



McCain, Family Fund, Sky Media & PHD

A Trio of Teatime Tales with David Walliams

Teatime Tales was a heart-warming partnership between McCain, Family Fund and Sky Media designed to offer a relatable way to understand the day-to-day nuances of life for families living with disabled or seriously ill children and young people. We wanted to shine a light on the little moments of togetherness, so easily taken for granted.

Sky looked to the world of family content, specifically children’s books, and created an animated series of TVCs narrated by David Walliams, which made the children the stars of the content and used real stories to enhance emotional engagement. We aired these at teatime and used teatime as our creative hook for added product resonance, which not only translated into charitable intent with 80% of the exposed group claiming they will make a future donation to Family Fund, it also increased future purchase intent of McCain by 44%!

3 in 5

Of those exposed reported more positive feelings towards frozen potatoes

5pp

Increase in charitable intent (with 80% claiming they’d make a future donation to Family Fund)

20%

Of exposed households converted into potato purchases during the campaign



Challenge

Once upon a time, in the aisle of frozen potatoes there was a brand called McCain. The famous household brand knew it was different gravy but needed engage people’s hearts and tummies more effectively. Beyond the nation’s love of chips, how could they make a more meaningful difference to families?

Around a million families in the UK are raising disabled children. Family Fund is the UK’s largest charity providing grants to improve the lives of low-income families with disabled or seriously ill children. McCain partnered with Family Fund, pledging £1m over 3 years to support this heroic cause.

McCain needed a media partner to help it achieve a magic trio of objectives: a brave creative idea that would highlight the brand’s distinctiveness; a means to tell the story of its partnership with Family Fund and a way to communicate the brand’s values of family “togetherness”. The connection had to be clear for the messaging to emotionally connect with consumers, and ultimately lead to more family McCain meals and moments shared.



Idea

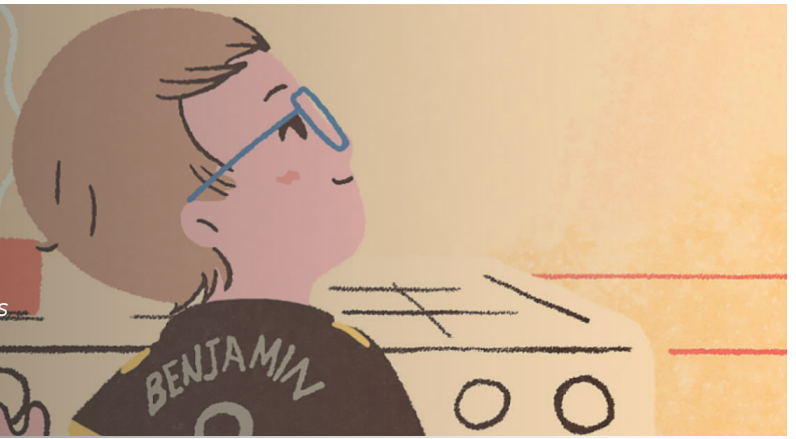
Teatime and tucking into exciting TV content tend to go hand in hand, but many of the Family Fund families weren’t seeing their lives and struggles well represented on TV. This brief was a unique opportunity to make these families the unlikely heroes of their own stories - the stars of the content they loved and watched together.

Our real-life ‘Teatime Tales’ idea would tell the stories of three children who’d been helped by Family Fund, creating films that complemented the types of shows they’d be watching and aired at a time when they’d be enjoying their dinner as a family.



The uplifting stories of Benjamin, Anjola and Maddie showcase just a few of the many ways a Family Fund grant can help families like theirs to enjoy the little moments that matter to them. We're thrilled that, through our partnership with McCain and through the creative lens of Teatime Tales, we can raise awareness of the extra support families raising disabled children need, how our work makes a difference, and give a snapshot into the everyday lives of families."

Cheryl Ward, Chief Executive of Family Fund



Three protagonists would each tell their own heart-warming story about the help they had received from Family Fund, and how it had enhanced the little moments of their lives: moments like coming together as a family at mealtimes.

To give their stories a voice, we recruited the beloved David Walliams to work with us in developing and narrating these three stories to inject an element of fun and magic.



Activation

It was crucial we represented these stories in a genuine way that didn't rely heavily on involvement from the families, so animation was the perfect solution. This allowed for maximum involvement from the families and young people, for whom filming would be difficult due to their individual circumstances as well as helping us to navigate the issues of the pandemic, creating a creatively cohesive, but also safe, production environment for all.

We worked with Family Fund to create a shortlist of 10 families who were happy for their stories to be told and held a one-on-one interview with them to understand their challenges and find out which stories would translate best to TV. We selected Benjamin, Maddie and Anjola's stories, who collectively gave the audience a sense of the breadth and diversity of young people supported by Family Fund. Working closely with McCain, we wove in genuine details that would authentically tie these stories into a Teatime narrative without shoehorning the product e.g. Anjola who is a very passionate cook and loves spending time in the kitchen with his family.

Produced by Sky Commercial Productions and animated by Art&Graft, the series of 60" animated films aired at teatime across Sky Media's family content and channels, on both linear TV and VoD. A 30" cut down version of the 60" TVC also aired using addressable technology, through AdSmart, to reach light or non-buyers of McCain. Our media laydown allowed us to ensure we were reaching the right audience at the right moment (teatime), but we still had to create authentic and engaging copy, working with multiple creative, production and social agencies, two clients and our most important partners - the families!



Results

The campaign was very well received by the local media of the families featured, picking up the story in the local press. We conducted two strands of research (one brand and one data led through Nectar) which demonstrated our McCain campaign delivered some spud-tacular results.

- **Charitable intent** increased from 75% who have donated to children's charities before, **to 80%** claiming they would make a future donation to Family Fund.

- **Emotional resonance improved with 3 in every 5** of those exposed reporting a more positive feeling towards the category of frozen potatoes.

- **Brand KPIS saw a huge uplift across the board** e.g. McCain is a brand which is ethical (23pp increase); a caring brand (25pp increase); a charitable brand (32pp increase); and a brand that does the right thing (23pp increase).

- Amongst the 253,000 exposed households (of non-McCain Frozen potato buyers and McCain light buyers), **20% converted into potato purchases equating to over £200k spent at Sainsbury's during the campaign period** - reuniting 49,755 families at dinner time.