

Winner

Brand Sainsbury's **Agency** Abbott Mead Vickers BBDO

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The Grand Prix is awarded to the brand that has pushed the boundaries of what marketing can achieve, demonstrating a level of innovation, insight and effectiveness that puts it head and shoulders above the other winning entries.

This year, the judges picked Sainsbury's as their winner. This was not just in recognition of the supermarket's lauded 'Feed your family for a fiver' initiative – which has clinched top prize in the marketing communications category – but also a sizeable nod to the rejuvenation of the supermarket's fortunes.

The judges felt that Sainsbury's timely and clever reaction to the economic situation was the culmination of five years in which the brand has been transformed from a jaded retail giant into a national success story, with marketing at the heart of its strategy.

The turnaround has been built around its strapline "Try something new today", which aims to invigorate shoppers by giving them simple, achievable recipe ideas.

Last year, the retailer planned to capitalise on the campaign's success, but the economic downturn brought about a change in the consumer mood. The strategy needed to be repositioned to reflect collective belt-tightening, or Sainsbury's faced losing sales to its rivals, which were perceived as cheaper options.

It discovered that shoppers thought a family meal from Sainsbury's would cost more than it actually did. So it challenged this idea by offering a range of family meals that could be bought for less than £5.

Thirty meals were created as part of the 'Feed your family for a fiver' scheme, including crispy fish pie and 'lovely lamb burgers'. Recipe cards were printed and the initiative was profiled in TV ads featuring brand ambassador Jamie Oliver.

The campaign delivered more than £200m in sales but, more importantly, helped to improve Sainsbury's value perception.

Sceptics may have scoffed when the retailer announced its 'Making Sainsbury's great again' strategy five years ago, but few are sneering now. In the face of stiff competition from Tesco, Asda, Morrisons and the new generation of discount retailers, it has more than held its own.

