

Westgold Butter

CASE STUDY

Challenge

In a challenging economic environment, where price sensitivity was high, Westgold Butter needed to stand out in a competitive dairy market. Consumers, impacted by the cost-of-living crisis, were more selective with their spending, creating added pressure for Westgold to compete with lower-cost alternatives. Kiwis' strong loyalty to familiar brands and the highly competitive nature of the dairy industry made it challenging to differentiate Westgold and convince consumers to switch. As a premium product, Westgold needed a compelling reason for consumers to choose it.

Campaign Strategy

NZME created a strategy that focused on forging a connection with the Westgold brand by promoting its use in Christmas cooking and baking. Recognising that Christmas can be a stressful time for families, the campaign sought to shift the focus from economic concerns to the emotional benefits of homemade gifts and meals. By utilising NZME's multi-platform network and diverse range of brands, the campaign aimed to appeal to a broad audience. ZM day's host Georgia was a trusted voice to lead this campaign. Along with The Hits, the talent highlighted the quality and versatility of Westgold Butter through engaging on-air and online content. Listeners were offered the chance to win Westgold Butter prize packs, plus a series of recipes and tips spanned across Viva and Reset through print and video content.



"We were extremely pleased with the results of the campaign. The integration across multiple mediums, along with our owned channels resulted in one of the most memorable and successful campaigns to date."

-Client



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Campaign Results

The success of the campaign was demonstrated through its impressive engagement, with the average time spent on sponsored content being three times higher than the NZ Herald's usual average engagement rate. Social media content generated 6,104 interactions, reflecting strong consumer interest in the campaign's messaging. Throughout the four-week period, the campaign consistently outperformed expectations, receiving positive feedback from consumers, talent, and the client. The integration of content across NZME's various platforms helped increase brand visibility, leading many consumers to recognise Westgold Butter as the heart of their Christmas cooking and baking. Overall, the campaign positioned Westgold Butter as the premium choice for festive recipes, highlighting the effectiveness of a well-executed multi-channel strategy.

3x

Higher engagement rate

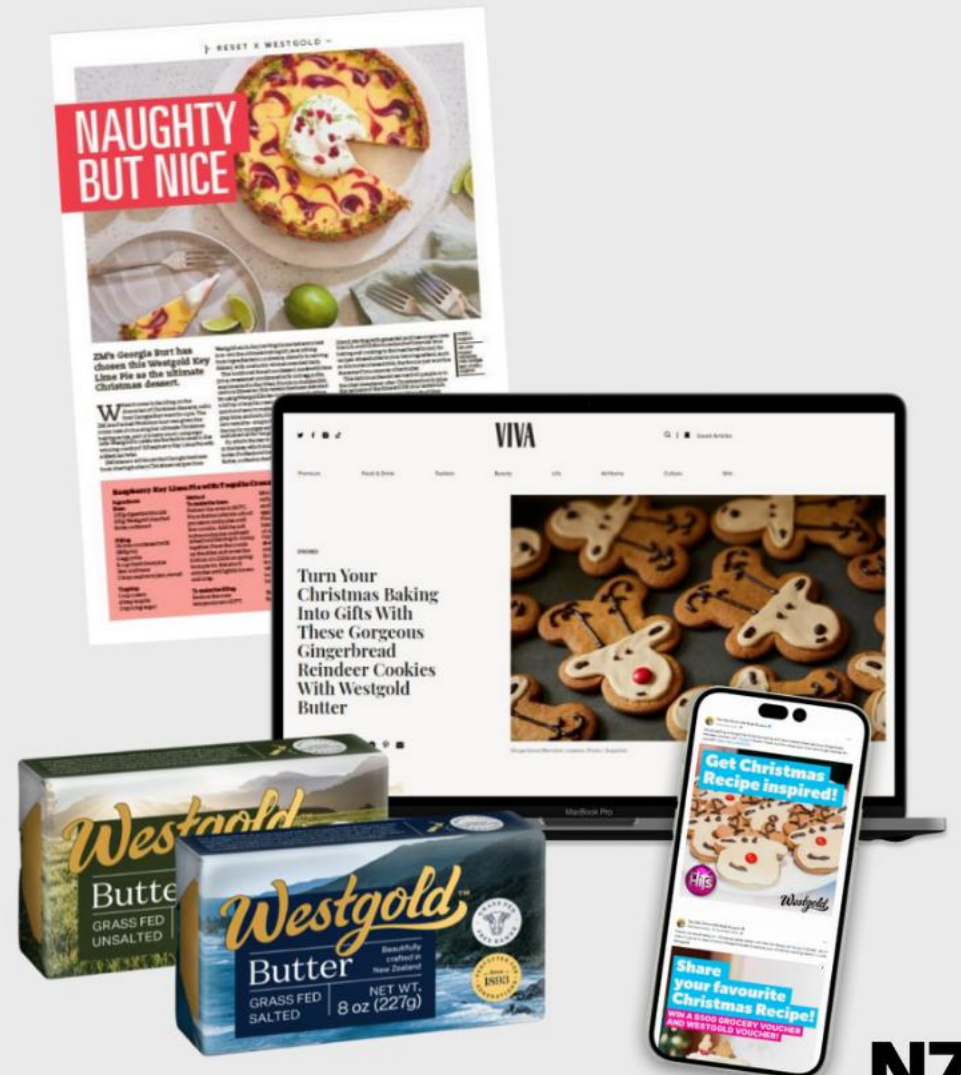
6,104

Social media interactions



"Recipe and occasion-based content has always been a key strategy for Westgold, so utilising NZME's platform allowed us to bring this to life across radio and print. Print allowed us to showcase the visuals of our Christmas recipes, while radio allowed us to bring more personality and interest to the brand via the hosts"

-Client



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