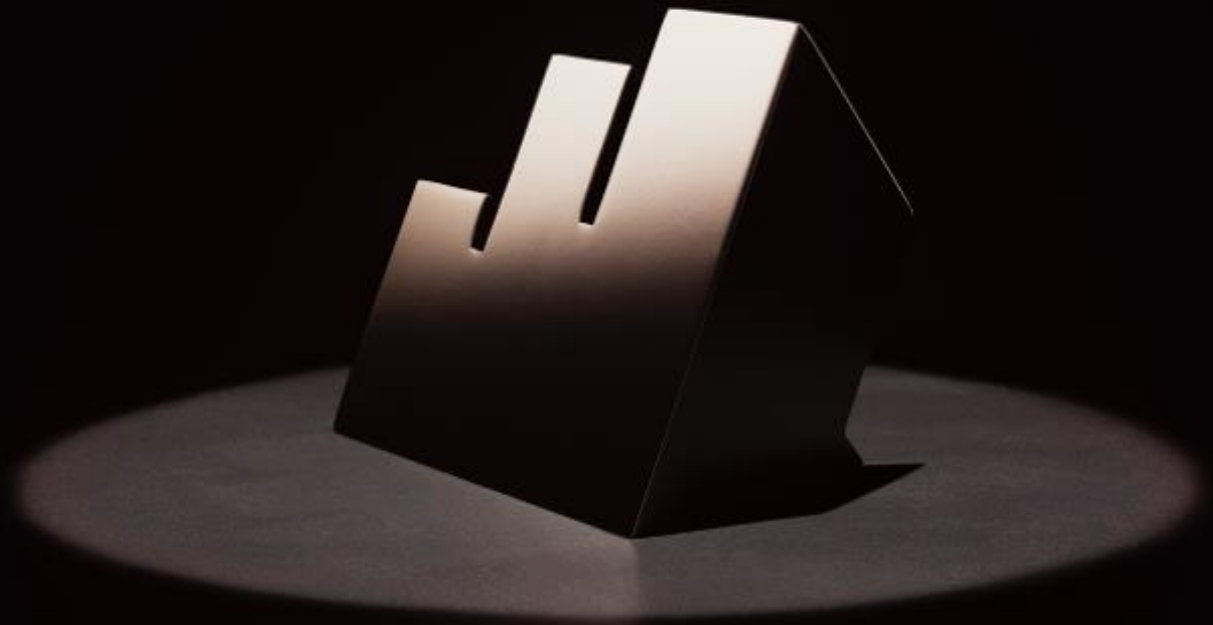


 **effie**Awards
United Kingdom

2023 Grand Effie Winner



Hello

We've pulled together some of the most interesting and inspiring 2023 cases to bring to life what an Effie award-winning entry looks like. We hope that they provide some helpful pointers for those of you tasked with writing submissions for this year's awards.

Here's last year's Grand Effie winner, the top-scoring case: ***Long-term Brand Building Done Proper - Yorkshire Tea by Lucky Generals*** (entered in the Sustained Success – Products category); a highly effective classic brand comms campaign, brilliantly executed and compellingly written. Bear in mind that only the Sustained Success categories require 3 years of data, so please don't be put off by the scale and range of this case!

For more information and advice to help you write your best entry and maximise your chances of winning visit [our Awards website](#).

If you have any questions at any stage of the entry process, please ask and we'll be happy to help. Just email effieuk@effie.org

We wish you all the best in this year's Effie Awards UK!

Effie UK



Executive Summary

The Challenge

Take Yorkshire Tea from 3 to 1 (volume share) in the UK market whilst maintaining the brand's premium price positioning.

The Insight

Yorkshire Tea makes a better brew, but UK drinkers don't want a lecture about how tea is manufactured.

The Strategic Idea/build

Show that Yorkshire Tea does every small job properly, suggesting they must do the big job brilliantly.

Bringing the Strategy to Life

We positioned Yorkshire Tea as the place 'Where everything's done proper' by hiring talented celebrities to do everyday jobs there.

The Results

Volume share grew from 18% to 26% and Yorkshire Tea rose from 3 to 1 without losing its premium pricing.

Why is this entry an outstanding example of effective marketing in this Effie entry category? This case outlines how, by consistently depicting itself as the place 'Where everything's done proper', Yorkshire Tea has been able to create continuous, sustained growth in a habitual, declining market.

Over the 5 years the campaign has been running, volume share has increased from 18% to 26%, whilst the brand's premium pricing has been maintained. Yorkshire Tea has risen from 3 to 1 position and fulfilled its long-term objective of becoming the UK's favourite brew.

This is a story of long-term brand building done proper, because working on the brand that does everything proper, how could we do any less?

Section 1: Challenge, Context & Objectives



1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge. How did it change over the course of your effort?

Yorkshire Tea is a ‘Standard black tea’, which refers to normal teabags only (decaf, speciality and fruit and herbal teas are excluded from the definition).

The brand was created in 1977 by the family-run business Betty’s and Taylors of Harrogate. Originally launched as a regional blend to suit the water of Yorkshire, the product’s appealingly strong taste soon began to generate sales further afield.

Careful management over four decades saw Yorkshire Tea grow steadily, and by early 2017 it was the third biggest player in the standard black tea market with a volume share of 17.9% to Tetley’s 22.2% and PG Tips’ 27.7% (Kantar WorldPanel IRI).

The medium-term business objective was to overtake Tetley and get to number two, but the long-term ambition, whispered in the halls of Harrogate, was to eventually dethrone PG Tips and become Britain’s biggest selling brew.

Achieving this would be a proper challenge, because the UK tea market was a phenomenally difficult place to create growth.

First, Standard Black Tea was a market in long-term decline. Older tea drinkers were dying off and kids aren’t picking up the habit. Since the mid noughties, volume sales in the UK had fallen by around 5% per year (Kantar Worldpanel IRI) and this trend was set to continue. That meant the only way to create growth would be to win over drinkers of other tea brands, which brings us on to our second major difficulty...

In the UK, standard black tea is an unusually habitual purchase. Qualitative research showed that brand choice was strongly driven by family tradition with people buying the same tea their parents raised them on for the rest of their lives (creative agency qual 2017). This loyalty, or perhaps apathy, could also be seen in the quant data, with 35% of UK shoppers saying they always bought the same brand of tea for in-home consumption, and a further 60% saying they mostly did so (Statista Tea Purchase habits report 2017).

In his book ‘How brands grow’ Professor Byron Sharp proved that loyalty to FMCG brands is normally very low, with an average of just 13% of category buyers restricting their purchases to one brand over twelve months (Byron Sharp, How Brands Grow 2010). But Kantar analysis revealed that the same figure for the UK standard black tea market was a whopping 43%, three times the average FMCG loyalty level (Kantar cross purchasing analysis 2017). So, getting drinkers of competitive brands to switch to Yorkshire Tea was going to be extremely difficult. And it was a challenge compounded by yet a third problem...

Yorkshire Tea was up against two brands that had generations of equity to fall back on. Tetley with their Tea Folk (who first appeared in 1973) and PG Tips with their Monkey character (a 17 year-old property that connected to their famous Chimps campaign dating back to 1957!) Thanks to the embedded memories of these campaigns, buying both Tetley and PG Tips was an unconscious learned behaviour for tens of millions of shoppers.

In summary, creating growth for Yorkshire Tea was going to be proper difficult, as we would have to win over drinkers of other brands that had been habitually buying them for their entire lives. It wouldn't happen overnight.

We therefore set ourselves some proper long-term marketing objectives to drive the change in behaviour we wanted.

We aimed to significantly increase Yorkshire Tea's spontaneous awareness, quality image metrics and preference over 5 years – with the assumption that being more front of mind, feeling higher quality and being more preferred would drive switching.

But of course, to create those shifts we would need a campaign that could achieve consistently high recognition, branding and likability scores over that same 5 year period. So, we set those as our comms objectives.

Then we put the kettle on and got to work.

A proper challenge

At the start of 2017, Yorkshire Tea was not content to remain in 3rd place in the UK standard black tea market.

| Brand | Standard black tea volume share March 2017 |
|------------------|--|
| 1. PG Tips | 27.7% |
| 2. Tetley | 22.2% |
| 3. Yorkshire Tea | 17.9% |
| 4. Own Label | 17.7% |
| 5. Typhoo | 10.7% |
| 6. Others | 4.9% |

Source: Kantar Worldpanel IRI - volume share MAT to 4th March 2017

The long-term dream was to overtake PG Tips and become the biggest selling tea in the UK by volume (without losing Yorkshire Tea's premium price positioning).

This was a proper challenge. With standard black tea ageing and in slow decline, the only way to grow was to steal drinkers from other brands, but tea buying was very habitual, with brand loyalties hard to break.

1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? How did they change overtime? Provide specific numbers/percentages for each and benchmarks wherever possible.

Business Objective

Reach number 1 volume share in standard black tea within 5 years without compromising Yorkshire Tea's premium price positioning.

Rationale

As the third biggest player in the market Yorkshire Tea had the immediate aim of overhauling Tetley, who were in second place, but the long-term ambition was to eventually surpass PG Tips and become Britain's biggest selling brew. However, we didn't want to achieve this growth by giving away volume on deal – Yorkshire Tea was sold at a price index of 140 versus the market average and it was important not to compromise this.

Measurement

52 week rolling volume share, and average price index versus the market, both measured by Kantar Worldpanel IRI.

Marketing Objective #1

Significantly increase spontaneous awareness for Yorkshire Tea.

Rationale

At the beginning of this campaign in 2017 Yorkshire Tea's spontaneous awareness was just 48%, whilst Tetley's was 62% and PG Tips was 72%. We felt it was important to make Yorkshire Tea more front of mind to stand a chance of winning drinkers from these highly established brands.

Measurement

Ongoing Brand Tracking.

Marketing Objective #2

Significantly increase quality perceptions of Yorkshire Tea.

Rationale

We knew that to inspire habitual buyers of other brands to switch to Yorkshire Tea we would need to make them feel it was a better product. We identified four key image statements to assess this perception (brand that makes proper tea, the best tasting brand of tea, a high-quality brand, and a brand that is worth paying more for). Knowing that image statements can naturally vary between tracking waves we set ourselves the

goal of increasing each of these statements a statistically significant amount over the long-term. The stretch goal was to increase each of them by 10% - which would be a huge uplift.

Measurement

Ongoing Brand Tracking.

Marketing Objective #3

Significantly increase top 2 box preference for Yorkshire Tea.

Rationale

Preference was the final brand statement we wanted to increase because it was our best proxy for intention to buy. Again, we knew that this measure could fluctuate naturally so we wanted to see a statistically significant increase in it over time.

Measurement

Ongoing Brand Tracking.

Campaign Objective #1

Achieve (and maintain) overall campaign recognition of at least 40%.

Rationale

To be effective our campaign had to be recognized. Tracking for past Yorkshire Tea campaigns of similar spend levels had achieved recognition of around 40%, increasing as the campaigns wore in. We wanted to beat this.

Measurement

Ongoing Brand Tracking.

Campaign Objective #2

Achieve and maintain correct brand attribution of at least 60%.

Rationale

To change perceptions of Yorkshire Tea our campaign had to not only be seen but be correctly attributed to the brand. The 60% benchmark may seem high, but past Yorkshire Tea work had always achieved branding scores near this level, so we wanted to beat this consistently.

Measurement

Ongoing Brand Tracking.

Campaign Objective #3

Keep likeability high and irritation low as the campaign wears in.

Rationale

We were planning a long-term campaign, so we were planning to wear-in our copy. But of course, there's always a risk that with repeated airings a campaign can become irritating, which can negatively impact brand perceptions. We wanted to keep enjoyment above 55% and irritability below 25%.

Measurement

Ongoing Brand Tracking.

Data sources Section1

- Volume shares are based on 52 week rolling data sourced from Kantar Worldpanel IRI.

- Price Index versus the market sourced from Kantar Worldpanel IRI and includes base price and any promotional deals.
- Spontaneous Awareness, Brand Perceptions, Preference, Campaign Recognition, Brand Attribution and Likability all sourced from Yorkshire Tea's brand tracking survey, conducted by their research agency - waves are conducted 5 times per year and each wave surveys 1000 UK respondents.
- Any other sources are cited in the text.

Section 2: Strategy: Insights & Strategic Idea

34 / 35



2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience evolve overtime? If so, describe how and why.

Tea is a very British habit, with the nation still drinking over 100M cups of standard black tea per day despite the long-term market decline (International Tea Council Research 2017). Our overall audience was therefore broad, and we would need mass-market, culturally famous campaign to engage them.

However, because the tea habit had aged over time, drinkers aged over 45 were greater in number (TGI 2017). We, therefore, biased our targeting to older age segments.

And finally, because we were trying to generate switching, we focused on those tea drinkers over 45 who were happy to pay more for quality in other product categories.

We optimistically called these people 'Proper Switchers'. This was our primary target, with all UK tea drinkers as a secondary audience.

2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Describe your insight(s) here. Did your insight(s) evolve over the course of your activity?

How could we convince our target, who had been buying the same brand for decades, to switch to Yorkshire Tea?

Visiting the Yorkshire Tea factory, we learned that they did make a genuinely better product, thanks to a manufacturing approach that took no shortcuts at any stage of the process. Yorkshire Tea worked side by side with the farmers to find the best-tasting leaves, they taste-tested 1000 cups of tea every day. They brought in 'hard' water specially, to make sure the tea still tasted good when brewed with it. And so on. Basically, Yorkshire Tea went the extra mile to make a better brew, refusing to cut corners when other brands might have. They summed up this approach to manufacturing as 'Doing things proper' – a particularly Yorkshire way of putting it. In fact, this philosophy was writ-large on the Yorkshire Tea factory wall.

But we were painfully aware that UK consumers didn't want a complex lecture about how their tea was made. The average Brit had no idea how one tea differed from another, nor any desire to learn about the technical differences that separated Yorkshire from the rest. Recognizing this was our first key insight.

During our multiple visits to the Yorkshire Tea Headquarters, we were not only intrigued by their approach to manufacturing. We also noticed something else.

The brand's philosophy of 'doing things proper' had spilled over from the factory floor into the rest of the business.

From the way Yorkshire Tea welcomed visitors, to the décor, to the biscuits they offered in meetings, all the little jobs around their HQ were ‘done proper’ too. That Yorkshire determination to do things proper seemed to be stitched right into the heart of the entire company.

We felt that this was something tea drinkers (and in fact all consumers) could relate to and understand.

Because as we all know, *if the small jobs are done well, the big job must be done brilliantly.*

This was our key strategic leap. Rather than banging on about details of the tea manufacturing process, we would imply that Yorkshire Tea made a better brew by showing that they did everything proper – even the menial tasks.

We defined our platform as: ‘Yorkshire Tea - a place where everything’s done proper.’

As we will show below, this strategic platform has inspired not only 6 years of famous and effective TV advertising, but also the way Yorkshire Tea promoted its ethical credentials and the way it showed up for consumers during the Covid crisis. It is a best-in-class example of how a clear, consistent platform can be used to create sustained success over time.

A proper strategic leap

Immersing ourselves in the production process we found that Yorkshire ‘Do things proper’ when making their tea. But we knew that British people wouldn’t want to hear a lecture about how tea was made.

Our strategic leap was to leverage the fact that Yorkshire Tea did *all the other little jobs proper as well*, inspiring a powerful long-term platform: **Yorkshire Tea: Where *everything’s* done proper.**



Section 3: Bringing the Strategy & Idea to Life



3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM programme, customer experience, pricing changes as well as promotions and communications. If the balance of these elements shifted over the period of your effort, outline how and why.

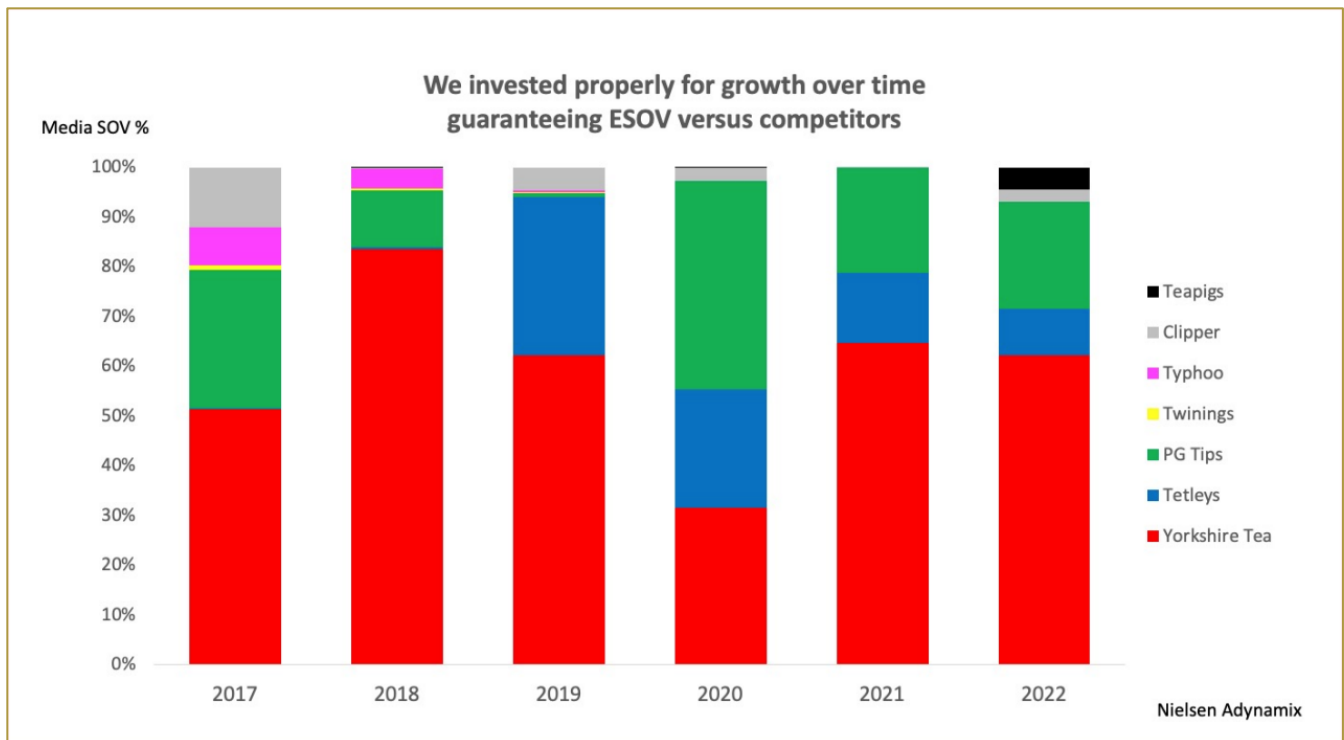
We knew that increasing Yorkshire Tea’s awareness, brand image and preference wouldn’t happen overnight. We needed proper long-term brand investment that would allow us to maintain an excess share of voice (ESOV) versus our competitors, year after year.

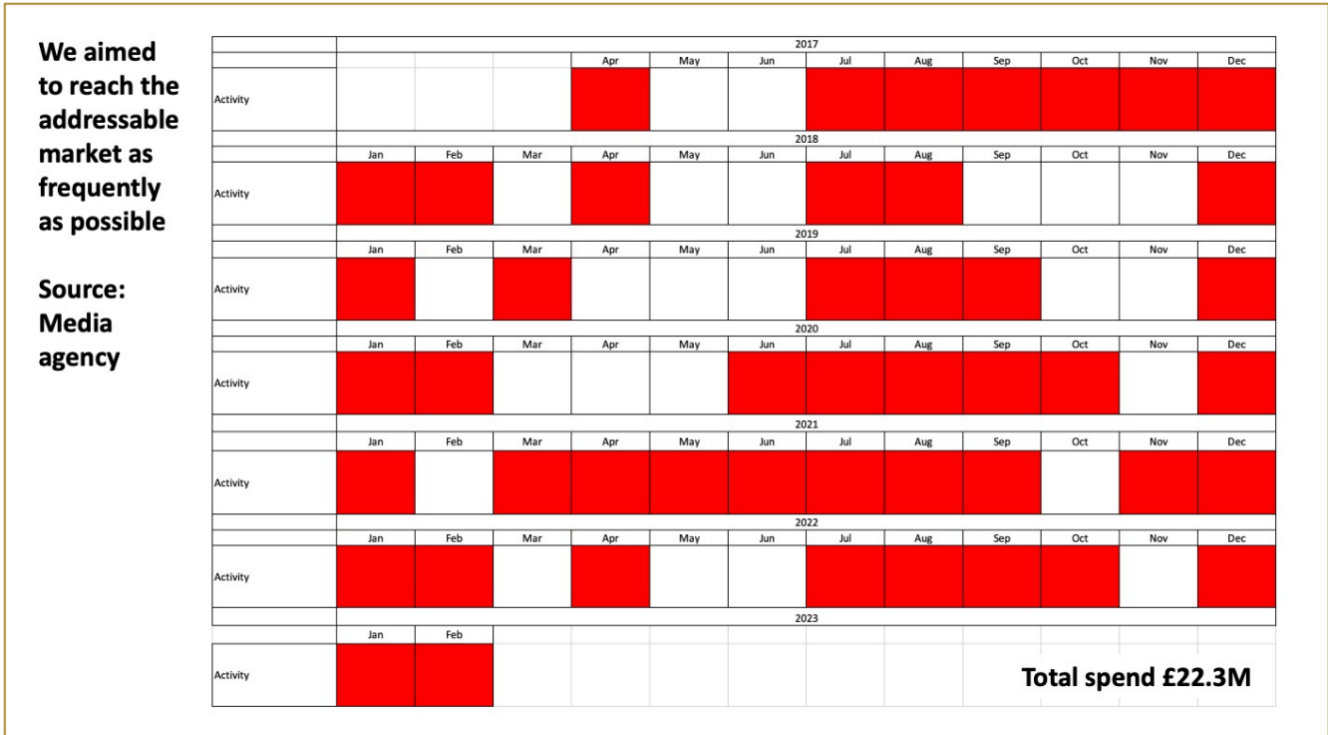
In terms of channels, we needed to reach the entire addressable market through the use of mass media like TV, supplemented with additional channels to increase reach against harder-to-reach audiences.

And because tea is a regular purchase, we needed to be out there as often as possible, constantly reminding potential customers of Yorkshire Tea’s quality.

So from launch in early 2017 to 2023, that is what we have done. We’ve constantly defended our media investment from budget pressures, allowing us to maintain paid communication in forty-six out of the seventy-one months since we launched the campaign. This consistent media investment over time has guaranteed an excess share of voice (around 60% SOV vs a market share of half that level) for the last six years (Adynamix).

In short, we’ve properly invested for sustained growth.





3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices etc.

The core creative concept of our campaign is simple. We hire famously talented celebrities to do everyday jobs around the Yorkshire Tea HQ, thus proving the brand’s commitment to ‘Doing everything proper.’

So at launch in 2017, the retired talk show host Sir Michael Parkinson became Yorkshire Tea’s ‘head of interviews’, Olympic Triathletes the Brownlee Brothers turned up as the brand’s new couriers, and Leeds-based band The Kaiser Chiefs played the company’s hold music live in reception.

We used research (creative agency qual 2017) to develop three strict rules for our celeb ‘Hires’. First, they had to be from Yorkshire (because we were Yorkshire Tea and the brand’s faithful would call bullshit if they weren’t). Second, they had to be beloved national treasures (because that’s what we wanted Yorkshire Tea to become). And third, they had to be recognised as *experts* at the thing we were hiring them to do (because this would prove our ‘Doing everything proper’ promise).

When we developed further executions in 2019 and 2021, we added a fourth rule: our hires had to be famous enough to span generations. We included this rule after Sean Bean’s rousing speech as Yorkshire Tea’s ‘head of inductions’ smashed all our tracking measures. By comparison, the ad featuring Dynamo levitating to retrieve a bag of tea leaves in the warehouse didn’t do as well because he simply wasn’t as universally known.

Whenever we hire a new celeb for Yorkshire Tea we vet the candidates against our four criteria, often conducting dedicated qual or quant research to be sure the chosen individual was worthy of the role.

To ensure even greater consistency we demand that all the ads be shot in the real Yorkshire Tea HQ, include plenty of branding (Yorkshire Tea red and delicious looking brews,) and remain true to Yorkshire’s funny, down-to-earth tone. And of course, every ad concludes with the Yorkshire Tea HQ sign and our platform endline: ‘Yorkshire Tea. Where everything’s done proper.’

The ‘Proper leaving speech’ delivered by Sir Patrick Stewart is the latest execution in this popular, long-running campaign.

Proper consistent creative execution

Executorial idea: Hire talented celebrities to do everyday jobs at the Yorkshire Tea HQ (thus proving our commitment to doing everything proper)

From Yorkshire

Loved (not divisive)


‘Hires’ must always be

Acknowledged experts in what we’re hiring them to do

Known across generations (universally famous)

Executions must be shot in the real HQ, with branding cues and Yorkshire humour
Endline must always be the same: *Yorkshire Tea. Where everything’s done proper.*


Over half a decade of proper consistent brand ads




2017: Proper interviewing by Parky




2017: Proper hold music by The Kaiser Chiefs



2017: Proper couriers The Brownlee Bros



2019: A proper induction from Sean Bean



2019: Proper factory help from Dynamo



2022: A proper leaving speech by Sir Patrick

3C. How did you bring your strategy to your target market? What was the rationale behind your channel strategy/approach? Explain how the elements worked together to drive results. Throughout your response, address any changes made over time.

Given the age of our audience, TV has been the mainstay of our plan, though over time we have added BVOD, Meta, YouTube, and cinema to keep up with changing media habits. Our main 6 films have run in rotation on these channels.

As our platform came to inspire other messages from the brand (see details below) we have also boosted social content to create conversation about Yorkshire Tea's proper approach to everything

3D. If relevant, include and explain any important changes to the creative work, channel plans and spend as part of your campaign optimisation over the course of your activity (3 years+).

The idea of 'Doing everything proper' was always intended to encompass Yorkshire Tea's ethical approach to doing business – as a family company they are proper serious about their impact on both grower communities and the environment. However, we were wary of falling into the 'Purpose-trap' and assuming that self-congratulatory ads about our morals would increase sales. Despite this, there were a few key moments when we either chose to (or were forced to) exhibit Yorkshire Tea's proper values publicly.

While many brands had set carbon reduction targets for some point in the distant future, Yorkshire Tea had been quietly working on the problem for years (a great example of doing everything proper). So, in 2019 we announced that Yorkshire Tea packs had been made 100% carbon neutral by commissioning a social film that showed the artist who had created the Yorkshire Tea pack design adding lots of environmental cues to his iconic painting. At the end of the film, he concluded that this was 'Probably a bit much' and simply stuck a carbon-neutral logo on the pack instead.

Then in early 2020, when two separate social media storms enveloped Yorkshire Tea, we responded in the proper way. Cries of political partisanship following then-Chancellor Rishi Sunak's post of himself next to a bag of Yorkshire Tea were diffused with honesty and humour (it was nothing to do with us), and when some of Yorkshire's followers made offensive suggestions about the brand's stance on Black Lives Matter, it responded, 'Please don't buy our tea again'. The proper handling of both these incidents was praised, with competitor brands even tweeting #Solidaritea to show their support.

And when Covid hit, we stayed proper calm. Whilst other brands went dark or completely changed their strategy, we created a series of proper Zoom backgrounds for people to use in meetings (iconic shots of Yorkshire locations) and used our brass band to play songs that provided proper pick-me-ups. And when

the nation cautiously returned to work, we helped them brew-up safely for colleagues by creating 'The social distancing teapot' (which had a 6 foot-long spout). All these initiatives were promoted on social.

These are just a few examples of how 'Doing everything proper' has inspired Yorkshire Tea's communication over the last 6 years.

Showing our proper values (when it was right to do so)



Carbon Neutral announcement



Rishi and BLM Twitter responses

Remaining proper calm in a crisis (Covid activity)



Proper Zoom Backgrounds



Banding together



Social distancing teapot



Section 4: Results



4A. Over the course of your activity (3 years +), how do you know it worked? Explain, with category context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs.

Consistently depicting Yorkshire Tea as the place 'Where everything's done proper' has been proper effective.

Campaign recognition started strong, with a figure of 45% for 2017, and has gone from strength to strength, peaking at 67%. By comparison, the strongest competitor campaign we've seen peaked at 33% recognition (ongoing brand tracking).

Brand attribution for 'Where everything's done proper' started at an incredible 79%, and is now at 85%, versus a high of 59% for the best-performing competitor campaign (ongoing brand tracking).

And despite multiple re-airings, likeability has remained high, with less than 20% saying they find the ads irritating and 60-80% claiming to enjoy them (ongoing brand tracking).

So the creative tracks well, but has it improved brand health? Have we met our marketing goals?

The campaign has made the brand more salient. Spontaneous awareness has risen a statistically significant 6% for Yorkshire Tea, whilst declining 8% and 3% for PG Tips and Tetley respectively (ongoing brand tracking).

The campaign has dramatically improved Yorkshire Tea's brand image. Every key image statement has shown a double-digit increase over the last 6 years. All these increases are statistically significant at 95% (ongoing brand tracking).

As a result, top-2-box preference for Yorkshire Tea has risen 6% (a statistically significant increase) since the campaign launched, whilst declining 5% for other brands (ongoing brand tracking).

So we've made the brand stronger, but has this translated into business results?

In this challenging, habitual category Yorkshire Tea has steadily grown its volume share from 17.9% in March 2017 to 26.3% in early 2023 (Kantar Worldpanel IRI). Yorkshire is the only brand to have consistently grown share and has continued to do so during an own-label resurgence fuelled by the recent cost-of-living crisis.

As a result, Yorkshire achieved its long-term ambition of becoming the biggest selling tea in the UK a year ahead of schedule, in early 2021.

And crucially, Yorkshire Tea has NOT created this growth by giving away margin (dropping its price or running constant promotions). The brand has maintained a retail price per Kilo index versus the market average of 140 (Kantar WorldPanel IRI).

Finally, all this long-term growth has been created without any significant changes in distribution, which remains at around 95% for Yorkshire Tea's most common main pack sizes in the UK's major multiples (Kantar Worldpanel IRI), or in the product which has remained unchanged since 2017.

Business Objective

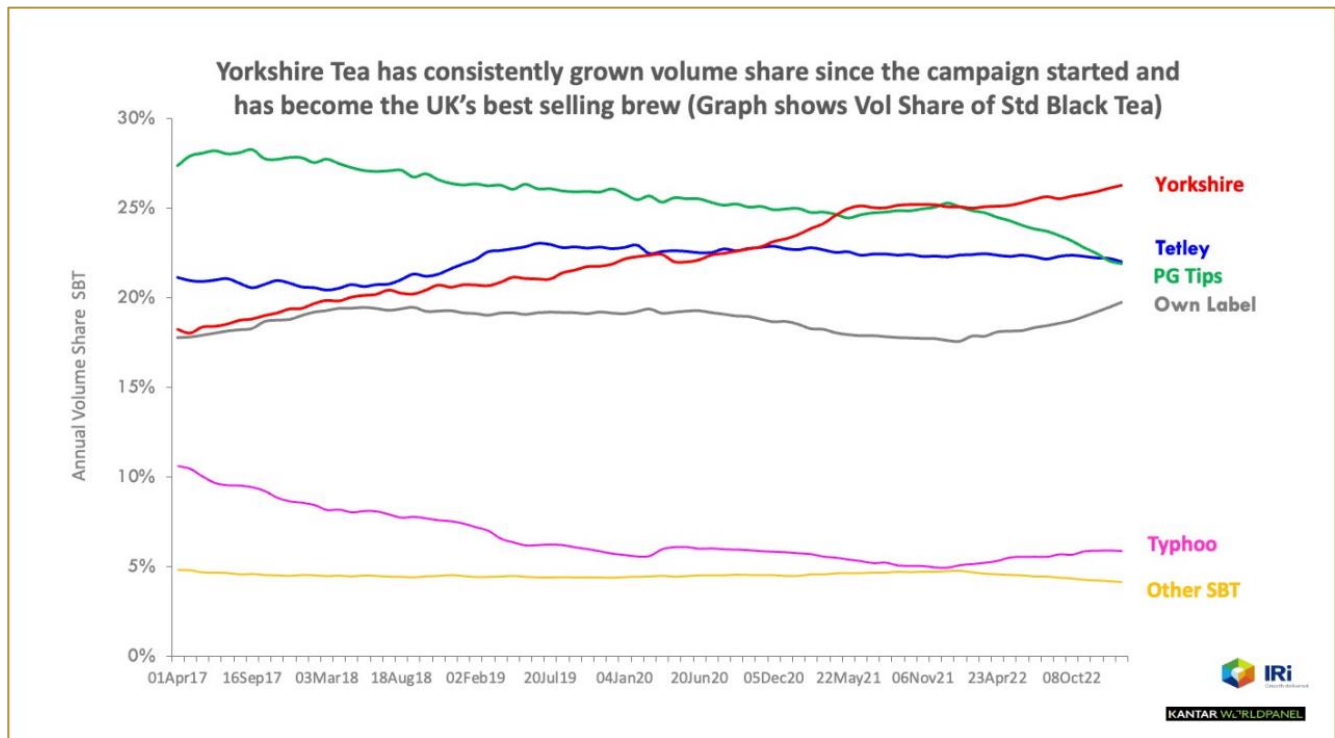
Reach number 1 volume share in standard black tea within 5 years without compromising Yorkshire Tea’s premium price positioning.

List result

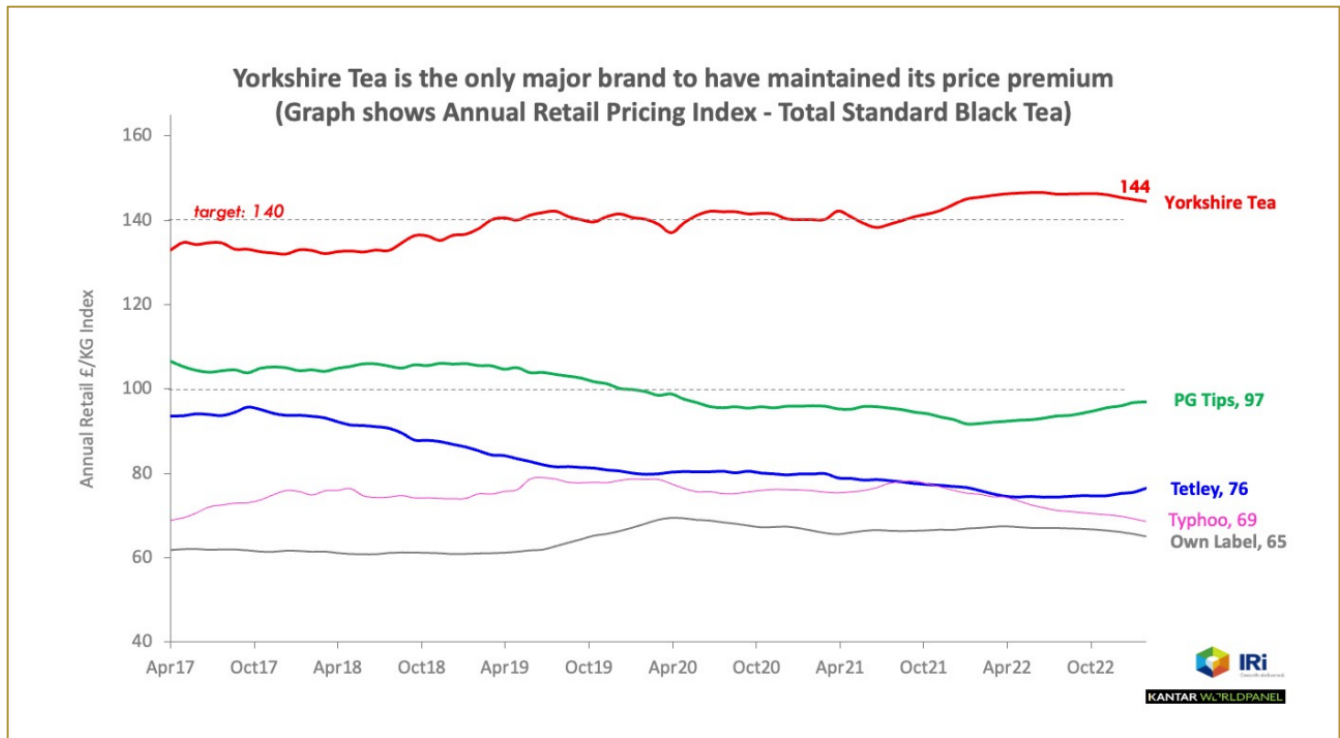
Yorkshire Tea has increased volume share from 17.9% to 26.3%, becoming the UK’s best-selling tea in 2021 (a year ahead of target), whilst maintaining a price index of 140 versus competitors.

Context

Yorkshire Tea volume began to climb as soon as the campaign broke and has consistently done so since then. It has been the only major brand to grow in this period, and has continued to do so even when up against a resurgence in own label buying fuelled by the cost-of-living crisis. The brand became number one by volume in early 2021, a year ahead of our 5 year target.



During this period of growth, Yorkshire Tea has maintained, and even slightly increased, its premium price index of 140 versus the market. By contrast all other brands have had to cut their prices at one time or another to maintain demand.



Marketing Objective #1

Significantly increase spontaneous awareness for Yorkshire Tea.

List result

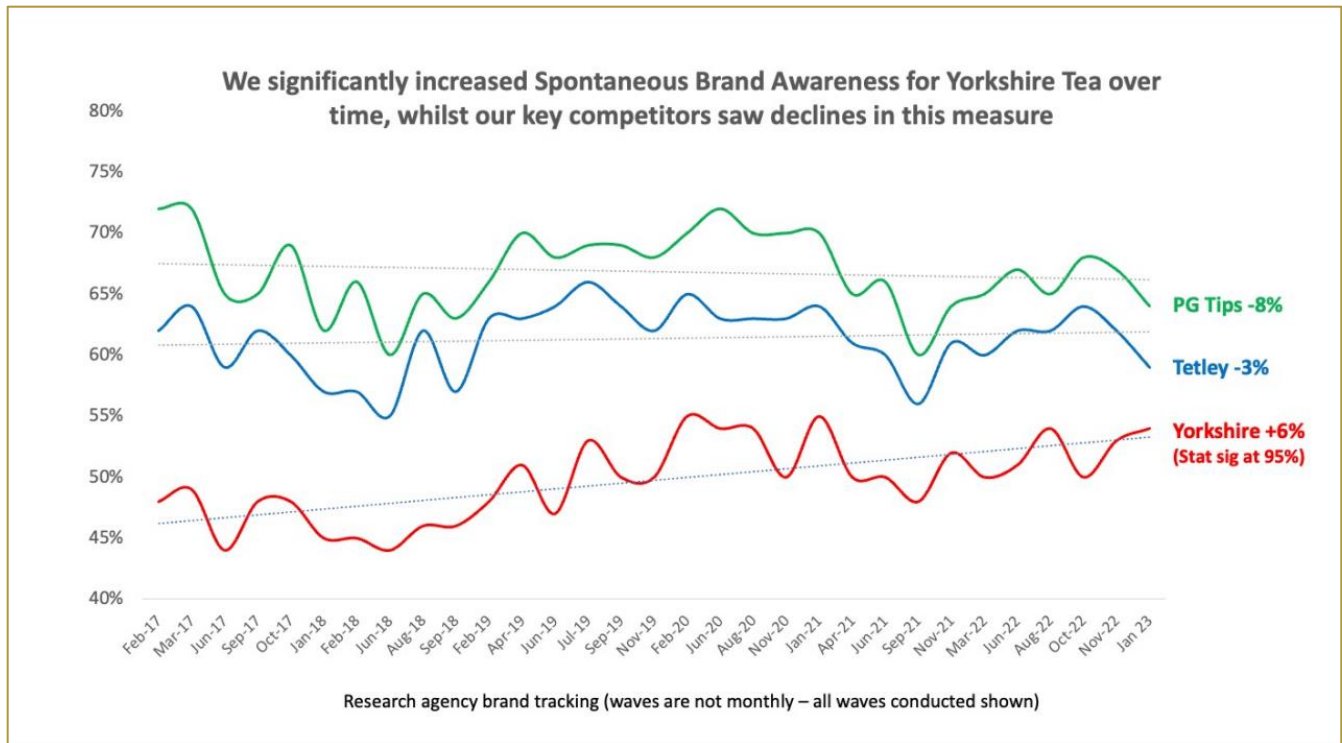
Since the campaign began, spontaneous Awareness of Yorkshire Tea has increased 6% (a statistically significant rise) whilst Tetley and PG Tips have declined 3% and 8% respectively.

Context

As mentioned, spontaneous awareness is a slow measure to move in such a habitual, established market, but the data show a clear and steady growth in Yorkshire Tea's salience over time, rising from 48% spontaneously aware pre campaign to 54% in the latest tracking wave.

By comparison PG Tips has dropped from 72% to 64% spontaneous awareness, and Tetley from 62% to 59%, in the same period.

This shows we have made Yorkshire more top of mind for tea buyers



Marketing Objective #2

Significantly increase quality perceptions of Yorkshire Tea.

List result

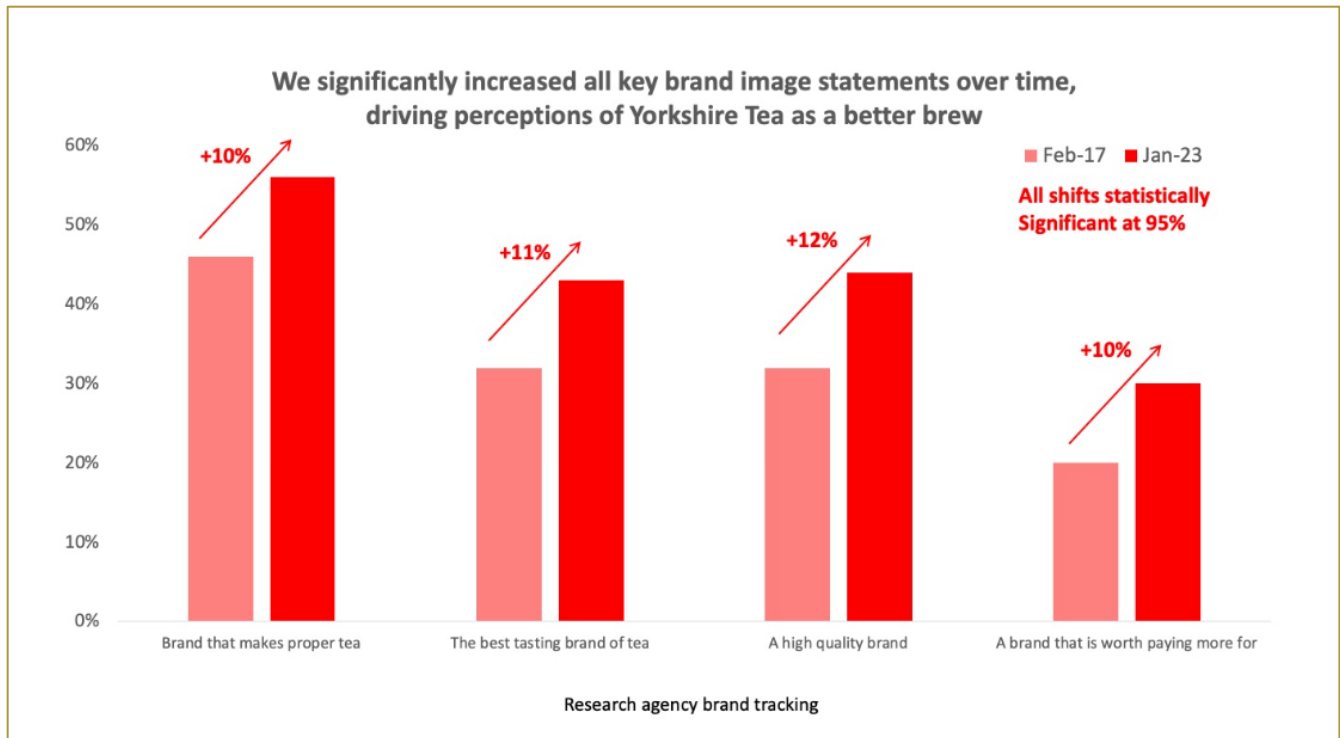
Increases in image statements since the campaign began:

- 'Makes proper tea' +10%
- 'Best tasting brand of tea' +11%
- 'High quality brand' +12%
- 'Worth paying more for' +10%

(All statistically significant)

Context

In a habitual market with such consolidated leaders, to move image perceptions upwards is a great accomplishment. To generate double digit increases across the board – as shown here – is a massive one.



Marketing Objective #3

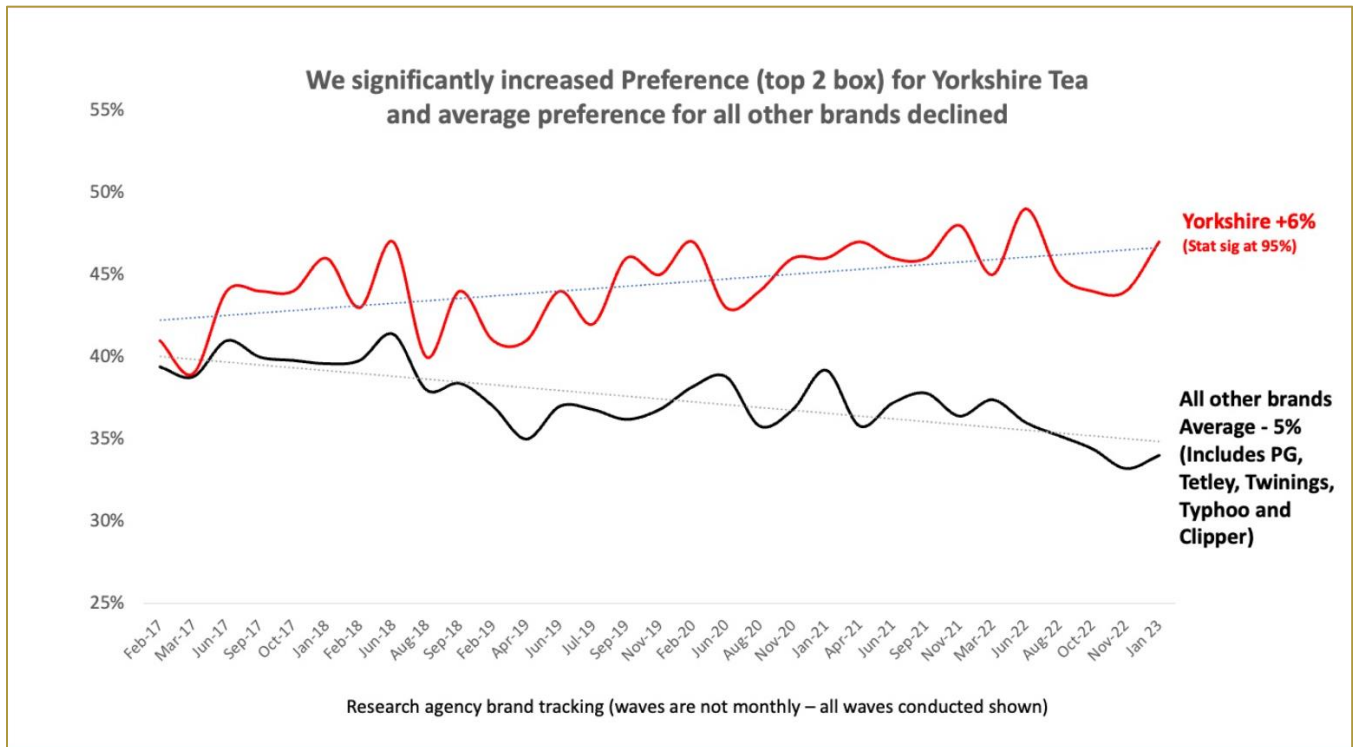
Significantly increase top 2 box preference for Yorkshire Tea.

List result

Since the campaign began, top 2 box preference for Yorkshire Tea has increased a statistically significant 6%, whilst declining on average for other brands.

Context

The gradual divergence in preference seen in the market, with Yorkshire Tea consistently increasing and the average of all other brands decreasing, is even more impressive when you consider that Yorkshire is sold at a large premium to the competition.



Campaign Objective #1

Achieve (and maintain) overall campaign recognition of at least 40%.

List result

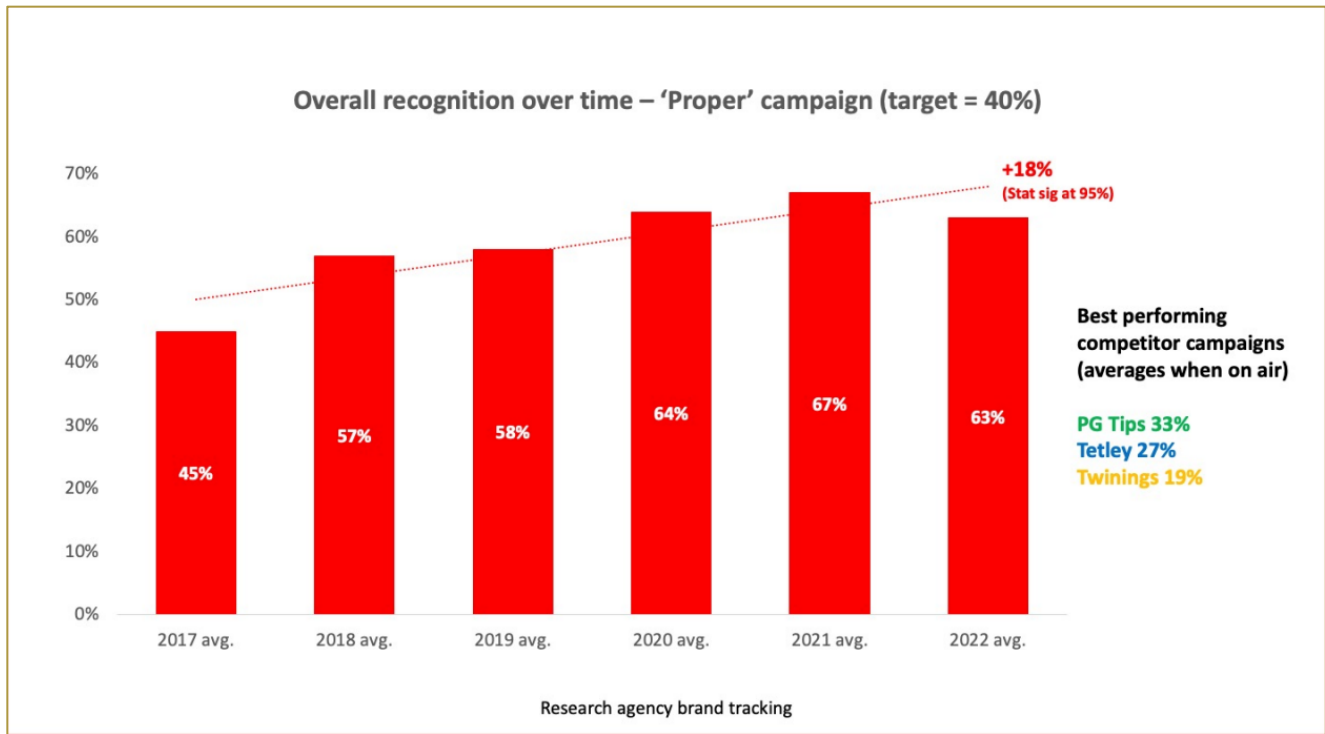
Campaign recognition was 45% in the launch year (2017), beating our target, and rose to 60%+ as the creative style wore-in over the following years.

Context

The strong recognition scores for the campaign, which smashed out target, are even more impressive when viewed in the context of competitive work.

Because other brands chopped and changed with new ideas and executions, none of them managed to generate recognition of more than 33%.

But by remaining consistent in strategy and execution over time the Proper campaign grew recognition from 45% in year one to a high of 67%.



Campaign Objective #2

Achieve and maintain correct brand attribution of at least 60%.

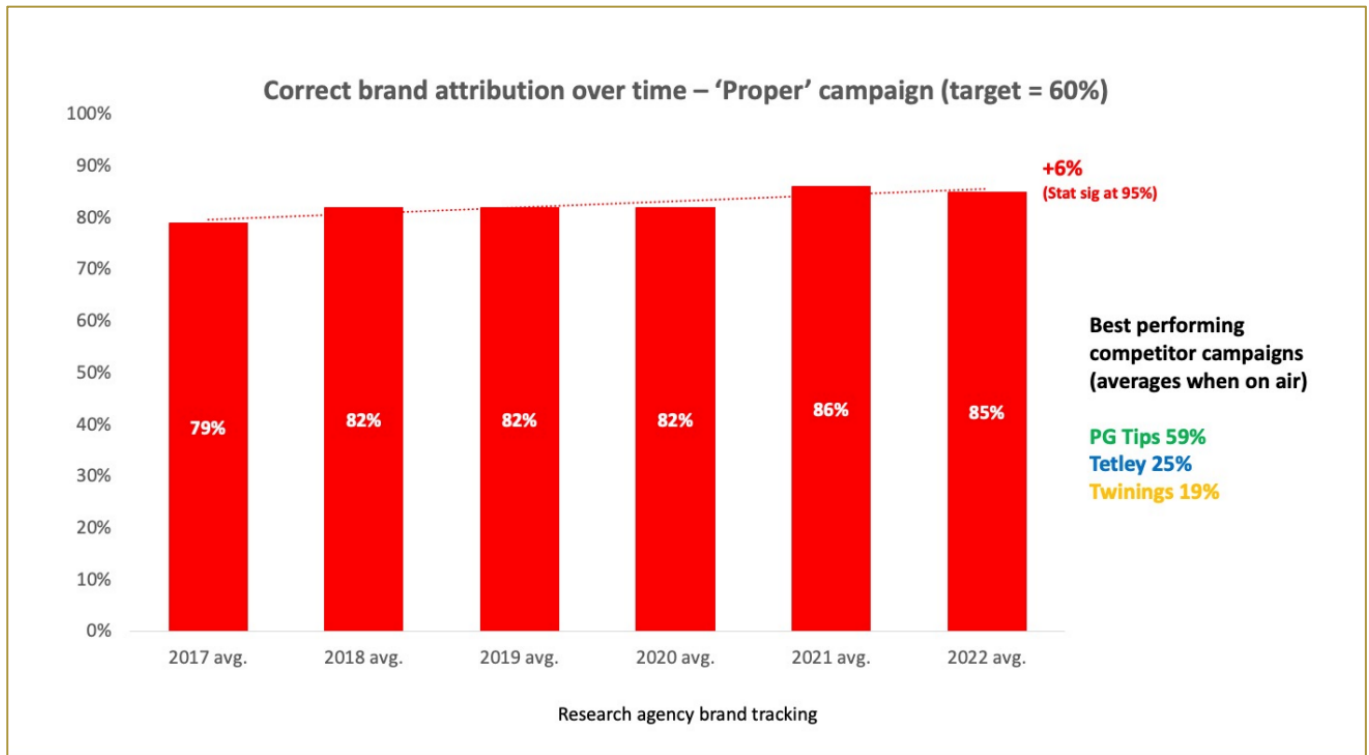
List result

Correct brand attribution was 79% at launch, smashing our target, and had increased to 85% by the end of 2022.

Context

To achieve an instant brand attribution of 79% is nothing short of astonishing and was heralded by the research agency as amongst the highest results they'd ever seen.

The fact that brand attribution has continued to increase from this high beginning is testament to the power of consistency.



Campaign Objective #3

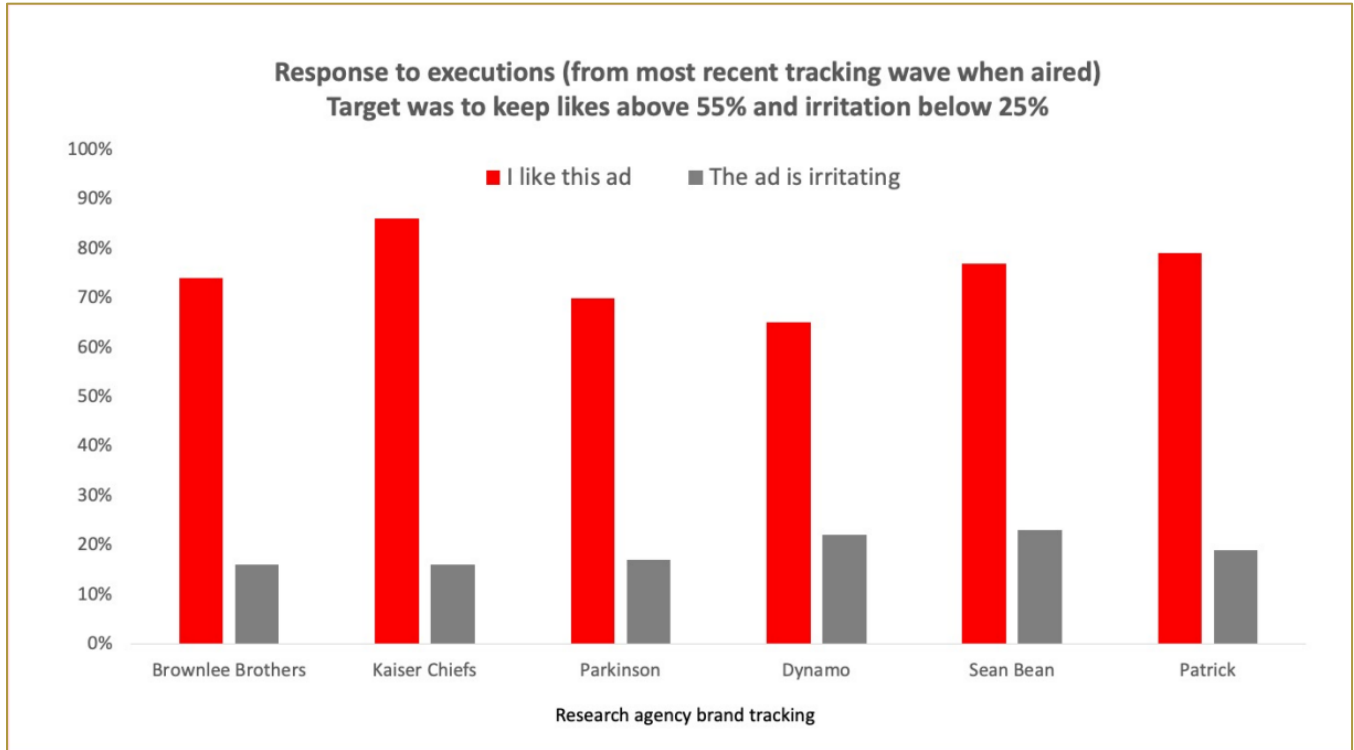
Keep likeability high and irritation low as the campaign wears in.

List result

Even after many airings, likeability has never dropped below 65% for any execution in the campaign, and dislikes have never risen above 23%.

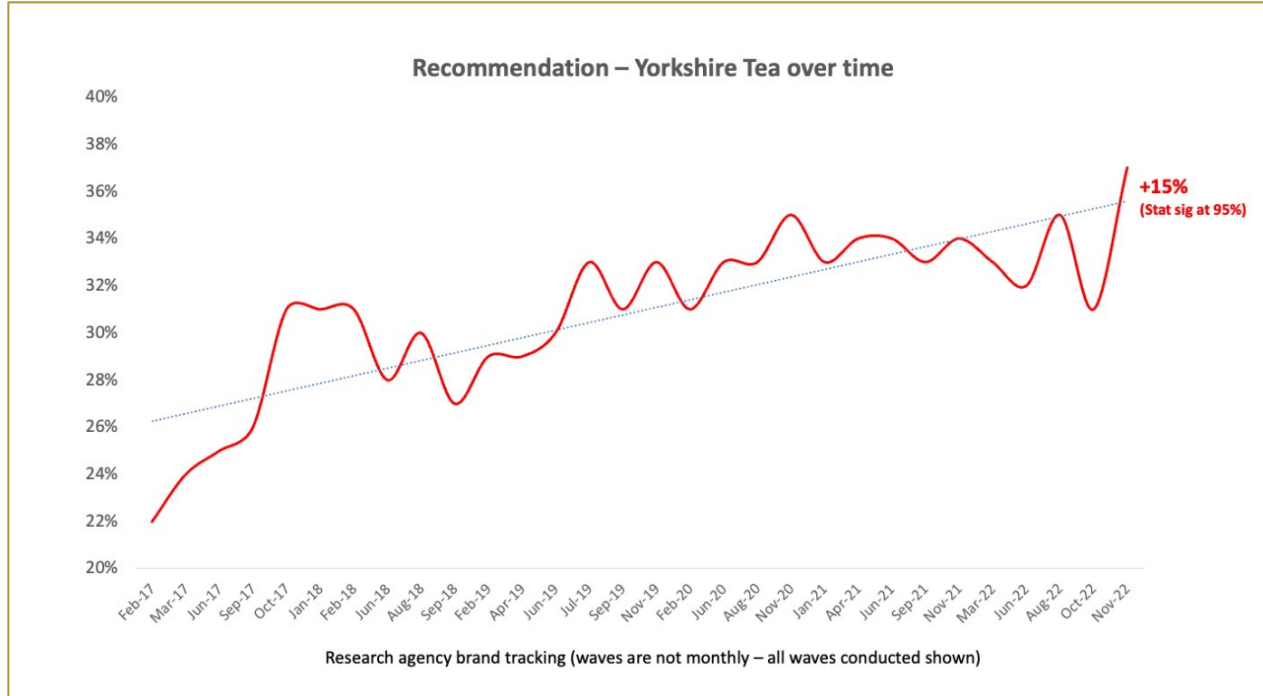
Context

These likability scores are a reminder that we as an industry get bored of ads long before consumers do - especially when the ads are consistently entertaining and funny!



Additional Results

Whilst it was not a core objective, our ‘Proper’ platform has had an incredible effect on recommendation levels. Since the campaign began, the brand has seen an incredible 15% rise in those claiming they would recommend it to others (from 22% to 37%). This demonstrates the cultural impact positioning Yorkshire Tea as the place ‘Where everything’s done proper’ has had.



4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

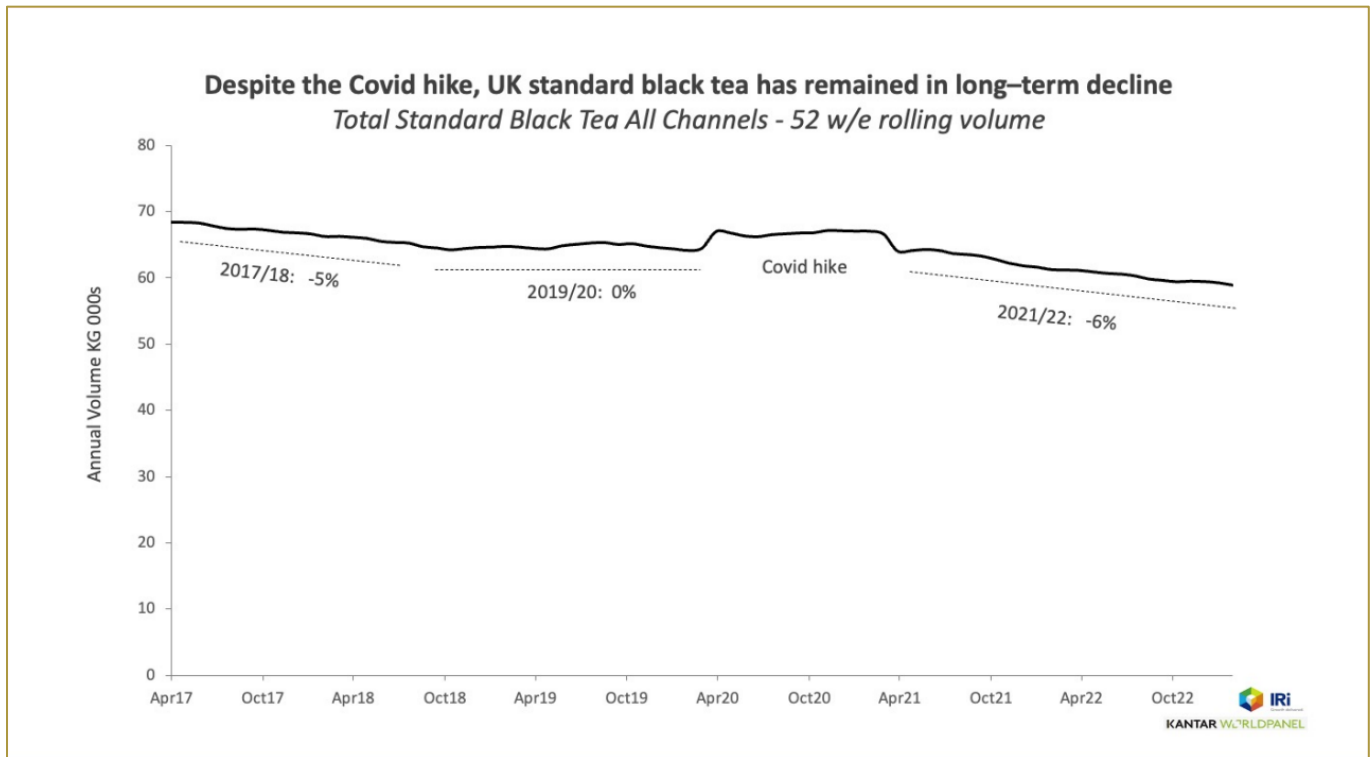
- Business Events (e.g. changes in supply chain, government regulations)
- Societal or Economic Events (e.g. changes in economic, political, social factors)

Explain the influence (or lack of influence) of the factors you selected.

The entire UK black tea market saw cost of goods go up post Brexit and during Covid as a result of supply chain shortages, forcing many brands, including Yorkshire Tea, to raise prices.

The Covid pandemic also saw the overall black tea market briefly reverse its pattern of long-term decline as more people stayed home drinking tea and panic buying cleared supermarket shelves. This resurgence was short-term effect and the pattern of market decline soon reasserted itself. See chart below.

Of course neither of these factors can account for Yorkshire Tea's success versus other brands because they both affected the entire market.



Data sources Section 4

- Volume shares are based on 52 week rolling data sourced from Kantar Worldpanel IRI.
- Price Index versus the market sourced from Kantar Worldpanel IRI and includes base price and any promotional deals.
- Spontaneous Awareness, Brand Perceptions, Preference, Campaign Recognition, Brand Attribution and Likability all sourced from Yorkshire Tea's brand tracking survey, conducted by their research agency - waves are conducted 5 times per year and each wave surveys 1000 UK respondents.
- Any other sources are cited in the text.

Contact Effie

QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., contact: effieuk@effie.org . You can find the Entry Kit, Entry Form templates and other useful guidance at <https://marketing.effie.org/effie-awards-united-kingdom-2024-1> .

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