

COLES MAGAZINE X MASTERCHEF

With over 800 stores and 100,000 employees, Coles is one of Australia's leading supermarket brands, and its magazine is the country's most-read publication. With a monthly readership of 4.8m, the magazine is ideal for product promotions created in partnership with other brands – in this case, beef sizzle steaks and the celebrity chef Curtis Stone.

OBJECTIVE

The overall objectives of Coles Magazine are to engage and inspire customers, drive media revenue through advertising, and influence purchases to drive sales. The specific objective of this multi-channel campaign was to drive sales of beef sizzle steak.

METHOD

The campaign was built around MasterChef and the celebrity chef Curtis Stone, using a specially created recipe that used sizzle steak as the main ingredient. Having developed the recipe, the Coles Magazine editorial team created an engaging tutorial with accompanying text, images and videos that were tailored to a number of platforms. Those platforms included a Coles Magazine editorial feature, newspaper wraps, and a recipe on Taste.com.au, as well as YouTube, Instagram and Facebook videos.

The campaign came together when an episode of MasterChef featured Curtis Stone giving a masterclass on how to cook steak. That episode was supported by content on the various campaign channels.

RESULTS

This multi-channel campaign drove a huge uplift in sales, with Coles seeing a 270% week-on-week increase in beef sizzle steak sales. The campaign demonstrated the power of Coles Magazine to drive purchase, with research finding that 71% of customers have purchased ingredients specifically for a Coles Magazine recipe at a Coles supermarket.

It also confirms the ability of Coles Magazine to drive sales for suppliers, as well as Coles itself. Return on investment has strengthened, with advertising revenue results increasing by 40% YOY.

CONCLUSION

This was a huge undertaking by the Medium Rare Content team that required strategic planning, multiple content outputs, and collaboration with other agencies and a large number of stakeholders. Its success owes much to their deep levels of insight and knowledge gained from organic search data, customer studies and Coles own research to develop a clear understanding of what's relevant to their readership. The final outcome was a highly integrated campaign that hit all touchpoints and delivered enviable results.

