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Advertising — No.2

Building brand equity through advocacy advertising

CLIENT: The Haughton Group (ABF Business Forms, Telefer Packaging, CF Haughton Lithography)

PRODUCT/SERVICE: Commercial printing, business forms and packaging

SITUATION:

C.F. Haughton Lithographic Printing had grown significantly through the acquisition of ABF Business Forms and Telefer Packaging. The owner wanted to rebrand the companies to create synergy under the name The Haughton Group.

OBJECTIVE:

To create awareness and build value for The Haughton Group brand and in the process create a cohesive and unique identity for the somewhat unrelated companies.

STRATEGY:

An "Advocacy" advertising approach that speaks out on issues of importance to Canadians to generate awareness of The Haughton Group and leverage media spending, through themes that would generate additional media coverage and publicity.

TACTICS:

Series of 14 different advertisements, each speaking out on an issue of importance to Canadians, were placed in leading business and financial newspapers. The sponsor in each was The Haughton Group.

Proofs of the advertisements were distributed to 200 selected newspaper and radio personalities across Canada in advance of publication, to generate discussion and publicity for the group.



RESULTS:

Brand awareness for the company increased exponentially. **Measured brand equity for the new company was valued at four times the company's net value**, just six years after the formation of the group.

The impact of the advertisements generated extensive public feedback and media coverage including:

- Requests for reprints of ads were so extensive, that "Rights to reprint freely granted" was added to each advertisement;
- Several community newspapers and company publications regularly reprinted the advertisements at no charge;
- More than 30,000 people responded to the advertisements with 96% in support of the view points expressed;
- National and local networks ran stories on the advertisements;
- Full coverage of the Haughton series of ads appeared in a Globe & Mail supplement on advocacy advertising;
- Innumerable mentions in local and business publications across the country.