

Cassies 2006 Cases

Brand/Case: Purolator Tackle Hunger Campaign

Winner: Services General—Bronze
Small Budget—Bronze

Client Credits: Purolator Courier Ltd, and the CFL

Andrew Bryden, Senior Marketing Manager, Purolator
Tim Maloney, Sponsorship Manager, Purolator
John Cooper, VP Marketing, Purolator
Dana Gladstone, Senior Director, Partnerships, CFL
Natalie Agro, Manager, Partnerships, CFL

Agency Credits: The GEM Group

Mike Gouinlock, President
Ian Cooke, VP
Mark Davison, Account Executive
Katlin Robinson, Account Manager

Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies 1997. The full set for Cassies 2006 can be downloaded from the Case Library section at www.cassies.ca

- Crossover Note 1. What a Brand Stand For.
- Crossover Note 5. The Total Brand Experience.
- Crossover Note 8. Classic Rivalries.
- Crossover Note 32. Internal Marketing.

To see creative, go to the Case Library Index and click on the additional links beside the case.

EXECUTIVE SUMMARY

Business Results Period (Consecutive Months): January 2005 – December 2005
Start of Advertising/Communication Effort: June 16, 2004
Base Period for Comparison: January 2004 – December 2004

Purolator Courier is the leader in a courier category that is very fragmented and has limited growth potential. It is Canadian owned and operated, and fights for market share against U.S. based competitors with very deep pockets. **Crossover Note 8.**

In 2002, FedEx was perceived to be the market leader, and UPS had the highest share of voice. The challenge was for Purolator to break through the clutter, using fewer dollars.

The answer was the *Purolator Tackle Hunger* program. It was a partnership between Purolator, the Canadian Association of Foodbanks (CAFB), and the Canadian Football League (CFL). It launched in June 2003.

Purolator Tackle Hunger reached three targets: Consumers, Customers, and Employees. The annual budget (media, production, rights fees and activation) was less than \$800,000.

In 2005, Purolator increased its revenue from customers participating in the program by an average of 41 percent versus 2004. This generated a program ROI of over 22:1.

At the same time *Tackle Hunger* generated the equivalent of over 275,000 lbs of food for foodbanks across the country. And our employees have rallied around the cause, building local *Purolator Tackle Hunger* extensions from coast to coast.

SITUATION ANALYSIS

In 2002, there was a wide gap between the market's perception of Purolator and its leadership position. UPS and FedEx had heavily invested in brand building television, with each outspending Purolator in traditional media by over \$1,000,000 annually.

Purolator saw a way to leverage its relationship with the CAFB and the CFL to counteract this.

The cause of hunger had not been associated with any leading Canadian-based company. So in late 2002, Purolator decided to focus its philanthropic efforts on hunger, signing an agreement with the Canadian Association of Foodbanks. (CAFB)

Meanwhile, the CFL was on the rebound, and under new leadership. It had national appeal, and it was in line with Purolator's attributes of teamwork and being Canadian.

These were the ingredients needed for the *Purolator Tackle Hunger* program, which had the following objectives:

Business Objectives

- Address competitive pressures from UPS and Fedex
- Increase share of wallet with existing Purolator customers
- Drive donations to local foodbanks

Brand Objectives

- Create meaningful and relevant experiences with the brand
- Enhance core attributes **Crossover Note 1** of reliability, accessibility, teamwork and being Canadian
- Engage employees to deliver these brand attributes. **Crossover Note 32.**

Communication Objectives

- Enhance the visibility of Purolator at the national and regional level
- Create awareness of Purolator's commitment to local communities across Canada

STRATEGY & INSIGHT**Philanthropic Insight**

Purolator selected hunger as its cause because it resonates across the country and touches a broad range of demographics. For the first time, employees could also rally around a national cause. Employees, especially the courier base of over 3500, are the face of the organization. They can be used as an extension of the marketing mix, as long as they are truly engaged in delivering the brand experience. **Crossover Note 5.**

Marketing Property Insight

One of the highest profile assets associated with the CFL is the Grey Cup trophy. It is a uniquely Canadian cultural icon. However, it did not have much visibility outside the actual championship game.

The CFL is a tight-knit community with very passionate and knowledgeable fans. As one of its key broadcast partners, TSN was interested in programs that they could integrate with their broadcast, beyond traditional television commercials.

Key Insight

Although FedEx and UPS are world class brands, they could not claim to truly support local Canadian communities. Purolator could differentiate itself by doing this, with consumers, customers and its own employees.

EXECUTION

In 2003, we launched *Purolator Tackle Hunger* as a means for Purolator to activate its sponsorship of the CFL through non-traditional media. The multi-tiered approach had three components – Consumer, Customer and Employee programs

Consumer Program

When a quarterback was sacked behind the line of scrimmage during a regular season game, Purolator donated his weight in food to the local food bank—with the TSN broadcast team announcing the donation. The “Purolator Sack Tally” had a high profile through broadcast, and a dedicated CFL splash page. We also ran TSN-produced TV commercials, getting significant exposure for minimum production spend and media cost.

In the first year, Hamilton Tigercat quarterback Danny McManus was the spokesperson in two fifteen second commercials, broadcast nationally throughout the season. In years two and three, TSN football analyst Chris Schultz was featured.

Couriers appeared in commercials in the second and third years, highlighting Purolator’s commitment to alleviating hunger. And in 2004 we introduced commercials driving fans to stadiums on Purolator game days.

In eight of nine CFL cities, we had in-market activity. We shipped the Grey Cup, by Purolator of course, from market to market and delivered it in a branded Purolator case.



Game ball delivery



Food drive booth

At the “Purolator Tackle Hunger Booth,” for a donation to the local foodbank, CFL fans had their picture taken with the Grey Cup, and got the photo in a branded sleeve. In certain markets branded trucks also delivered the game ball to the referee. At half-time, a Purolator executive presented an oversized cheque to the local foodbank, highlighting the amount of food raised at the Purolator booth that day.

Purolator Customer Program

In each market, local Purolator sales representatives contacted larger customers for an on-site *Purolator Tackle Hunger* experience.

LAST YEAR, WE RAISED THE COMBINED WEIGHT OF ALL THE PLAYERS IN THE CFL IN FOOD DONATIONS.

Purolator is inviting its most valued customers to join the Purolator Tackle Hunger Program. Last year, with the help of our customers, we raised the equivalent of over 142 truckloads of food for local food banks across Canada.

This year, we want you and your company to help us raise even more. And when you join the Purolator Tackle Hunger team, we'll deliver the Grey Cup right to your door!

When you organize a Purolator Tackle Hunger Food Drive in your company, Purolator will bring the Grey Cup to your office where your employees will be able to pose and have their picture taken with the Cup. One hundred percent of all donations will be used by your local community food bank to help those in need.

What's in it for you?
Involving your company in a Purolator Tackle Hunger food drive can help build a sense of community spirit and pride among your employees. It's your chance to give something back and help food banks in your community and across the country.

What's in it for your employees?
Besides the satisfaction in knowing they're helping to make a difference, your employees will have the once-in-a-lifetime opportunity of holding the Grey Cup. They'll be able to pose with it and have their picture taken commemorating the occasion.

How do I get involved?
Simply contact your Purolator representative for more information on how you can involve your company and challenge your employees to weigh in on hunger.

Purolator Tackle Hunger **CFL**

Purolator Customer Sell Sheet



Purolator Customer Grey Cup visit

This gave Purolator the opportunity to interact with C-level decision-makers. In 2005, Purolator delivered the Grey Cup trophy to more than 75 top clients for a photo session with employees, families and friends. This led to dramatic increases in share of wallet. (See later.)

At Grey Cup week, Purolator was the title sponsor of the CFL Commissioner's Game Day Luncheon. Robert C. Johnson, President & CEO of Purolator, and the Right Honourable Michaëlle Jean, Governor General of Canada, welcomed fifteen Purolator customers and guests, as well as national politicians, provincial premiers, dignitaries, and members of the business community.

Mr. Johnson highlighted Purolator's commitment to grassroots communities across Canada. CFL Commissioner Tom Wright spoke about the successes of the partnership between the league and Purolator and how proud the CFL is to be joining Purolator in the cause of hunger. Chris Schultz, the spokesperson for the program, revealed the final tally of food raised in 2005 and reinforced Purolator's leadership by challenging the business community to join Purolator in its cause.

It could not have been a more Canadian event than a Canadian company sponsoring a Canadian sports league in front of Canada's head of state, Canadian politicians and the Canadian business community.

Purolator Employee Program

Buy-in from employees was integral to success. They seized on the opportunity to participate in the cause.

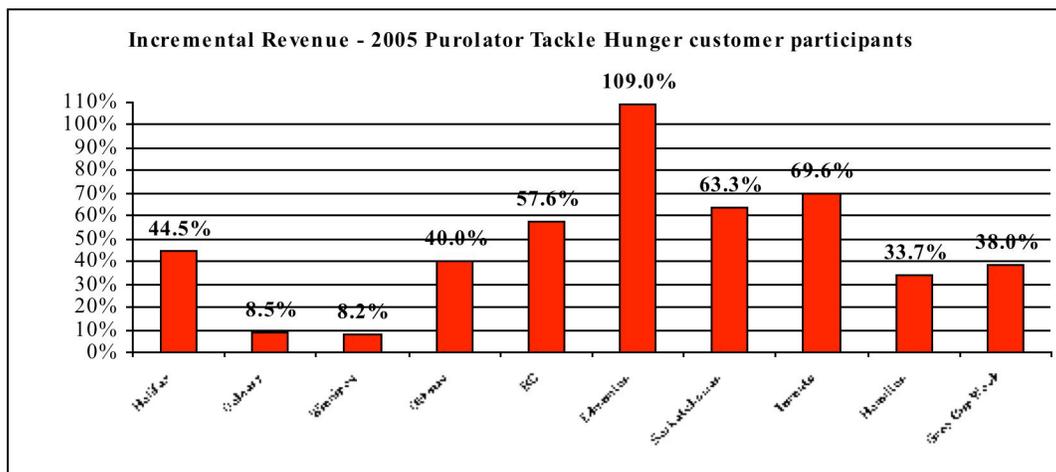
The delivery of the Grey Cup trophy became the top priority for the national network, reinforcing Purolator's reliability, and its ability to ship critical items. In each CFL market, the Grey Cup trophy featured at food drives in support of local food banks. In certain markets, there were contests among employees for the chance to make the ceremonial kick-off. And whenever there was an opportunity to conduct food drives during Grey Cup parades, volunteers built and staffed a float.

We also ran contest to find the employee who best represented "living the brand." The winner delivered the game ball to the referee at the 2005 Grey Cup game. They also had the thrill of a lifetime walking onto the field in front of 60,000 fans in BC Place.

BUSINESS RESULTS

Incremental Sales Generated

The primary business objective was to establish stronger relationships at the C-level, leading to greater share of wallet. This was significantly achieved:



*Source: Purolator Customer Revenue Reporting June 2006

The 2005 annual revenue of program participants versus their 2004 annual revenue increased, on average, by 41.3 per cent. In fact, for every dollar spent (on advertising, production, rights fees and customer hosting activity), the program delivered a return of \$22 in incremental 2005 revenue.

Food bank donations

The table shows the amount of food collected:

<i>Region</i>	<i>2004 Dollars</i>	<i>2004 Food</i>	<i>2004 Total (lbs.)</i>	<i>2005 Dollars</i>	<i>2005 Food (lbs)</i>	<i>2005 Total (lbs.)</i>
Halifax		0	0.00	\$4,200.00	2,065	10,465
Calgary		0	0.00	\$2,834.35	1,940	7,609
Winnipeg	\$ 6,095.00	1725	13,915.00	\$3,449.37	2,397	9,296
Ottawa	\$ 1,635.00	675	3,945.00	\$4,000.00	1,500	9,500
Vancouver	\$ 6,000.00	3000	15,000.00	\$5,616.71	2,790	14,023
Edmonton	\$15,000.00	10000	40,000.00	\$18,600.00	14,336	51,536
Regina	\$4,200.00	4400	12,800.00	\$6,299.00	7,011	19,609
Toronto	\$1,675.00	710	4,060.00	\$5,000.00	4,100	14,100
Hamilton	\$ 6,700.00	4300	17,700.00	\$2,164.00	5,000	9,328
Grey Cup		0	0.00	\$2,199.00	n/a	4,398
CAFB	25,000.00		50,000.00	\$25,000.00	n/a	50,000
Sack Tallies		60882	60,882.00	n/a	80,750	80,750
TOTALS	\$ 66,305.00	85692	218,302.00	\$79,362.43	119,824	278,549

*Data compiled with the help of the regional CAFB affiliate food banks. \$1 = 2lbs of food

CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

Increased Share of Wallet

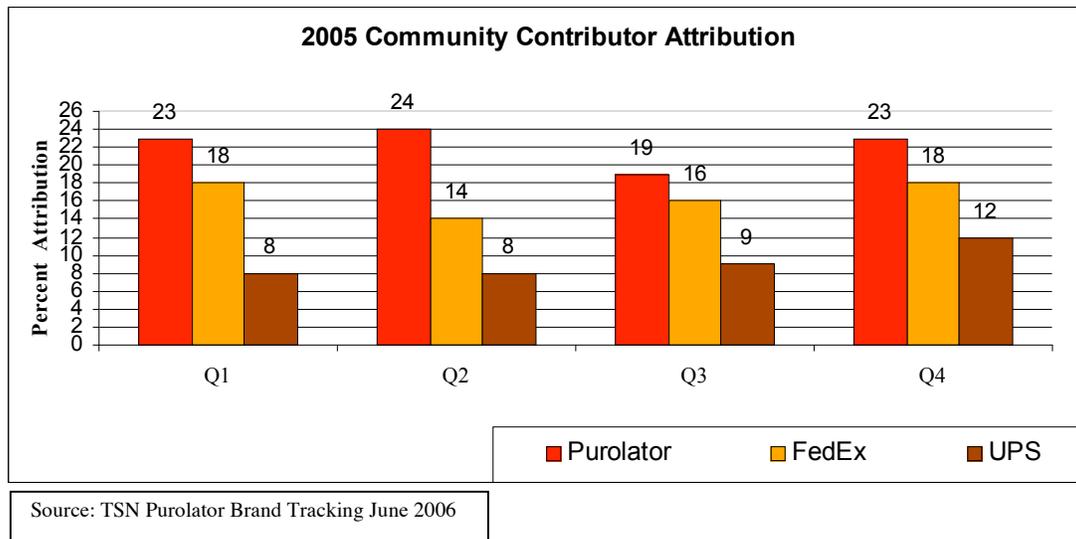
The program is the only thing that could have caused the 41% revenue increase from participating clients.

Program Awareness

PR activity delivered high visibility of Purolator across the country. At over six million impressions, broadcast and print reinforced awareness of the program and enhanced brand attributes.

PUROLATOR TACKLE HUNGER MEDIA SUMMARY				
Site	2004 Media Hits	2004 Media Impressions	2005 Media Hits	2005 Media Impressions
Halifax	0	0	7	398,022
Winnipeg	1	21,000	3	131,000
Calgary	0	0	4	233,382
Ottawa	6	227,000	6	390,689
Vancouver	1	241,022	11	1,836,966
Edmonton	0	0	19	1,256,700
Regina	6	391,430	9	370,169
Toronto	2	675,000	13	1,015,016
Hamilton	2	340,745	6	415,418
TOTAL	18	1,555,452	78	6,047,362

Community Involvement



Shipping decision makers in Canada see Purolator as a leader in the community. In 2005, Tracking puts Purolator as the greatest grassroots contributor in the Canadian market. This leadership helps create an emotional connection between Purolator and customers.

Employee Engagement

The program has inspired employees to contribute to food banks across the country. As the face of the brand to our customers, employees have served as local champions. They have delivered on key attributes of reliability, accessibility and being Canadian. The program has also inspired other activities:

- Guinness Book of World Record try for most food donation collected at one event.
- Adopt-a-foodbank program created for 100 Purolator depots and 100 local foodbanks.
- National Purolator Tackle Hunger Week, raising over 25,000 lbs from employees.
- Local challenges between employees and customers throughout the year.
- Dedicated hotlines aligned to local depots for transportation of food to foodbanks.
- Couriers facilitating delivery of Christmas hampers to those in need.

The Purolator Tackle Hunger program has become the cornerstone for a comprehensive Social Marketing strategy. A French language program will be introduced in 2006 with the addition of the Montreal market. Food drive components have become mandated as integral elements of regional marketing communications platforms.