

ALTOIDS

QUITE A POWERFUL MINT - QUITE A POWERFUL MEDIUM

THE PROBLEM: How do you build market share for a relatively unknown brand?

SOLUTION: Develop an integrate media mix that can quickly build brand awareness in identified markets.



How many cards can one brand have stacked against it?

In 1995 Altoids was number six in the U.S. mint category. It was a 100-year-old brand priced three times higher than its competitors. It had limited distribution, low awareness and no advertising.

In its favor, Altoids had a unique, extra-strong flavor, one-of-a-kind “tin” packaging and a small, cult-like following of younger, more socially active adults who felt they had “discovered” the brand on their own.

Altoids’ ad agency, Leo Burnett Chicago, was tasked with leveraging the brand’s unique attributes, introducing it to new customers, and to further reinforce that sense of Altoids “discovery” and ownership among mint users.

Leo Burnett’s final challenge was to maximize the effect of a media budget that was still 50% below Altoids’ top competitors. The agency met this challenge head-on, by using many non-traditional communication vehicles which not only reinforced the personality of the message but also fully surrounded the young, social target.

Marketing Goals

Altoids’ initial aggressive 12-month objectives included an increase of shipments to +25% over the previous year and growing dollar share one full point (+12%) over pre-advertising levels.

In April 1995, the brand launched a \$2 million campaign across 12 Designated Marketing Areas (DMA’s) where it had established strong product distribution.

They were:

Austin, TX	Tucson, AZ
Boise, ID	San Francisco, CA
Dallas/Ft. Worth, TX	San Antonio, TX
Eugene, OR	Salt Lake City, UT
Houston, TX	Portland, OR
Minneapolis, MN	Phoenix, AZ

Marketing Strategy

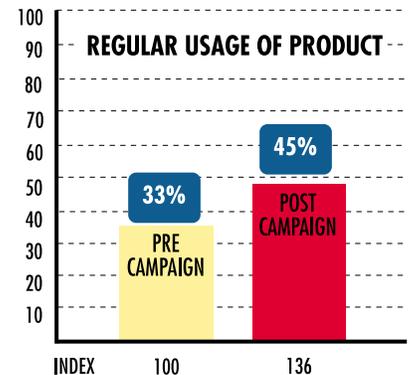
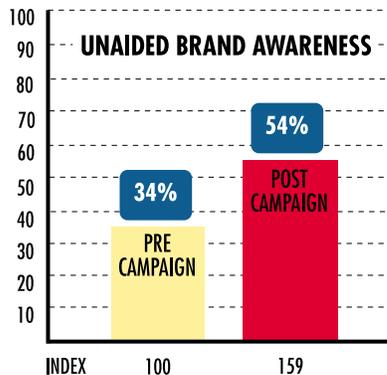
The client and agency decided to use outdoor primarily for strategic reasons. Research on Altoids customers found that they tended to be young, active, and on-the-move — in short, they were elusive targets. “It’s difficult to reach these people with traditional media,” says Gary Singer, a senior vice president and account director at Burnett. “But we found that with outdoor, we could place boards wherever these people live and work, and in between.”



Singer says outdoor also was ideal for the creative style that the agency wanted to bring to the campaign. "We wanted this to be a campaign that was simple and direct and very visual," he says. One of the creative objectives was to feature the product's packaging – a classic little tin case – in a dramatic way. "Billboards enabled us to do that, by blowing everything up bigger." And rather than using a copy-heavy approach to try to explain the product, the agency wanted to play up the quirky mystique of Altoids by using simple, intriguing images and minimal copy. "When you're trying to get across a very simple, strong message, outdoor is perfect." Singer says. Moreover, outdoor provided enough exposure – but not too much. "We didn't want to use TV, because that might create the feeling that Altoids is a mass product," Singer says. "We'd rather maintain the mystique – people like to think they've discovered Altoids themselves."

Media Schedule

The media schedule for Altoids included alternative newspapers, 30-sheet posters, transit/bus shelters, telephone kiosks, and king-size bus panels.



Results

Campaign results matched Altoids taste – VERY STRONG!

After the advertising flight, ad awareness was six times higher for outdoor than the pre-flight period, and gains from the medium beat print by a 2 to 1 margin.

Unaided brand awareness in the market tracking studies increased by 60%, while regular usage of the brand increased 36%!

For an advertiser, however, the real test is "did the cash register ring?"

In each of the 12 markets, volume was up over 50 percent. Share grew by a 5 to 1 margin versus markets without advertising. According to Information Resources Inc., the brand's business jumped 31 percent to \$18.7 million for the 52 weeks ending February 25, 1996, excluding convenience store sales.

Today, Altoids' growth continues to exceed even the most optimistic expectations. Most importantly, since advertising support began in 1995, Altoids consumption in the U.S. is up a cumulative 500%!



King-Size Bus Panel



Brand Train