

Cassies 2006 Cases

Brand/Case: Canada's Worst Driver

Winner: Events, Seasonal & Short Term—Bronze

Client Credits: Discovery Channel Canada.

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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 10.** Conventional Wisdom—should it be challenged?
- Crossover Note 27.** Share of Mind. Share of Voce. Spending.
- Crossover Note 30.** Reach and Frequency versus Large-Space Impact.

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): October 2, 2005 – December 31, 2005
Start of Advertising/Communication Effort: September 19, 2005
Base Period for Comparison: October 2, 2004 – December 31, 2004

Discovery needed a home-grown Canadian success story, and “Canada’s Worst Driver” was chosen to carry the flag.

Its debut attracted the highest audience ever for a Canadian program on Discovery Channel. And in its regular Monday night timeslot, it beat the previous year’s audience average by 65%. By the end of its run, Canada’s Worst Driver was Discovery’s third-ranked show in primetime, behind such American heavy hitters American Chopper and MythBusters.

This response has had a major effect on sales, as detailed later under Results.

SITUATION ANALYSIS

Discovery Channel entered 2005 as the #1 non-sports specialty network in Canada for Adults 25-54, and held that position going into the Fall. This ranking was driven by three top programs – American Chopper, MythBusters, and American Hot Rod – but they had limited growth potential and we needed a new Canadian hit to build on our momentum.

With Canada’s Worst Driver, we felt we had a promising series. It would be the cornerstone of Discovery’s fall promotional effort.

Raising awareness and viewership were the primary objectives, but achieving them would be more challenging than ever before:

1. Until then, Discovery’s “promotables” were all American programs, backed by heavy US promotion that spilled into Canada. The hosts of those shows were recognizable, as were the themes. For example, the host of Monster Garage, Jesse James, was voted as one of People Magazine’s 50 most beautiful people. He dated and eventually married actress Sandra Bullock, appeared on The Tonight Show with Jay Leno, and built bikes for celebrities like Shaquille O’Neal. You couldn’t buy that sort of visibility with our limited budget. **Crossover Note 27.**
2. When it debuted on the night of Sunday, October 2, Canada’s Worst Driver was up against Desperate Housewives on CTV. And when it shifted to its regular timeslot at 10 pm on Mondays, it had to compete with CSI:Miami.
3. Typically, a series runs for thirteen weeks. Canada’s Worst Driver’s had eight episodes over five weeks. We had to attract a large audience right from the start.

Faced with these challenges, we began work.

STRATEGY & INSIGHT

Everyone knows a bad driver, and some of us will even acknowledge being bad drivers ourselves. Secondly, tales of bad drivers, assuming no one is hurt, tend to get a laugh.

We used these insights to guide the development of the campaign.

The Audience: We commissioned a segmentation study from Human Capital in the UK. We learned that our core viewer (59% of the audience and over 77% of viewing) loves cars and bikes and programs related to them. Research also uncovered a broader group that appreciates entertaining programming, regardless of the topic.

We needed a campaign that would attract this broader audience without alienating the fans of American Chopper, Monster Garage, and American Hot Rod.

Creative: This had to be entertaining to pique our audience's curiosity. And it had to have a call to action – the air date and time. We also decided that every execution would leave a “mark” — a skid mark; a bent traffic sign, broken glass, or other visual cue. Wherever an ad appeared, it was clear that Canada's Worst Driver was here.

Media: We used television nationally, cross-promoting on TSN and Comedy Network, with 30-sec promos on seven of the target's top ten channels – including Discovery itself.

In Toronto, to the best of our knowledge, we were the first to use taxi wraps. We also got cars from the scrap-yard, branded them with Canada's Worst Driver wraps, and had Abrams Towing drive them round town and on the highways. **Crossover Notes 10 and 30.** We filled out the mix with Radio, Cinema—and Daily Newspapers for the Sunday debut.

EXECUTION



Taxi cab ads

- Toronto
- September 26 x 6 weeks
- 15 Taxi Cabs
- Are those real scratches and dents?

Tow Truck “guerrilla” mobile advertising

- Toronto
- 5 Tow Trucks
- September 26 x 2 weeks
-



Tow Truck

Was that a victim of Canada's Worst Driver?

Transit shelter posters

- Toronto, Vancouver, Calgary
- September 26 x 4 weeks



Transit Shelter

A smashed beacon – Canada's Worst Driver must have been here!



Transit Shelter

A mashed pylon – Canada's Worst Driver was here!

BUSINESS RESULTS

- The first two episodes on Sunday, October 2 attracted 215,000 A25-54 – 156% more than last October's average.
- Canada's Worst Driver was the second highest Canadian program ever to air on Discovery Channel for A25-54
- Mondays 10pm averaged 142,000 A25-54 – 65% higher than the same time last year (and 42% above the audience estimate)
- Canada's Worst Driver was the top-ranked show each night it was on air – beating MythBusters and Monster Garage
- Canada's Worst Driver was the top-ranked episode out of all non-sports specialty channels four out of seven weeks it was on-air
- Canada's Worst Driver was the top-ranked Canadian A25-54 episode of the year – 23% higher than the closest one – How It's Made
- Audiences were:
 - ⇒ 2.7 times greater than the Discovery average for October
 - ⇒ 3.0 times greater than the Discovery average for the year
 - ⇒ 42% higher than the average for all other top Canadian shows in 2005

As a result, a second season of CWD was commissioned

Late Breaking News

Sales reps are currently out selling Season Two. In 2005, they couldn't find an advertiser to sponsor the series, because it was unproven. Due to CWD's performance in Season 1, we already have a sponsor signed up for Season 2. This sponsor *tripled* their spend on Discovery. This is contributing more than 50% of the *total* revenue generated last year. And our sales group projects we will triple this revenue based on current trends.

CAUSE & EFFECT BETWEEN ADVERTISING AND BUSINESS RESULTS

There's always more than one factor that makes a television show a success, not the least of which is good content. However, for Canada's Worst Driver, we're confident advertising was the primary factor in drawing such a large audience:

1. Prior to its premiere on October 2, advertising and PR were the only ways Canadians could know about Canada's Worst Driver.
2. The host was not a big celebrity draw
3. Although we did not have formal research, we had enthusiastic feedback from several sources to confirm that the message was getting through [information was provided].