



Case Study

BAT Rothmans. Refreshing the brand franchise.



While Rothmans remains a brand leader in the Malta market today, the opportunity arose that would refresh and extend that franchise in a market flooded with less valued foreign brands as a result of market liberalisation. This Rothmans campaign (billboard and Trade Fair stand shown here) was the most successful promotional campaign in the history of tobacco marketing in Malta.

The Issue

Ogilvy Malta has been working with British American Tobacco (BAT) since 1999. Rothmans is the largest FMCG brand in the Malta market with Lm 100 million euro in annual sales. Ogilvy is designated as the sole brand custodian and reports to IBG International and Globe House at Temple Place in London. Past brand development work has included consumer dialogue, new line extensions and other specialised work that demands high expectations from IBG.

The Challenge

The Rothmans 'It' campaign was launched in 2001 and has subsequently, played a positive role in the brand's rejuvenation following the introduction of smart new packaging. After 4 years, it was felt that the campaign was in need of refreshment. Recent liberalisation of the market and a flood of cheaper international cigarette brands entered the market had altered the dynamics of the market. It was time to communicate with the brand's consumer once again.

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The Creative Idea

Our vision was to leverage Rothmans' credentials to re-invigorate the brand with a short-term campaign that would incentivise the existing brand franchise while driving segment interest. Key objectives were to build trial, and volumes, and combat competitive activity. The 'Win It' campaign was the result of Ogilvy's thinking. This theme focused on re-establishing brand territory while placing the Rothmans brand at the centre of choice for all Maltese smokers.

The Campaign

The advertising and promotional campaign was organised to launch on 1st May 2005 for 10 weeks culminating in a powerful stand design at the Malta

International Trade Fair with a prize draw for the winning ticket of a luxury Mercedes 'S' Class saloon. The integrated campaign consisted of OOH, promotional leaflets, point-of-sale merchandise and in-pack materials. It also consisted of a trade channel promotion together with a purpose-built, in-store, display stand.

The Results

This campaign delivered 400,000 entries in the draw, an unheard of 20% response rate and a hearty reinforcement of the Rothmans brand appeal. The stand design won an award for the quality of interpretation of the Rothman's Brand Architecture and was circulated worldwide by OgilvyAction for best practice.

Find a coupon in each pack

WIN IT
Rothmans
Draw on 10th JULY 2005

Smoking kills - It-tipjip joqtol

FORMULA - 2005
M&A DEPARTMENT / TAG BANNER