Working with Microsoft Advertising, Walkers extended its high-profile offline Brit Trips campaign with engaging online advertising. At the heart of the campaign, Walkers commissioned Microsoft Advertising to develop an online game where participants could add points to their Brit Trips account without having to purchase packets of crisps. Walkers also reached a massive online audience with an eye-catching MSN Homepage takeover (HPTO), and branded advertising across key MSN channels and Windows Live Services.

<b>CLIENT</b>	Walkers
<b>MEDIA AGENCY</b>	OMD
<b>PRODUCTS USED</b>	MSN® Homepage, Windows Live™ Messenger, Windows Live Hotmail®, MSN channels, Live Search, and a microsite game
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Raise online ad awareness with target audience</li> <li>• Increase purchase intent</li> <li>• Increase Brit Trip participation using online channels</li> <li>• Allow consumers to acquire Walkers Brit Trips points without purchasing crisps</li> </ul>
<b>TARGET AUDIENCE</b>	Female, lead shoppers
<b>SOLUTION</b>	Wide-reaching branding campaign across MSN network, Windows Live services, co-branded ads, interactive game
<b>KEY RESULTS</b>	<ul style="list-style-type: none"> <li>• Increased purchase intent by 18.8 percentage points</li> <li>• Increased the brand attribute 'are good value for money' by 12.4 percentage points</li> </ul>

“The game, targeted at adults, along with the Homepage takeover and Walkers branded ads significantly increased engagement with the brand and played a central role in the success of the overall campaign.”

PAULINE KHO, Associate Director, Digital, OMD UK

### Creative solution

The custom-built ‘Brit Trips Mash Up’ game was an instant hit with visitors. Live Search played a critical role, providing visitors with clues to mystery UK destinations, helping them to add more points to their Brit Trips account. Strategically placed co-branded ads drove visitors to the game. To make the experience more engaging, one randomly selected player from the top 50 ‘hi-score’ table won a weekend break every week. The HPTO, and branding ads across the MSN channels and Windows Live services, together with the game, extended the bold, eye-catching themes of the offline campaign and helped maximise the return on Walkers’ advertising investment.

### Campaign results

Research by Dynamic Logic highlighted the effectiveness of the online campaign. Key metrics included:

- Exposure to the site increased purchase intent by 18.8 percentage points

- When benchmarked against other microsite campaigns, the Brit Trips campaign ranked ‘excellent’ for purchase intent
- Exposure to the site increased the brand attribute ‘are good value for money’ by 12.4 percentage points
- Exposure to the HPTO increased online ad awareness by 15.5 percentage points, brand favourability by 10.3 percentage points and purchase intent by 10 percentage points
- The HPTO also increased the key brand attributes ‘are high quality’, ‘are good value for money’, ‘taste great’ and ‘are proud to be British’ by 15 percentage points, 12.9 percentage points, 16 percentage points, and 14.1 percentage points respectively



“Advertising across the MSN and Windows Live network enabled us to extend our campaign in a truly engaging way.”

MIRANDA SAMBLES, Marketing Manager, Pepsico