

BOOTH'S

FOOD, WINE AND GROCERY

Idea 1: Christmas TV Advert

WHY?

- The UK's biggest supermarkets are constantly crying for consumers attention. Supermarkets spend millions on large scale ad campaigns each year, mostly at Christmas time.
- Due to the competition of other supermarkets, Booths would require a Christmas advert to appeal to potential customers and get them into their shop rather than one of the rival stores.

WHAT?

- Booths released a Christmas advert in 2009 and hasn't released another one since. The advert showed middle class and upper-class families sampling the Christmas products and the tagline "Christmas done properly since 1847" which suggests an air of traditionalism and perfection.
- We want to recreate the Christmas advert from 2009. This advert will be released in time for Christmas in 2019, 10 years after their first advert.
- There are three things we want the Christmas advert to showcase:
 - Celebrate food
 - Celebrate Booths heritage of quality
 - Celebrate Booths uniqueness
 - Celebrate Booths' connection with local suppliers and producers.

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?

Use similar shots from the original advert but modernise them for a TV advert to be shown on channels such as ITV.

The tone of this advert would be classy and traditional.

We want to really portray Booths' value of tradition but also want to show how the company has grown and improved since their first advert.

