

BACKGROUND

TJ Hughes is a discount department store specialising in home, fashion, fragrance and cosmetics. With 50 stores nationwide, but only fully established in their heartland of the North West of England, they wanted to expand nationwide awareness.

As part of an expansion programme, TJ Hughes wanted to increase their reputation as the place to shop for bargains. To help achieve this objective, they decided to use national TV for the first time.

The resulting campaign highlights just how effective TV can be when it comes to building awareness and clearly demonstrates the benefits of using multi-channel television.

OBJECTIVES

- Increase nationwide awareness of TJ Hughes
- Increase footfall and purchase consideration
- Increase traffic and sales on the TJ Hughes website
- Establish the business outside of the North West

THE CAMPAIGN

To target the whole country cost-effectively, TJ Hughes decided to run a 3-week, multi-channel campaign, across Sky Media and IDS channels between the 19th March and 7th April 2007. This was supplemented by the use of ITV in their established areas.

The creative executions were extremely memorable, poking fun at celebrity endorsements – ‘TJ Hughes won’t bring you high paid celebrities, just great prices’. The ads featured the relatives of celebrities rather than celebrities themselves. Those featured included Robbie Williams’ dad; Jonathan Ross’ mum, and Wayne Rooney’s brother. They all showcased the low prices and products of TJ Hughes, followed by the strapline ‘TJ Hughes. Bargain’.



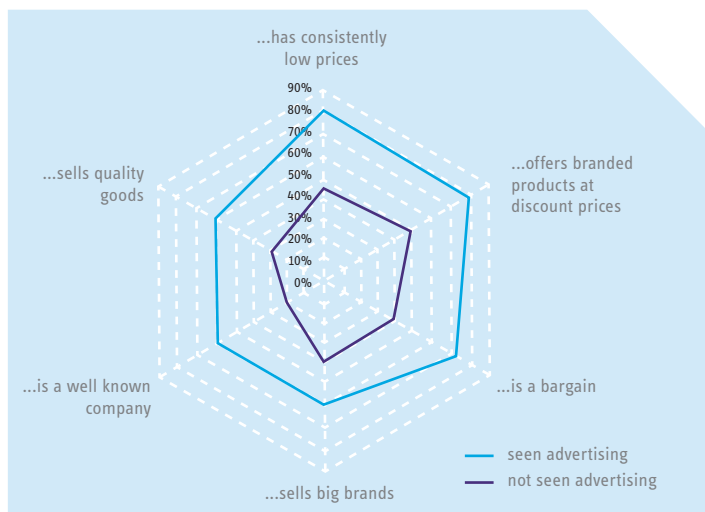
INSIGHTS

Research was carried out by Dipsticks before and after the campaign. The research was conducted to assess the effect of the campaign on awareness, brand perception and purchase consideration. 550 adults were interviewed online pre-campaign and 625 at the post campaign stage.

Message Take Out

The ad campaign strengthened brand perception of TJ Hughes; those that saw the ads were more likely to agree with the statement ‘TJ Hughes has consistently low prices’ (81% vs 46% that didn’t see the ad) and ‘Offers branded products at discounted prices’ (79% vs 49%).

The graph below shows the dramatic shift in image amongst those that saw the campaign.



Of viewers exposed to the ad, 41% agreed that they were likely to visit a store within the next month and 48% agreed that they were likely to visit in the next six months. The corresponding numbers for non viewers were 25% and 27% respectively.

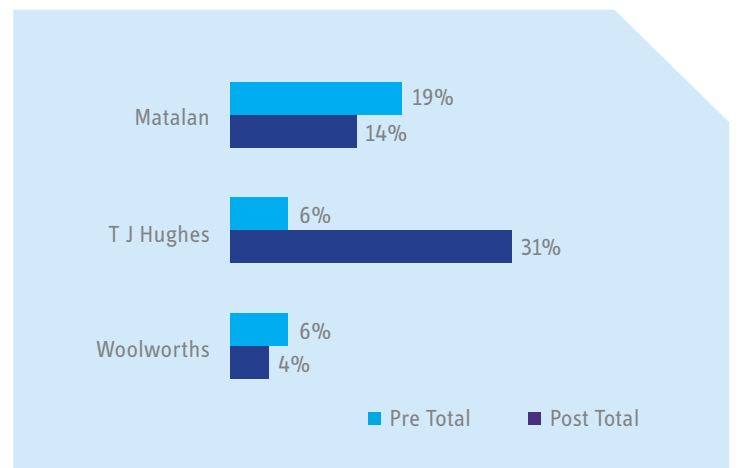
The main campaign message of ‘TJ Hughes. Bargain’ was successfully communicated with 77% agreeing with the statement, an uplift of 71% from those that didn’t see the ad.

Brand Awareness

When asked to recall discount department stores, prior to the campaign 8% spontaneously mentioned TJ Hughes; this grew to 21% amongst those that were then exposed to the campaign. When prompted, brand awareness of TJ Hughes increased by 13%, the only department store to see a significant shift across the period.

Ad Awareness

When considering awareness of the ads themselves, spontaneous advertising awareness for TJ Hughes rose from 6% before to 31% after the campaign. In areas only carrying multichannel advertising, prompted recall increased by a remarkable 665% (2% → 15.3%).



The tongue-in-cheek creative proved extremely memorable with respondents recalling most the stars’ relatives and the main messages of ‘cheap prices’ and ‘good value’.

Impact on Sales and Footfall

During the 3 week campaign, TJ Hughes saw measures of footfall registering significantly ahead of the retail market. In a tough time for retail where footfall was in decline, TJ Hughes bucked the trend with their campaign and outperformed the market by 10 percentage points. In fact, by the final week of the campaign, stores outside the North West experienced a footfall increase of 7.7% year on year, whilst the market as a whole was down 10.3%.

Website traffic also saw considerable increases across the advertising period, with unique users to the website increasing by 10,000 each week resulting in a 50% increase in online sales.

MEETING THE OBJECTIVES

TJ Hughes’ clever use of Television not only enhanced their existing established business, but also helped establish the brand nationwide. The combination of engaging creative and a short 3 week campaign burst helped propel the brand and achieve all the objectives.

