

BOOTH'S

FOOD, WINE AND GROCERY

Idea 2: Track the book

WHY?

Christmas represents the biggest trading spike in Booths year. In 2015, Booths and Smith & Village made the strategic decision to exploit this and 'own' Christmas with an outstanding range of products and with a compelling customer marketing drive.

Last year Booths created a blog post on their website stating that their Christmas book takes a year to produce starting with customer feedback from their previous Christmas range, sample food tastings, design and layout decisions, etc.

WHAT?

A Christmas ad campaign that establishes the process of creating Booths Christmas Book for a series of 2-3 minute long videos, housed on their social media sites, would showcase each stage of the book's production and how much effort goes into the book and how important local suppliers and customer feedback is to the creation process. We want this ad to be as personal as possible as we know how much Booths value their customers and how important it is for their stores to have 'personality'. The Christmas book starts to form in the January, with feedback about the previous Christmas, tastings, design and decision-making all year long.

The overall objective to advertise all the hard work that goes into the creation of the Booths Christmas Book while also promoting the company's pride in its values.

Booths has no above the line advertising activity. Its primary marketing spend is in the Christmas campaign. It uses tactical activity at a local level and all this communication follows the style, look and feel of the corporate identity.

Overall, we want to create an advert that:

- Take pride in the quality of their business.
- Take pride in being northern and working with local producers.
- Work hard to engage with the communities within trade.
- Best quality products in attractive stores run by welcoming staff.
- Show their own label product ranges which they created in partnership with local suppliers and producers.

HOW?

These 2-3 minute long videos are to be hosted on social media, such as Facebook, which would need some form of monetary promotion.

This video should be aimed at Booths' largest demographic which would be people aged 28-65 who are passionate about food, more specifically locally sourced food. However, we also want this video to look attractive to a wider audience with the hope of drawing them into one of the Booths stores.

