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BAILEYS SPONSORS SEX AND THE CITY

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CASE STUDY



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Background

Despite being an enormously popular drink, consumption of Baileys was concentrated during the Christmas season. Baileys also needed to shake off lingering associations with 'sweetness' and a conservative kind of femininity. The brand needed to increase the frequency of purchase outside of the traditional festive period and promote positive brand associations. Prior to the sponsorship, new advertising creative had begun the repositioning of Baileys as "a sensuous drink for sassy women". However, the challenge to Baileys' agency Carat was to convey this message even more effectively and beyond traditional media. To achieve this, Carat needed to communicate with a young, socially active female audience.

The Programme

Quickly established within the E4 and Channel 4 schedules, *Sex and the City* is the hip, stylish, witty, polished comedy drama series which follows the mating and dating games of four New York thirty-something women. Uncompromising and groundbreaking, the series tackles real life issues realistically, responsibly and, most often, hilariously.

The Sponsorship

This was Baileys' first ever broadcast sponsorship in the UK and was designed to work alongside their "Let your senses guide you" advertising campaign. The sponsorship creative was one of the first under the revised ITC guidelines allowing product to be featured on-screen. The on-air credits avoided obvious shots of the Baileys bottle and instead focused on rich, beautifully shot images of the drink itself being poured over ice, thereby conveying the main theme of sensuality.



Results

- Sales of Baileys have increased by 14% year on year.
- Focus groups confirmed the appeal of the creative which subtly reflected themes within *Sex and the City* itself.
- Research carried out by Millward Brown between January and March 2001 showed that awareness of the brand was up by 26% vs. the previous Feb/March. The sponsorship of *Sex and the City* was part of upweighted media activity pre Christmas, which would have also impacted on this awareness level.
- The sponsorship of *Sex and the City* was part of the multi-media plan to achieve reappraisal of the brand - as the sponsorship was the only TV presence post Christmas, it is safe to say that it played a key role in continuing to drive reappraisal.
- There was a 60% growth in awareness of Baileys' sponsorship of *Sex and the City* amongst 18-35s from January to March 2001.
- Three quarters of those aware said the sponsorship was appropriate.

From the Client...

Sue McDermott, Baileys Marketing Manager:

"Our association with *Sex And The City* has proved to be a genuinely effective way of engaging our target audience. We are delighted with the results of our sponsorship to date and we are looking forward to continuing our successful association with Channel 4."