gyro:

CATEGORY NUMBER:	02
CATEGORY NAME:	BEST USE OF DIRECT MAIL
CAMPAIGN NAME:	DREAMCAP
AGENCY:	GYRO
CLIENT:	TETRA PAK
SUMMARY WORD COUNT:	199
MAIN WORD COUNT:	1042

FINALIST 2013
B2B AWARDS

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"Our mission is to
create ideas that are
humanly relevant"

christoph becker
ceo + cco

SUMMARY

Tetra Pak, the world's leading food and drink packaging solutions company, wanted to generate interest in their new carton and closure format: Tetra Prisma® Aseptic with DreamCap. Our task was to open dialogue for the sales team with a list of key prospects and drive conversion to this packaging format.

The Tetra Prisma® Aseptic's unique design means it fits easily in the hand and enables brands to print over the entire pack. This, coupled with the DreamCap's ergonomic build, which makes it more comfortable to drink and easier to reseal, means the product creates an all-round better drinking experience for the consumer.

To demonstrate these benefits, we developed a strategy that focussed on encouraging trial and opted for DM as the most effective means of achieving this. We created an impactful DM with a personalised leaflet and the recipient's product printed on the carton, and directed recipients to an interactive online hypervideo where they could explore all the product benefits.

The DM had a 53% response rate and the online content an average dwell time of 3½ minutes. Crucially, it did exactly what Tetra Pak wanted: triggered great interest in their new product and generated meetings with brands.

THE CLIENT

Established in 1951, Tetra Pak develops a range of processing and packaging solutions for food and drink. Many world-leading brands rely on Tetra Pak cartons and packs to store their products, which range from juice and milk to pet food.

Tetra Pak operates in more than 170 markets with over 20,000 employees, and continues to lead the way in creating sustainable, environmentally-friendly products that benefit drink and food brands, retailers and consumers worldwide.

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THE STRATEGY

The Tetra Prisma® Aseptic with DreamCap was designed to be the ultimate on-the-go drinking experience for consumers. The Tetra Prisma® Aseptic's unique 8-sided shape makes it comfortable in the hand and easy to carry around, whilst the resalable functionality and unique structure of the DreamCap make it more comfortable to drink than a conventional carton.

In short, it delivered all the benefits of a bottle – and then some. One big advantage it had over bottles was its fully aseptic design, meaning it didn't need to be refrigerated to stay fresh.

The main challenge Tetra Pak faced was that prospects would be hesitant to change their packaging – and take on all the logistical complexities that come with that – for perceived little gain. We would have to persuade businesses that the Tetra Prisma® Aseptic with DreamCap delivered on all fronts: effective in selling the brand on the packaging, being a better on-the-go drinking experience for consumers, being kinder to the environment and delivering big business benefits.

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THE OBJECTIVES

Our strategy was to demonstrate the superior on-the-go drinking experience of the Tetra Prisma® Aseptic with DreamCap by allowing prospects to trial the benefits themselves. Based on this, we developed the concept 'Good to go' – highlighting how the carton would be ideal for busy consumers on the move, and would be beneficial for a business from every angle.

We determined DM as the most effective way of realising this strategy and concept. By sending recipients a new product with their brand already printed on it, we would also illustrate that it could be quick to send to market. There would be no waiting around – the Tetra Prisma® Aseptic with DreamCap was good to go.

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THE TARGET AUDIENCE

The DM was being sent to a diverse set of audiences, so had to address a varied set of needs.

For brand owners, who would use the packaging to house and promote their product, we needed to illustrate the high shelf stand-out and prove how the packaging would make a better drinking experience for consumers. We would need to suggest how the packaging would deliver benefits for their specific type of product – whether it was a breakfast, health or energy drink. In addition, they would be interested in the business benefits of the product: how easy it would be to store, transport and sell.

We were also speaking to retailers, who would need a multi-tiered message covering the business benefits, the benefits for their own products and the benefits for the other brands they would be selling. As a key influencer of these brands, this last point was particularly important.

Existing customers would receive the DM too, so we would needed to demonstrate how the Tetra Prisma© Aseptic with Dreamcap was a truly superior carton and cap combo against other products.

V

MEDIA CHANNELS USED

Using persuasive, Alice in Wonderland style messaging, the DM presented recipients with two versions of the product: a drinkable version, accompanied with the line 'Drink me', and a version with the brand's own product printed on the carton and cap, with the line 'Hold me'. This encouraged recipients to trial the product and experience it as the consumer would.

The DM also contained a personalized leaflet that addressed the recipient directly and suggested how their specific brand or business would benefit from the Tetra Prisma® Aseptic with DreamCap. We tailored the messaging for each audience so they only saw the benefits that were relevant to them – but invited them to explore the product in more detail on our online interactive hypervideo.

The hypervideo introduced the Tetra Prisma® Aseptic with DreamCap before allowing viewers to pick a particular product benefit via a YouTube annotation hyperlink. Each video concluded with the line 'Good to go' and used real footage to display how the product was applicable to a variety of consumer scenarios. The video was supported by a homepage takeover and flash banners across Tetra Pak websites.

The box was a screen-printed, 2-sided box board matt laminate. We sent out 104 units in total. Dimensions: 310 x 220 x 80mm.

The leaflet was a 2pp folded 3 times. Dimensions: 145 x 60mm.



DM pack


DRINK
ME
INSPIRE
ME
READ
ME
tetrapakrecycling.co.uk/dreamcap.asp

DM pack open



DM pack unboxed

Dear Charlotte,

With the breakfast market becoming increasingly competitive, you've got to keep moving to stay ahead. That's why successful brands, like yours, are constantly seeking innovations that:

- Increase brand stand-out
- Create differentiation
- Enhance customer enjoyment
- Drive sales

The Tetra Prisma Aseptic with DreamCap package will take your brand further in all the above areas. In research that we'll gladly share with you, it was found that this **new format** has the highest likeability and shelf stand out correlation. And at a lower cost than a bottle. Proving that people want the Tetra Prisma Aseptic carton with DreamCap.

With its secure, resealable screwcap and brilliant hand feel, it has all the convenience of a carton but with a superior drinking experience – making it perfect for **on-the-go**.

For a healthy drink that's good to go, consumers want the Tetra Prisma® Aseptic carton with new DreamCap™.

Designed for drinking on-the-go

All the convenience of a carton, but with a secure, resealable screwcap that's easy to use.

Easy grip

Unique 8-sided, contoured design for a comfortable hand feel!

Fully aseptic for more flexibility

Store more product for longer and display in more areas of the store: both chiller and ambient.



Superior drinking experience

DreamCap has been designed from research to provide a better experience for all drinking types. The unique 'over-the-edge' cap position is ergonomically shaped to fit your mouth for optimum comfort and sensory appeal.

Available in metallised finish

Proven to have the highest likeability and shelf stand out correlation. With its innovative, premium styling, 360° print area and a range of cap colours, see how brilliantly this new format carries your branding.

PROTECTS Tetra Pak WHAT'S GOOD™

See it. Feel it. Try it.

To truly understand how much this superior on-the-go drinking experience and premium styling will boost the customer appeal of Dorset Cereals, you've got to try the Tetra Prisma Aseptic carton with the new DreamCap for yourself.

Good to go?

Contract packing will be available in the UK at Framptons and Drink Paq for both juice and dairy products from Q1 2013.

To find out how this new format can package your brand more effectively call Ben Cutts today on 01978 834 154 to arrange a meeting or visit tetrapakrecycling.co.uk/dreamcap.asp

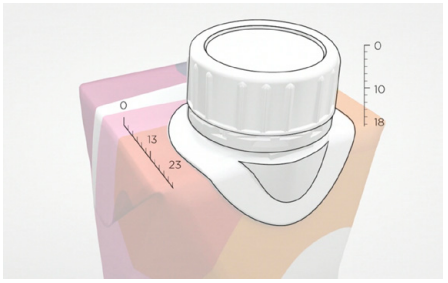


Personalised leaflet



Homepage takeover

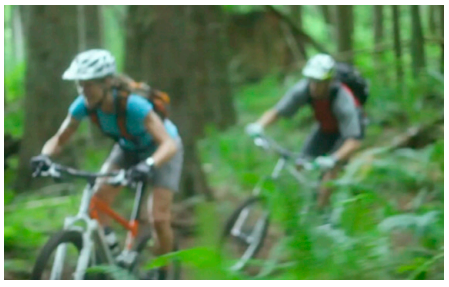


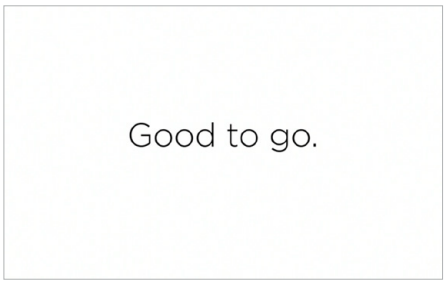












Interactive hypervideo

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TIMESCALES

These details were provided to judges in the original submission
and are commercially sensitive and therefore confidential.

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BUDGETS

These details were provided to judges in the original submission
and are commercially sensitive and therefore confidential.

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RESULTS

These details were provided to judges in the original submission
and are commercially sensitive and therefore confidential.

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CLIENT TESTIMONIAL

Gaëlle Petit, Communications Officer at Tetra Pak:

"This campaign was ideal to help us engage with existing or potential customers, and to showcase our latest product in the best possible way.

Feedback on the direct mail was very positive: a high quality campaign with a premium feel to it. The attention to detail and personalisation made it even more special.

A perfect conversation starter with potential customers, who until now, didn't know what we could offer them.

Colleagues from around the world, from Japan to the US, have asked us to share the campaign with them, and they plan to use some of its elements this year, including the hyper-video and Direct Mail box."

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