

Category 15: Best Use of Photography or Design

Title of Entry: Living Al Fresco

Client: Calor

Submitting Agency: The Bright Consultancy

Background

Summer is the key selling season for Calor's Patio Gas™ cylinders and 'al fresco' appliances, such as barbecues and patio heaters.

A lack of new products and tired photography meant they were struggling to achieve standout in the consumer press and position themselves as more than just a gas cylinder retailer.

The aim

Bright was tasked with:

- Moving the brand away from its 'gas' image and associating it with modern, fashionable al fresco living.
- Promoting the new range of al fresco appliances during the key May to September period and increasing Calor's exposure in the lifestyle and home interest media.

How the work meets the needs of the target audiences

- Getting onto the pages of the high-end consumer magazines and national supplements is all about standout photography. Calor's existing stocks were tired and out of fashion. We decided to come up with beautiful, aspirational shots of its new al fresco ranges in order to entice the media and encourage consumers to purchase.
- Calor's appliances range from budget portable barbecues to top-of-the-range outdoor grills so our photography needed to appeal to as wide a range of media as possible.
- We commissioned a well-known interiors stylist and photographer to create a series of images to rival high-end home brands.

Design and creativity

- The challenge was that products for summer 2009 were only confirmed in November, which meant achieving 'summer' shots when it was cold and wet outside. The budget wouldn't stretch to a foreign shoot so we had to think creatively to get what we needed in the UK.
- We came up with **three themes** – traditional country veranda, urban patio and English seaside – with minimum grass or foliage, the main giveaway on the time of year.
- The stylist then **researched homes trends** for the coming season to make sure that our images would appeal to the leading titles.
- The five day shoot gave us a stock of **beautiful hard-working photography** which sparked immediate interest from the homes and interiors editors.
- We arranged a programme of **one-to-one press visits** to our A list media, including home interest magazines, women's titles, men's/gadget titles and the national newspaper supplements. We created eye-catching press packs with photography prints and CDs and talked the journalists through the benefits of the new ranges.
- To reach the remaining media and maintain momentum, we implemented a **weekly photo e-mailer** which ran for three months, with inspiring snapshots and catchy information about the products.

- We took **inspiration from fashion marketing** to create a new season 'look book' of the appliance ranges. The glossy A5 booklet showcased the new photography, grouping it by different themes to inspire the media.
- We sent 100 copies to our closest contacts as a resource to keep on their desks and pull-out when putting together features. The spine was clearly branded to stand out on bookshelves. This easy reference went down well with the journalists and showed the new shots at their best.

Evaluation and measurement

- The campaign had already achieved **over 90 pieces of coverage** with an **EAV of £148,436** and a **circulation of 15,829,259** by the end of June which is only the start of the season, with further coverage expected throughout July and August.
- The quality of the coverage achieved has been fantastic – hitting key trends and shopping pages in the lifestyle press and, in several cases, securing the lead image in large al fresco features.
- Media highlights so far included Ideal Home, House Beautiful, 25 Beautiful Homes, BBC Good Homes, Zest, SHE, Country Homes & Interiors, Daily Telegraph, Daily Express, Nuts TV ivillage.co.uk and channel4homes online. We achieved a six page exclusive feature in Traditional Homes & Interiors magazine worth over £15,000.
- Investing in high-quality photography meant we were able to secure lead spots in al fresco features that otherwise we simply couldn't have achieved and Calor has been able to use the photography throughout its brochures, advertising and online for maximum return on investment.
- The total EAV for coverage throughout the same period in 2008 was £15,572, which means we have achieved a **950% increase**.