

OOH:

**A new, great opportunity
for medium-sized investors
to support Brand Awareness.**

Madrid: May - 26 - 2011

The speaker profile:

FC

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- **Marco Pareschi - Milan - Italy**



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- **Komma Group Strength points:**
 - Small companies within a tailor made approach
 - Focused on strategy and coordination of all MKT leverages
 - Few clients, many of them supported by the whole group
 - Many of the clients are/was market leader like Leerdammer, Scavolini, Tempo
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Scavolini's 2011 case history:

How and Why a medium-sized investor can dominate the Outdoor in Italy and get great benefit from it

Scavolini

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SCAVOLINI™

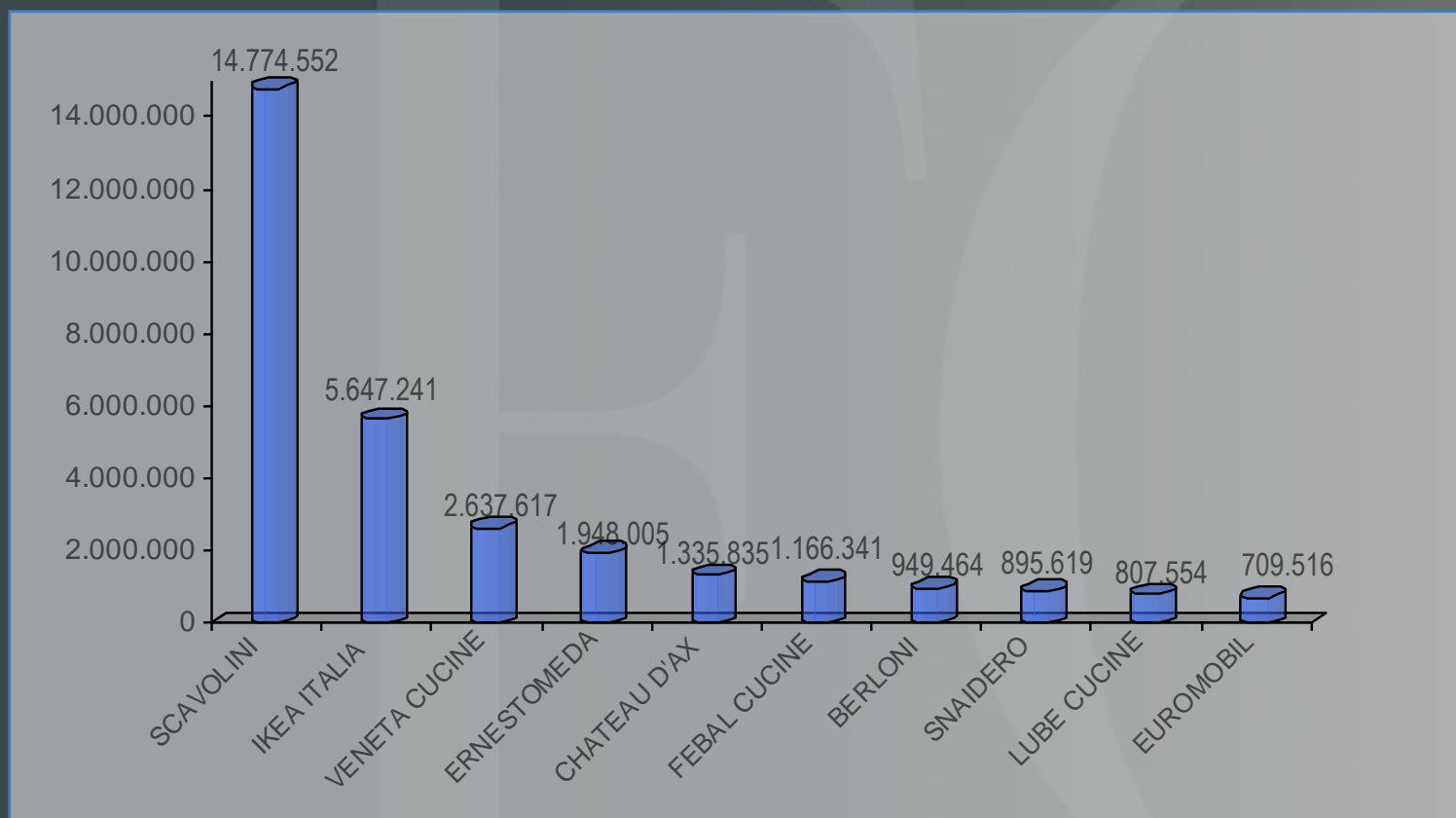


Scavolini profile:

- Producer of kitchens for over 50 years
- Leader in the kitchen market in Italy in the course of the last 27 years
- Medium sized communication investor in Italy: less than 10m€
- Small investor worldwide: 3m€
- Multimedia adv plan from 1974
- 97% Brand Awareness in Italy
- Customer target: almost the whole population
 - Socio-ec.: H, MH, M, ML (89%)
 - gender: all (100%)
 - age: from 20 y.o. to 65 y.o. (70%)
 - geographic: the whole Country (100%)

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- **Many memorable events can be found in Scavolini's ADV history**

**A very famous testimonial
over 23 years of TV commercials**



Kitchens.it: the Scavolini's 150 pages magazine as supplement to the most sold monthly magazines in Italy. 80 millions copy in 10 years.



All announcement in the first 2 pages of all planned magazines in the last 10 years





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- **ADV budget segmentation in 2010:**

ADV budget segmentation in 2010:

50% TV

16% Magazines

16% Daily press

10% Editorial

5% Internet

3% Radio

Scavolini media profile:

- Scavolini reaches 35% of the Italian kitchen ADV market
- Scavolini's total ADV investments are less than 10% of top budgets in Italy
- Many memorable events can be found in Scavolini's ADV history
- **ADV budget segmentation in 2010:**

50% TV

16% Magazines

16% Daily press

10% Editorial

5% Internet

3% Radio

No Outdoor in the last 3 years

In the past, Outdoor was used solely as local support to National TV

In 2011 Outdoor is effectively used as a new media for Scavolini

Communication aims on the Italian market:



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- 1. To support brand awareness across all targets**
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Within a range of specific aims related to products proposals and retail support, the main goals Scavolini's adv investments want to reach:

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(usually supported by TV)
2. To stimulate attention and memory with regards to Scavolini's presence in Italy's advertising panorama

The problems in brief:

- In the past Scavolini's Brand Awareness was supported by the 6 main National TV channels at an affordable price
- **Nowadays the atomization of the TV offer (150 channels) renders disadvantageous and too expensive the use of this medium to create BA over all targets**
- But the retailers still greatly appreciate Scavolini's TV presence because it sets it apart from main competitors

Questions:

- Is there any alternative medium for creating or supporting BA across all targets?
- At an affordable price?
- Creating impact and unforgettable events?
- Is it possible to maintain TV presence so as to not upset the retailers?

Solution:

1. To plan Outdoor advertising: **the only medium really effective across all targets.**
2. To maintain a symbolic presence on TV, with a small budget (-60%), by choosing only TV events with considerable audience and giving up on frequency.

Media strategy:



FC

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1. Aim:

A very impactful event in Outdoor, giving people the idea that Scavolini has wallpapered Italy with its posters

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2. Budget: How to create a new budget for Outdoor:

- A. By cutting 60% of TV budgets, focusing the remaining 40% on large target programs
- B. By cutting 10% from all other media usually involved in the Scavolini media plan
- C. By increasing the general budget by 10%

Tactic:
Tactic:

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	GENNAIO		FEBBRAIO				MARZO					APRILE				MAGGIO				GIUGNO			
	3/1	###	31/1	7/2	14/2	21/2	28/2	7/3	14/3	21/3	28/3	4/4	11/4	##	25/4	#	#	#	#	#	#	#	#
TELEVISION																							
STAMPA PERIODICA																							
INSERTI																							
RADIO																							
STAMPA QUOTIDIANA																							
CAMPAGNA QUARTINO																							
CAMPAGNE LOCALI																							
AFFISSIONE																							
INTERNET																							

1. To concentrate the budget in one single flight so as to obtain the maximum visibility
2. **255 cities, towns and villages (75.4 % of Italian pop.) all over Italy, close to retailers so as to encourage them to invest locally in billboards in the following fortnight**

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3. **Same format and creativity for local posters so as to increase the OTS**



italiana. Orgogliosamente italiana.

50

SCAVOLINI™

Da 50 anni la più amata.

&

**SCAVOLINI STORE
BENEVENTO**
Viale Delle Rimembranze, 2
Milano Marittima (RM)
02.5828674

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2. 255 cities, towns and villages (75.4 % of Italian pop.) all over Italy, close to retailers so as to encourage them to invest locally in billboards in the following fortnight
3. Same format and creativity for local posters so as to increase the OTS
- 4. To concentrate the billboards in several strategic crossroads so as to achieve “domination” in all the chosen locations, in order to portray Scavolini as the only big brand in outdoor (the “K Domination”)**

Creativity:
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FC

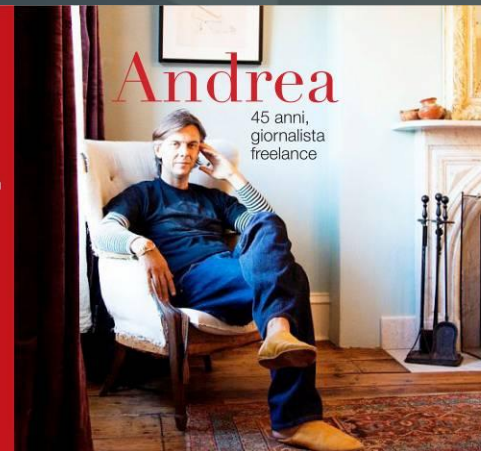
Creativity:

- The solution Client and Agency want to play with



SCAVOLINI™

Da 50 anni la cucina più amata dagli italiani



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DA 50 ANNI LA CUCINA
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- The realized one for a question of time.

The creative guideline was focused on the Brand: the red chromo type within the white logo covers up to 40% of the billboard thus becoming the protagonist of the message and conferring the product the role of showing the range of alternatives as matching all possible targets



Creativity:

- The creative guide line was focused on the Brand: the red chromo type within the white logo covers up to 40% of the billboard becoming the protagonist of the message and living to the product the rule to show the range of alternatives for fitting all targets
- **With this creative solution (dimension of the brand) and with the way of planning outdoor (“domination”) the idea was conveyed that “Scavolini wraps Italy” (the event) and the aim of supporting BA was therefore perfectly achieved**



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Results:

FO

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- **Big numbers:** **87% COVERAGE TARGET**
27 OTS AVERAGE
2160 GRP'S TARGET: AREA ADULT POP.

over 40% of total Italian population over 15 years old spontaneously remembered the campaign

over 80% of total Italian population over 15 years old, in the chosen locations (75.4% of total Italian territory) had an assisted memory of the campaign

Results:

- 7.800 billboards: close to 20% of the total available
- Big numbers: 87% COVERAGE TARGET
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2160 GRP'S
43% of total Italian population over 15 years old spontaneously remembered the campaign
83% of total Italian population over 15 years old, in the chosen locations (75.4% of total Italian territory) had an assisted memory of the campaign
- **The campaign conveyed the idea that Scavolini has been the “ADV PROTAGONIST” in Italy in the course of these 14 days**

Conclusions:

- Outdoor is a medium very useful to create Brand Awareness across all targets if planned with the tactic of “dominations”

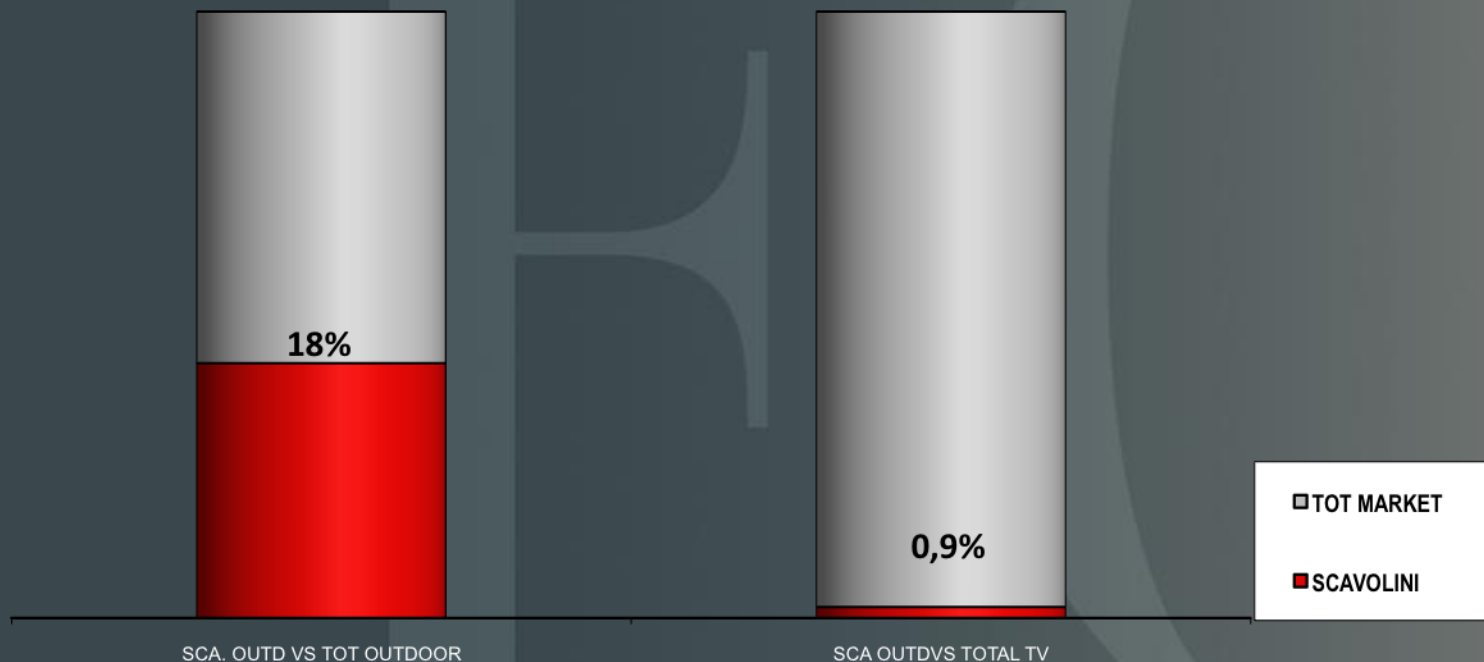
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- It costs less than TV to obtain same, or even better, results
- The cost makes Outdoor available for the medium-size budget
- It permits to focus the investment geo and close to retailers
- It allows to add local investment from retailers to increase the impact of the campaign
- **It enables to dominate the medium locally, creating events and making the Brand protagonist on the media in the period**

A special thank to:

Raffaella Fiorini Alessandra Persico



OOH:

**A real, cheaper alternative to TV
for brand awareness aims
...if planned in a new way
(the “*K Domination*” way)**

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