



## Case History – Hotel Chocolat

### The Challenge

Hotel Chocolat briefed Media Managers to plan a TV campaign to achieve the following outcomes:

- Increase sales online and in-store in the key Easter period
- Build awareness of new website
- Deliver national coverage based on a stretch budget
- Targeting Core ABC1 Women aged 25-44 years old
- TV as preferred medium for impact, fast coverage and cut-through, using a promotional film already made by client starring 'Beau Bunny'

### The Strategy

- Project managing editing promotional film into TV commercial. Getting Clearcast approvals within 3 weeks
- Late into market and past AB deadlines – daily negotiation to secure best airtime in heavily demanded market
- Negotiated with TV contractors (ITV 2, ITV 3, E4, More 4, Film 4, Food, Really) to get into high profile TV programming and to find strong environmental shows to leverage the messaging (Come

Dine With Me, Choccywoccydoodah, Will & Grace, Feature Films, Grand Designs)

- Daily build and movement of airtime to improve schedule
- Negotiate a robust coverage and OTS on tight investment

## The Outcome

“Morning All,

As we enter the crucial final week of Easter trade I’m delighted to report that we’ve had a few record breaking Easter sales revenue days on our new website.

Yesterday also represented the second busiest day EVER in terms of visitors to our website!”

Digital Marketing Manager. Hotel Chocolat

## The Channels

- Television

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