

Australian Wild Prawns
Taste the Wild
Campaign overview
& performance
March 2023



Building a premium positioning for Australian Wild Prawns

**Taste
the
Wild**

Australian Wild Prawns

australianwildprawns.com.au



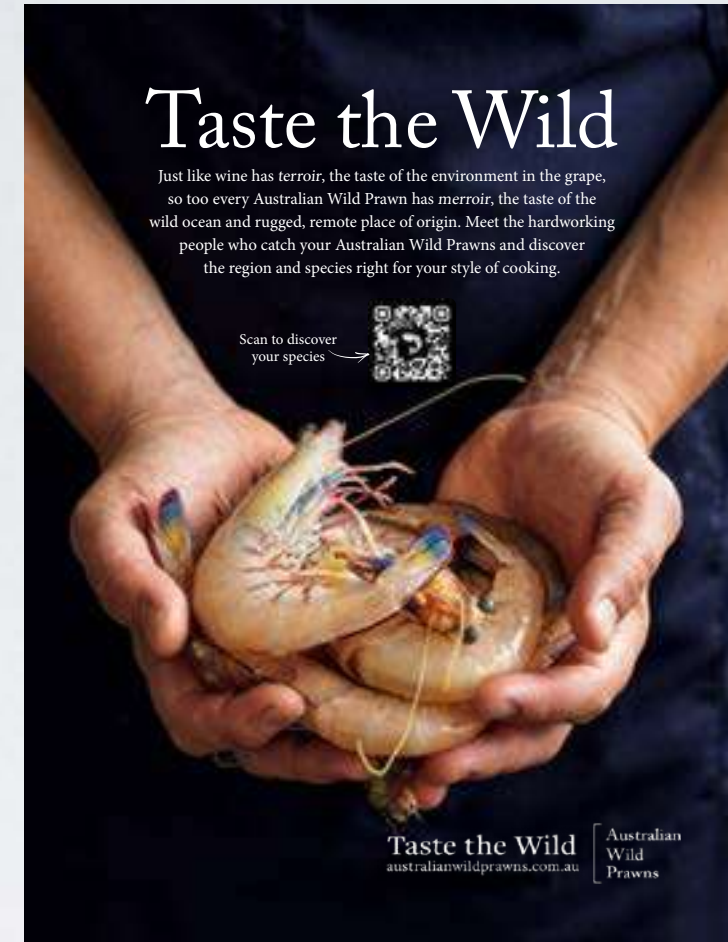
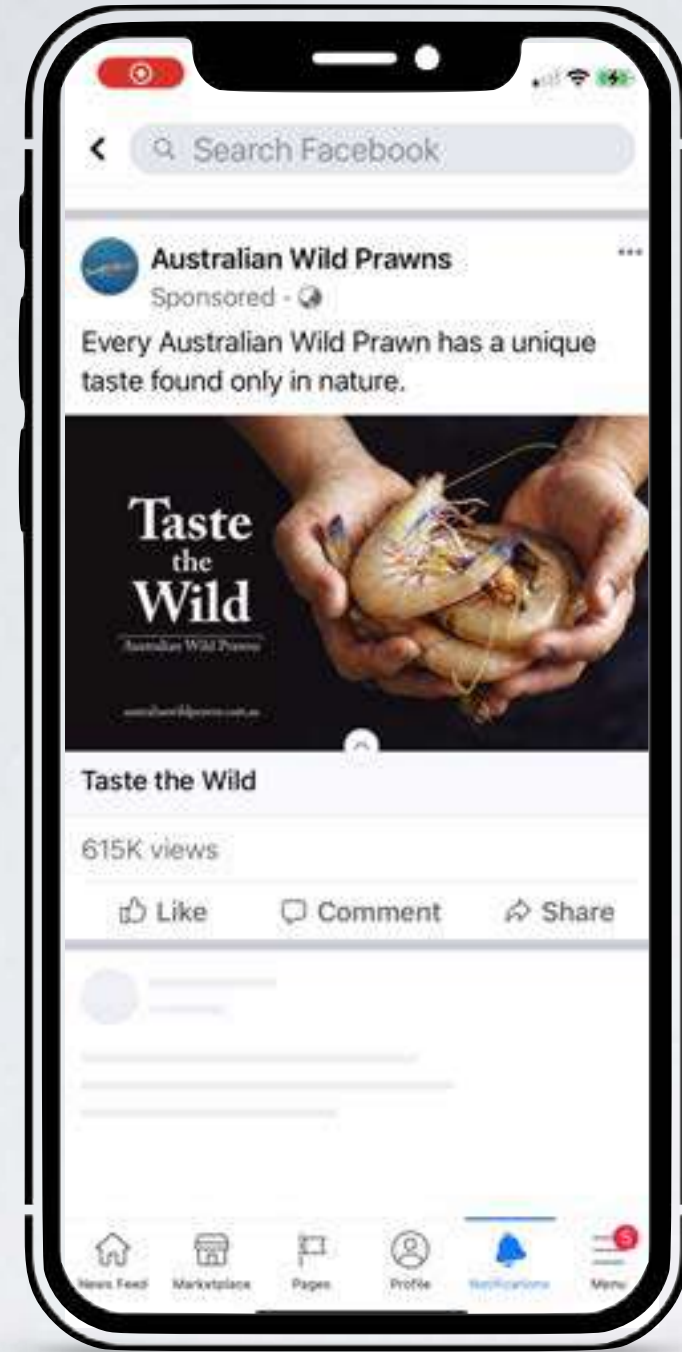
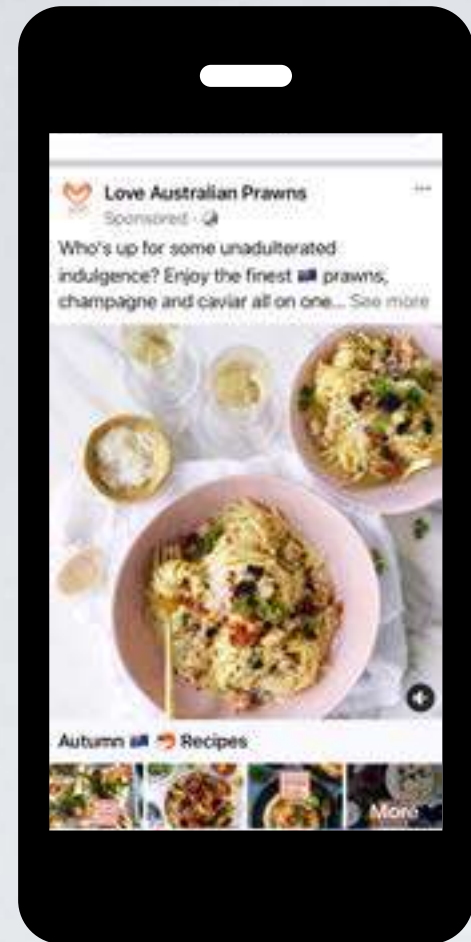
[Click here to view commercial on the campaign landing page](#)



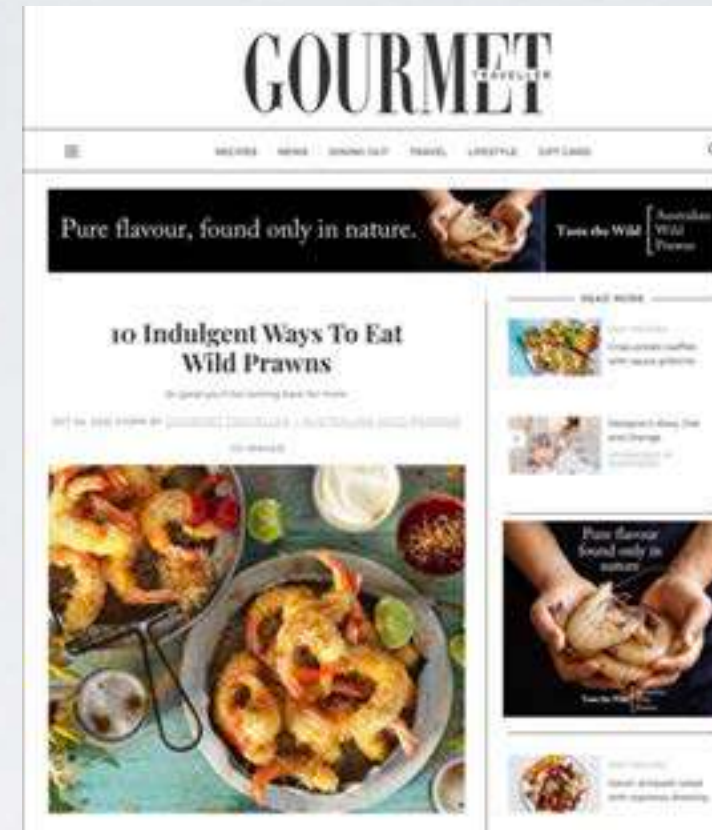
Taste the Wild activities leveraging



LOVE AUSTRALIAN PRAWNS



GOURMET TRAVELLER OCTOBER 2022 EDITION



GOURMET TRAVELLER PERMANENT RECIPE COLLECTION



7 X FULL PAGES GT GOURMET TRAVELLER 2022 COOKBOOK RELEASED DECEMBER 2022



DECEMBER COLES MAG REACHING 5 MILLION READERS



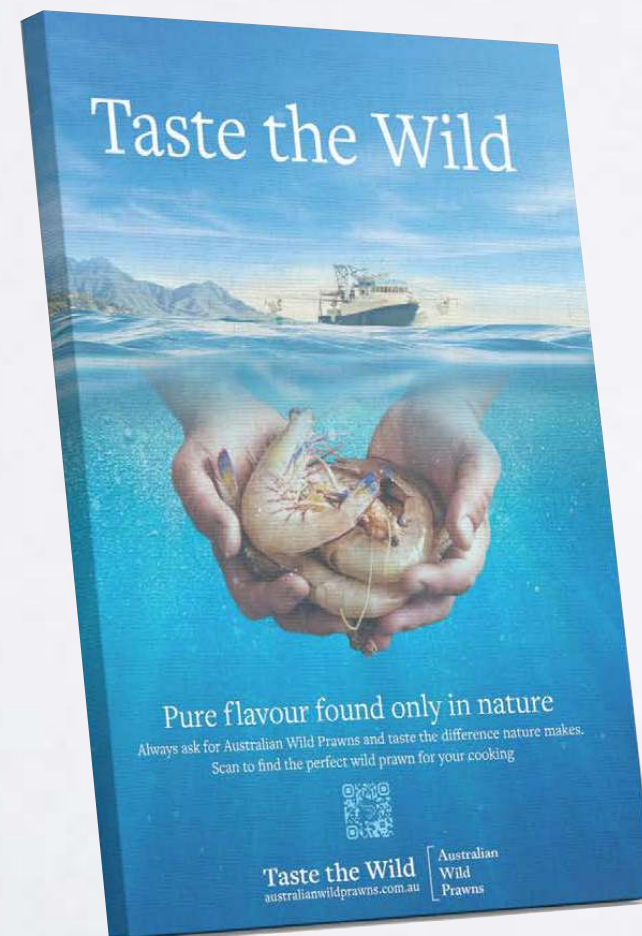
WOOLWORTHS CABINET STICKERS DECEMBER

EASTER 2022

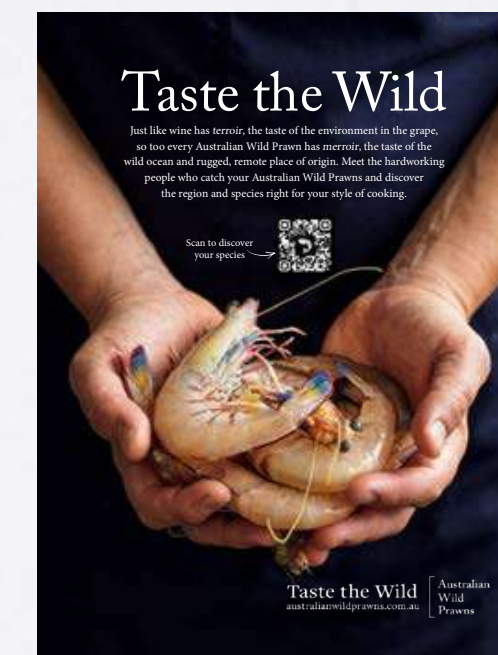
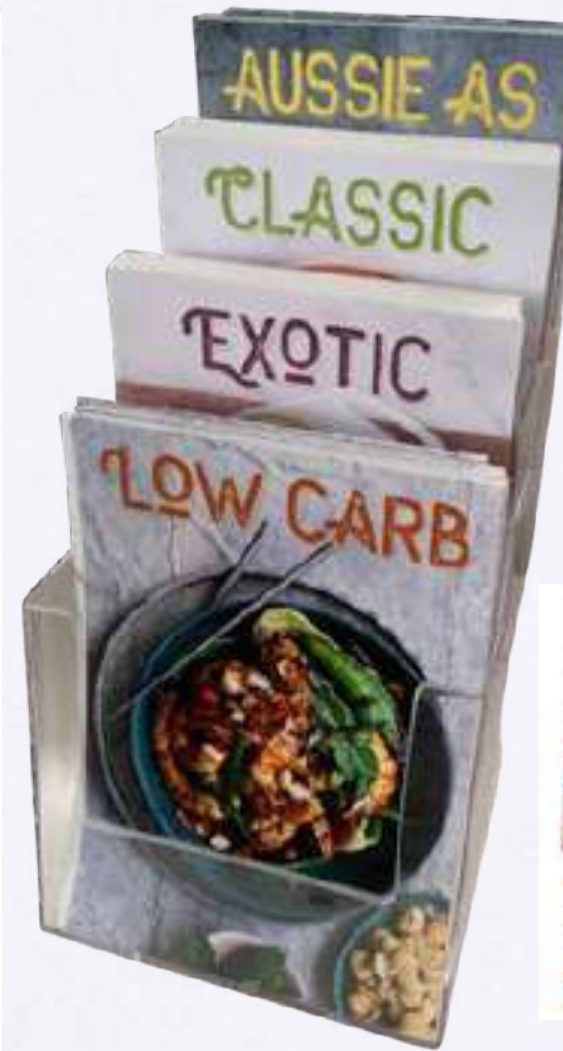
EASTER 2023



AWP FOOD SERVICE EDUCATION PROGRAM



SPRING DESPATCH - INDEPENDENT SEAFOOD RETAILERS POS



GOURMET TRAVELLER JAN 2023 EDITION



JAN - LAP AND AWP TVC ON DIGITAL



Results at a glance

2.7 million people reached on Facebook, Instagram and Youtube

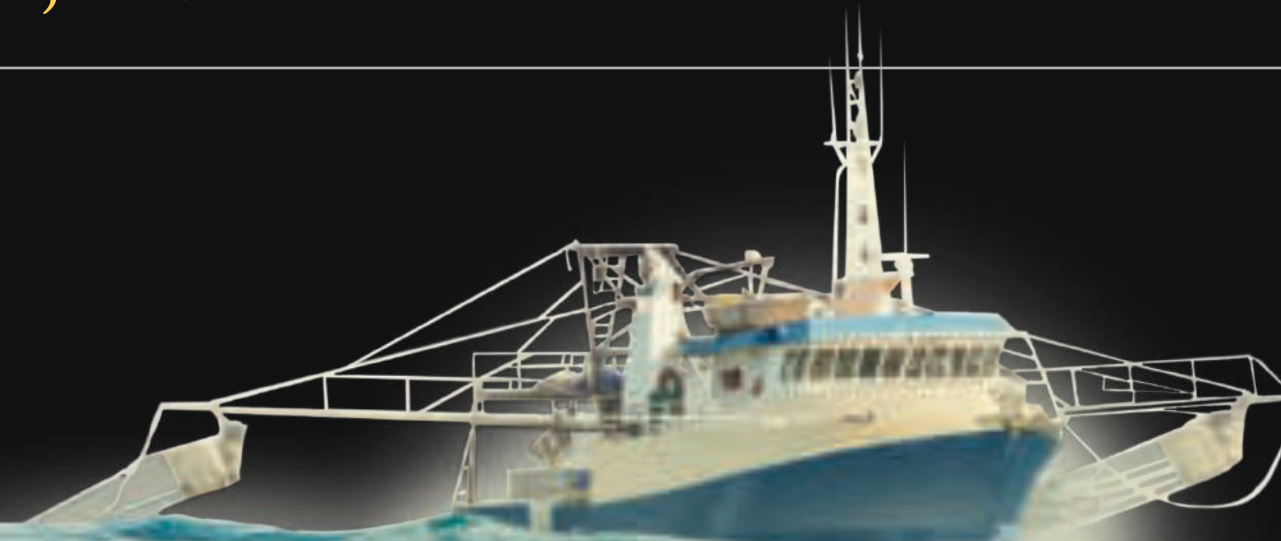
920,000 shoppers exposed to Woolworths cabinet stickers featured in store for 4 weeks between 14th December and 10th January

700,000 high end foodies reached via Gourmet Traveller Magazine and digital activity

5 million shoppers reached via Australia's no. 1 circulating magazine "Coles Fresh" in December/January

Shoppers in seafood retail stores actively scanned QR codes on POS posters and cabinet stickers

Our leading 30 second video was viewed 623,000 times on Facebook and Instagram generating 37,000 responses. A further 113,652 views were tracked on Youtube.





Promoted on



and



connected smart TV's

 	Performance
Reach	2,457,616
Video Views > 50%	794,187
Video views to 100%	623,444
Interactions	37,000
Link clicks	24,535
Reactions	4,589
Comments	342



[Click to view social media creative](#)

coles




- Full page Ad in Coles Mag - Dec 2022 Edition
- Australia's most read magazine.
- 4,738,000 monthly readers*
- 1.8M copies printed each month and distributed across 800+ Coles supermarkets
- 60% of readers are female main grocery buyers
- 62% of readers use Coles Magazine for meal inspiration
- 1 in 3 readers use the magazine for meal planning for the week/month
- 9 of 10 readers agree that Coles Magazine shows how to make the most of in-season produce

Also supported with social media leading to Coles Online.

Taste the Wild

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Scan to discover your species → 

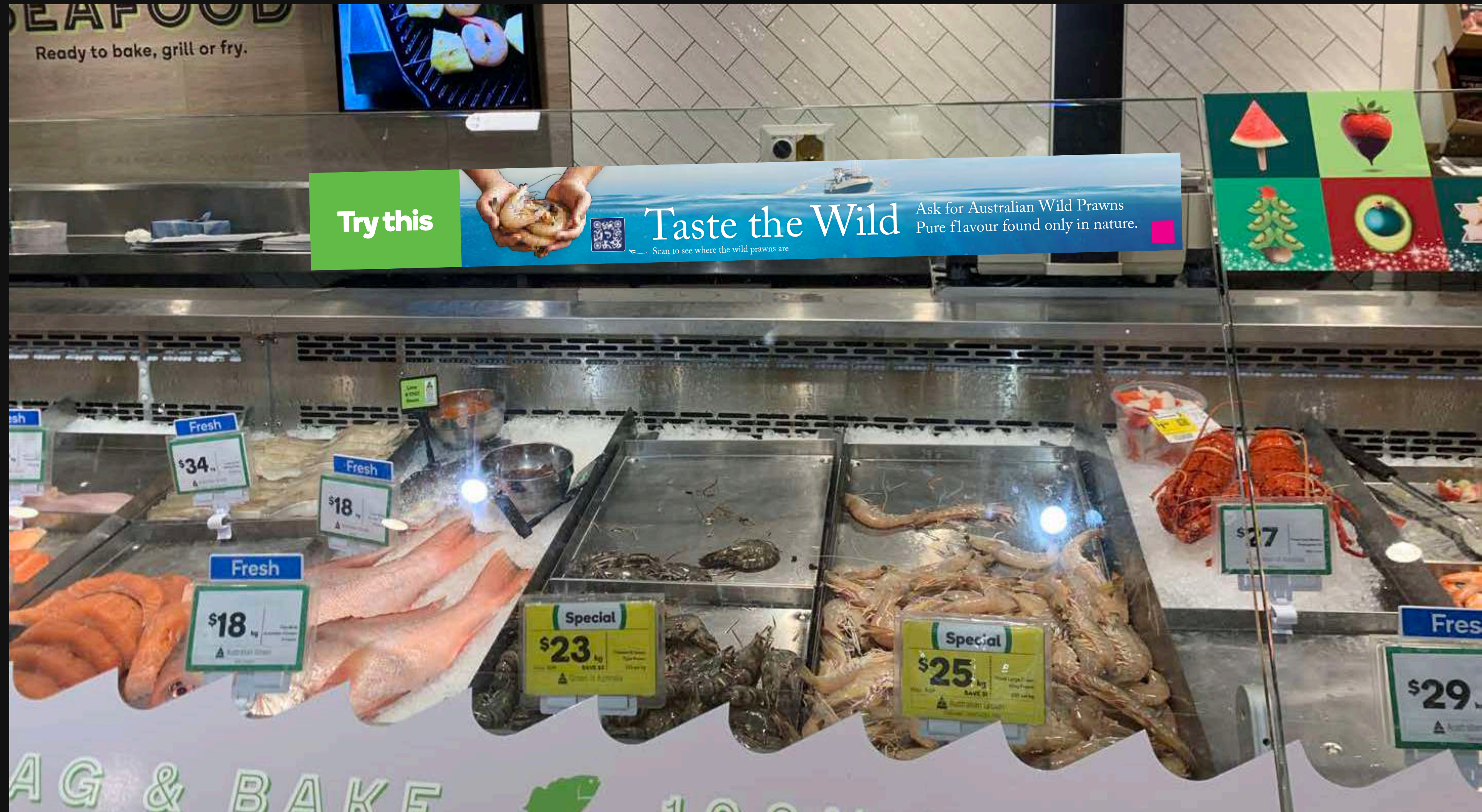
Taste the Wild
australianwildprawns.com.au

Australian Wild Prawns

351 QR scans tracked



Woolworths Supermarket Point of Sale





CAMPAIGN DETAILS

BRAND: Australian Wild Prawns

CAMPAIGN: Australian Wild Prawns Dec 2022

WOWCODE: WOW10038466

OBJECTIVE: Acquire New Customers

START: 2022-12-14 **END:** 2023-01-10

DURATION: 4 weeks

PRE-PERIOD: 4 weeks

POST-PERIOD: 4 weeks

LAST YEAR: 4 weeks

CHANNEL: OMNICHANNEL

CAMPAIGN ASSETS:

-Deli Glass Decal



CAMPAIGN DELIVERY

WOOLWORTHS CUSTOMERS



920.56 K

Impressions



-

Digital Impressions



-

Clicks



-

CTR

EVERYDAY REWARDS CUSTOMERS



520.36 K

Reach



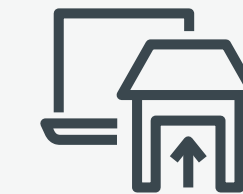
1.23

Frequency

CAMPAIGN CONVERSION

WOOLWORTHS CUSTOMERS

SALES \$6.50 M **UNITS** 274.76 K



Omnichannel

SALES \$6.32 M **UNITS** 266.55 K



In-Store

SALES \$181.94 K **UNITS** 8.22 K



Online

EVERYDAY REWARDS CUSTOMERS

SALES \$2.32 M **UNITS** 96.69 K

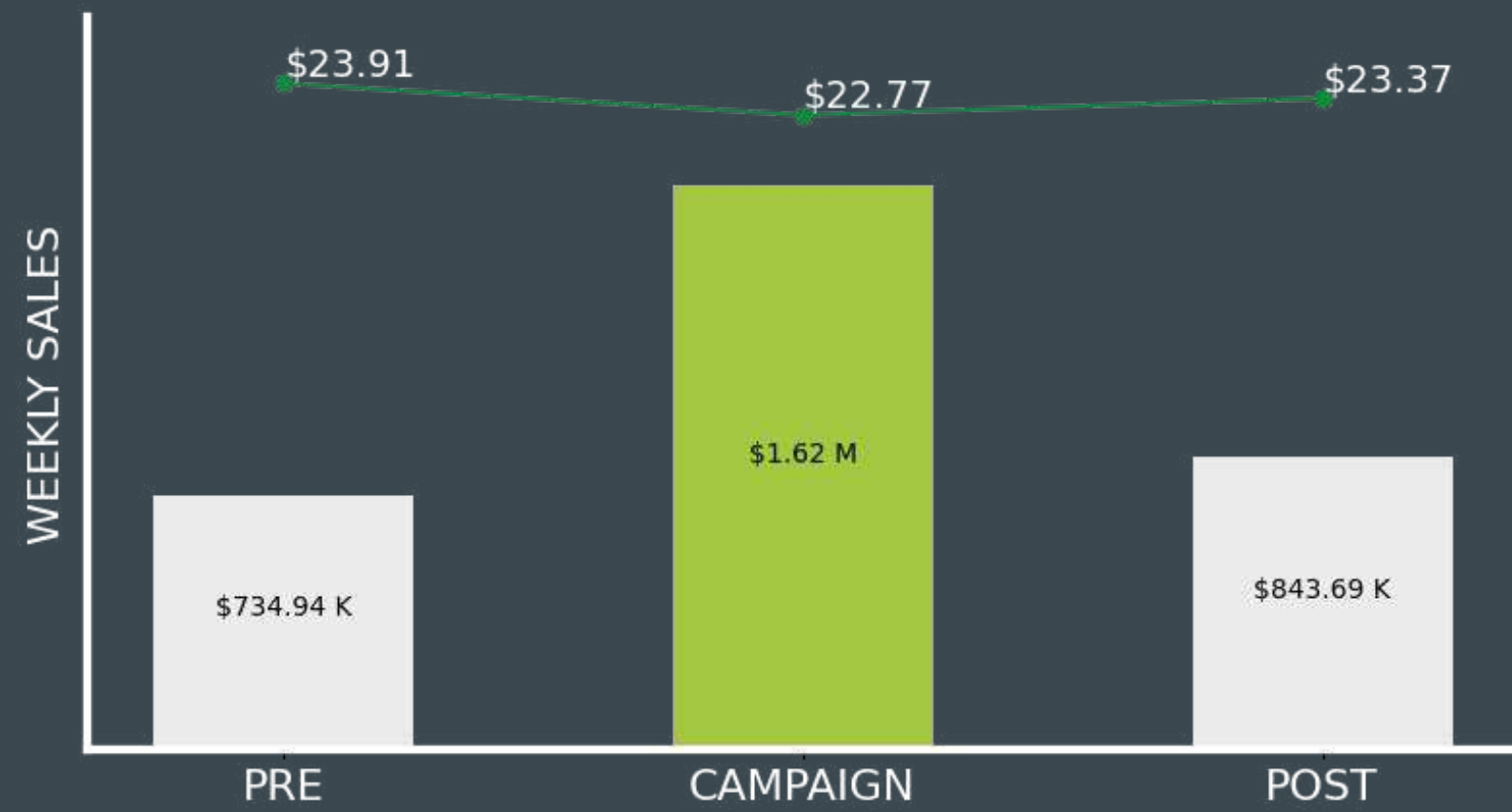
SALES \$2.24 M **UNITS** 93.15 K

SALES \$78.66 K **UNITS** 3.54 K



Want to learn more about our report metrics? [Download our metrics library.](#)

SALES OVER TIME

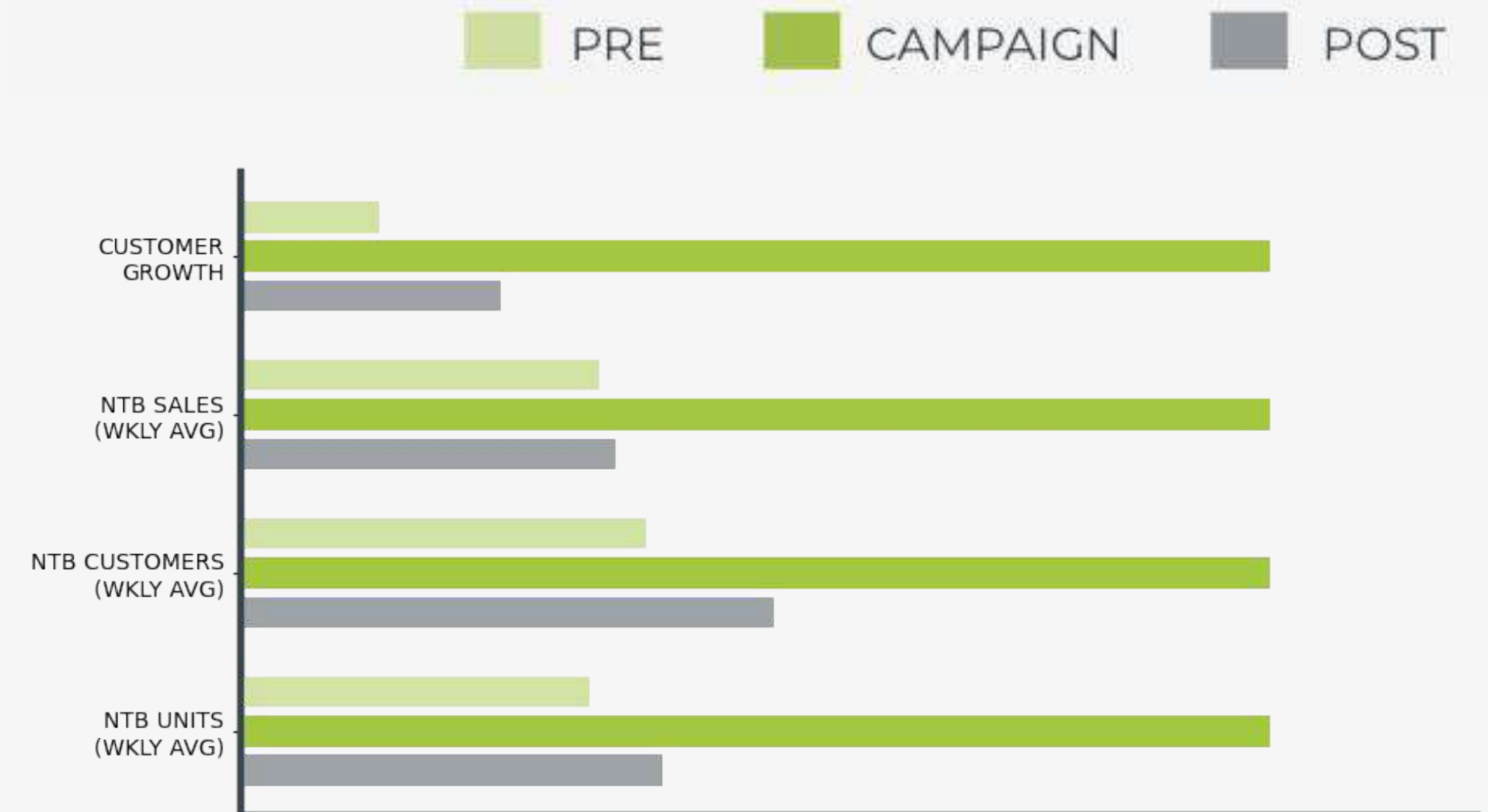


	PRE-CAMPAIGN	CAMPAIGN	POST CAMPAIGN	SAME TIME LY
AVG WEEKLY SALES	\$734.94 K	\$1.62 M 121.07%	\$877.25 K 19.36%	\$3.10 M -47.58%
AVG WEEKLY UNITS	30.46 K	68.69 K 125.53%	39.23 K 28.80%	127.64 K -46.19%

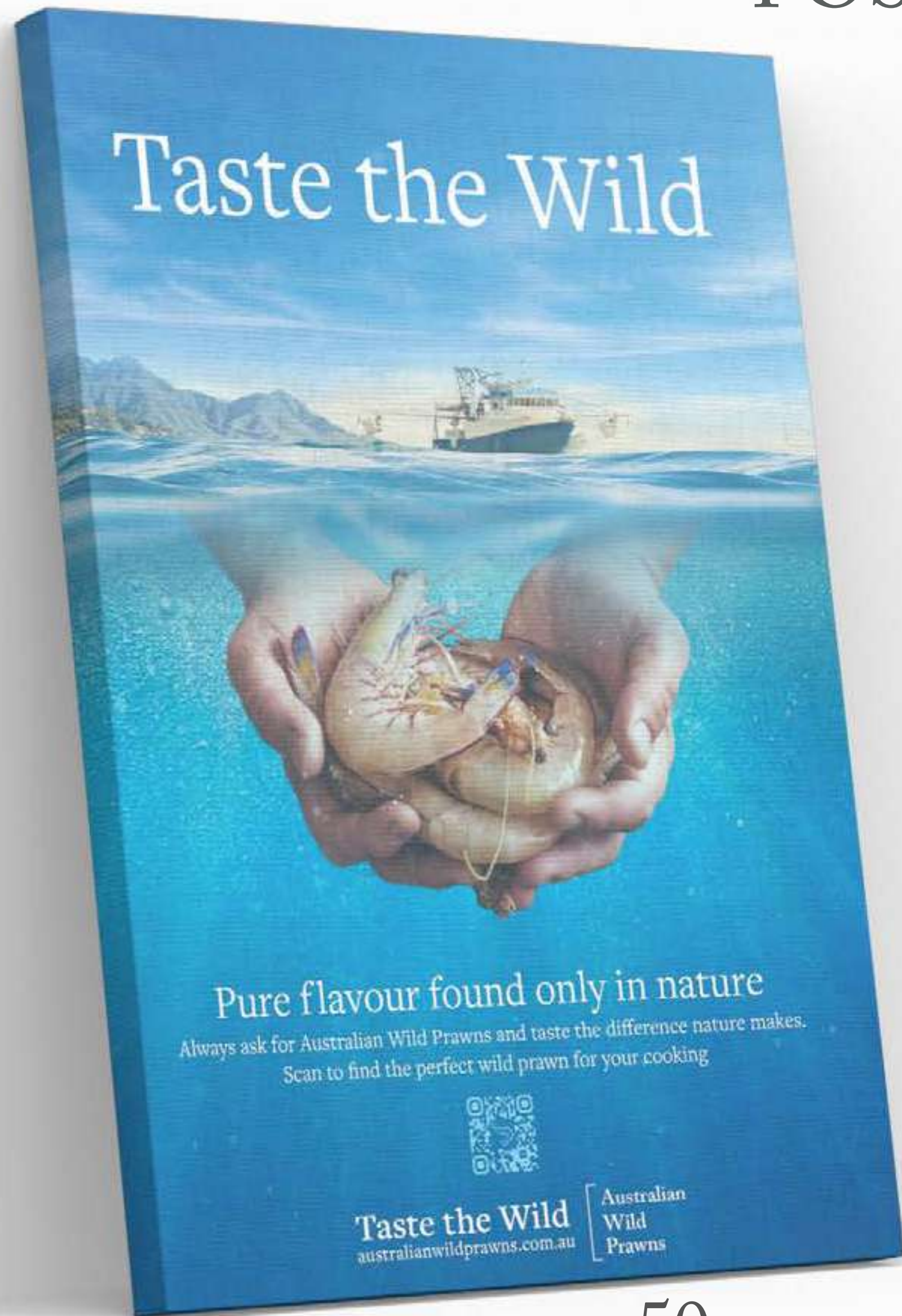
NB. All performance benchmarks (%) are measured against the campaign period. e.g. pre-campaign period vs. campaign period

TARGET CUSTOMER BENCHMARKING

	PRE-CAMPAIGN	CAMPAIGN	POST CAMPAIGN
CUSTOMER GROWTH	1.68%	12.41%	3.13%
NTB SALES (WKLY AVG)	\$62.96 K	\$181.03 K 187.53%	\$68.73 K -62%
NTB CUSTOMERS (WKLY AVG)	3.15 K	7.97 K 153.35%	4.12 K -48.27%
NTB UNITS (WKLY AVG)	2.39 K	7.05 K 195.48%	2.89 K -58.97%



POS in 200 Independent Seafood Retailers



50 scans



15 scans

25 scans





Full Pages in Gourmet Traveller October, December 2022 and Jan 2023 editions
 + online promotions and permanent recipe collection

Gourmet Traveller



Cover Date: October 2022

On Sale Date: 29/09/2022

Page: 84 of 180

Execution: Full Page Brand Ad

Taste The Wild

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Scan to discover your species

australianwildprawns.com.au

You get more with Australian Wild Prawns

— OCTOBER —

FOOD

Bright bites

Recipes from Australia's best chefs, Karen Martini's seasonal fare, and Julia Busuttill Nishimura's Japanese-inspired dishes.

Smoked beetroot, agrodolce and hazelnuts

92

PHOTOGRAPHY: BEN DEAN/STYLING: VIKEN/WALL&LAW

GOURMET TRAVELLER 85

Gourmet Traveller



Cover Date: December 2022

On Sale Date: 28/11/2022

Page: 52 of 172

Execution: Full Page Brand Ad

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You get more with Australian Wild Prawns

— DECEMBER —

EVERYDAY

From easy-to-prepare dishes for entertaining to simple suppers, these everyday recipes keep things fast and fresh.

VEGETARIAN GF GLUTEN FREE DF DAIRY FREE

Photography JAMES MOFFATT Styling LUCY BUSUTTIL
Recipes JESSICA BROOK Food preparation KATHY KNUDSEN

Gourmet Traveller



Cover Date: January 2023

On Sale Date: 02/01/2023

Page: 48 of 156

Execution: Full Page Brand Ad

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— JANUARY —

EVERYDAY

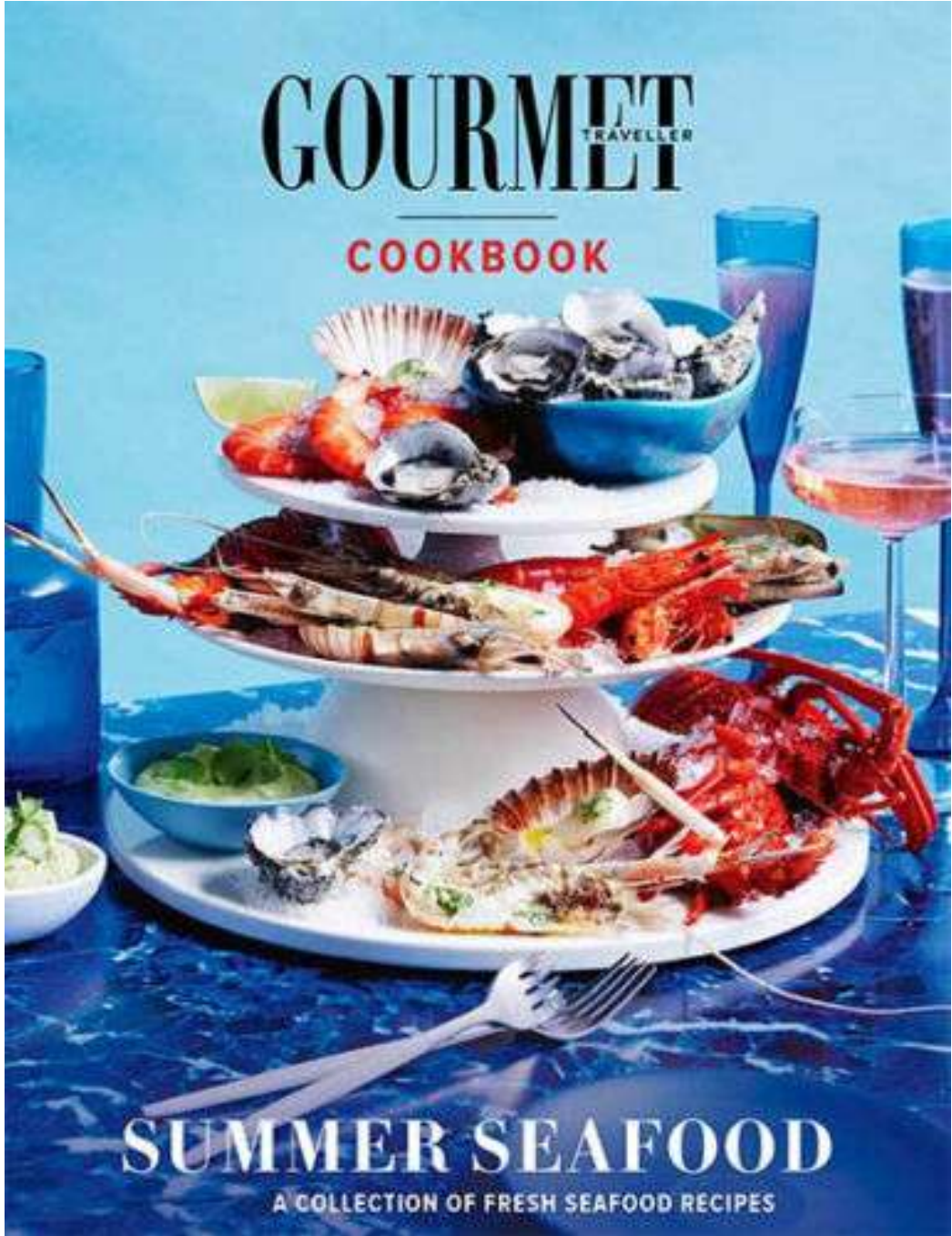
From easy-to-prepare dishes for entertaining to simple suppers, these everyday recipes keep things fast and fresh.

V VEGETARIAN GF GLUTEN FREE DF DAIRY FREE

Photography JOHN PAUL URIZAN Styling STEVE PEARCE Recipes JESSICA BROOK

GOURMET TRAVELLER 49

Gourmet Traveller Cookbook



Cover Date: January 2023
On Sale Date: 20/10/2022
Page: Inside Front Cover
Execution: Double Page Spread

Come to where the wild prawns are

The waters of Australia are abundant with delicious wild prawns and the fishers harvesting them invite you to explore the remote wilderness they call their office.

The taste of a wild prawn is the unique combination of sea, season and environment. From the rich umami hit of a wild tiger to the sweet, mild stir-fry friendliness of a tropical banana prawn, there's a teeming range of flavours and textures to explore.

You'll find surprising piquancy in the endeavour prawn, perfect for holding flavour in more robustly spiced dishes. The cooler waters of the southern ocean give the western king its complex layered palette and sweet, small school prawns need nothing more than salt and pepper to delight. Then, there's the perennial favourite, found up and down our most populated coastline, the Eastern King.

To bring all this to you in a sustainable way, modern wild prawn fishers look after their waters like farmers care for the land. To preserve a precious resource for our kids and their future, we've partnered with scientists, environmental organisations and regulators to improve practices above and below the waterline.

So next time you're thinking of good mood seafood, go wild. Taste the place, the wild waters, the rugged cliffs and indigo depths of this nation girt by sea and discover the things we deeply care about in order to bring Australian Wild Prawns to your table.

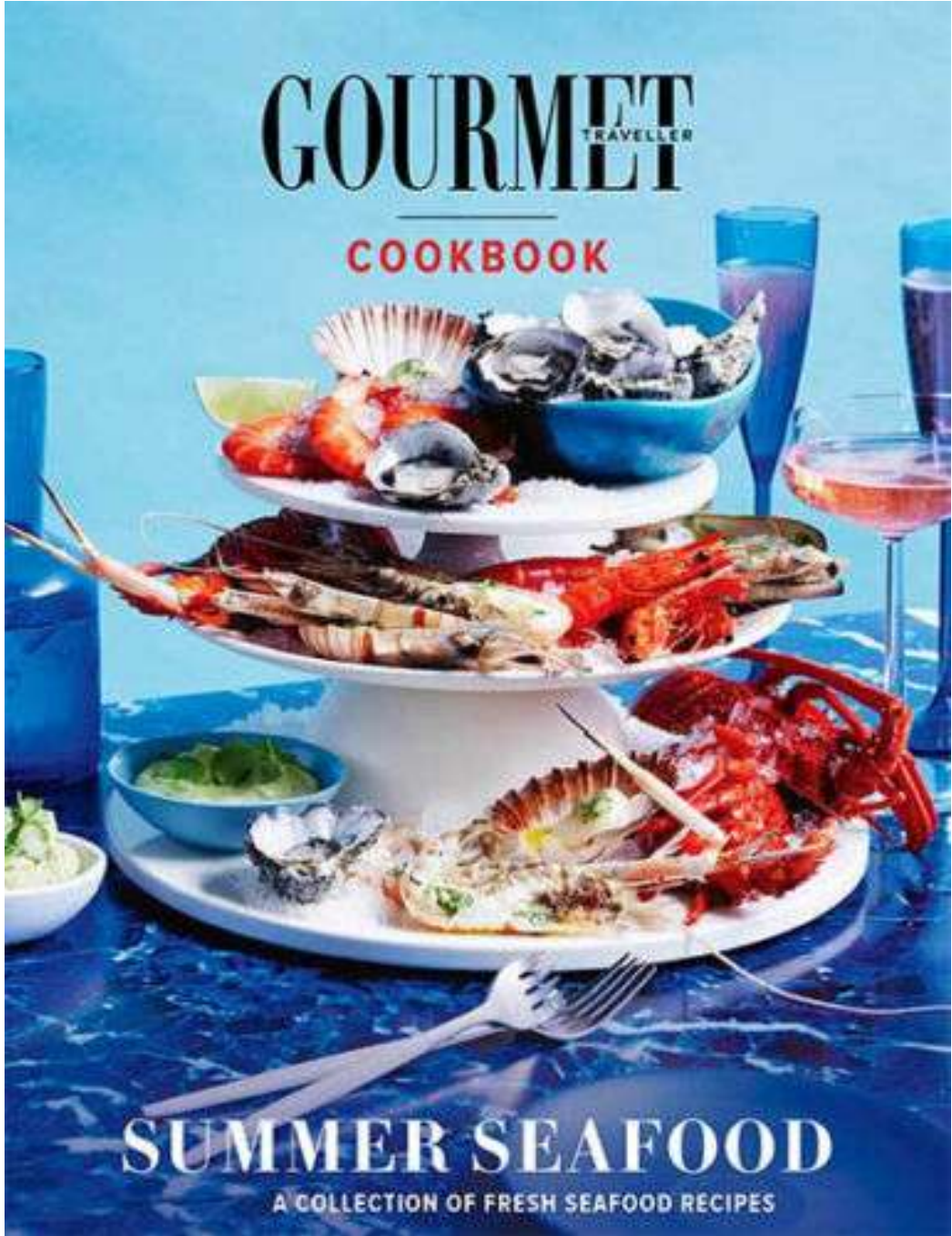
Scan this code to start your journey →

australianwildprawns.com.au

Scan the code above to discover where Australian Wild Prawns come from and the people who bring them to you.

You get more with 

Gourmet Traveller Cookbook



Cover Date: January 2023
On Sale Date: 20/10/2022
Page: 5 of 132
Execution: Full Page Brand Ad

This is more than a prawn

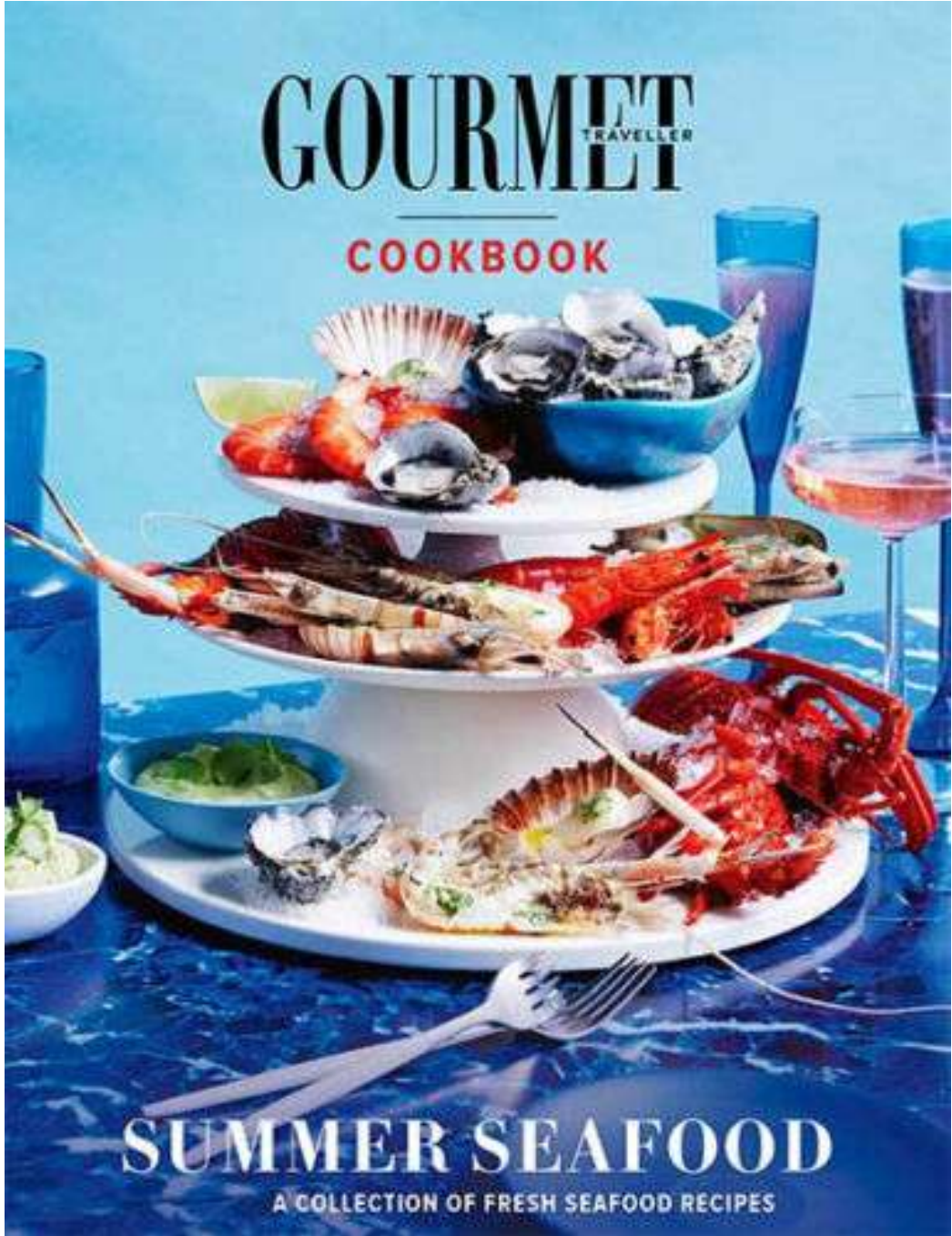
Every Australian Wild Prawn has a story. In that story are intrepid fishers who battle the feral might of the Indian, Pacific, Southern Ocean and Gulf of Carpentaria to sustainably and safely bring you the taste of the wild. We're constantly inventing, testing and improving technology to tread ever lighter, and invite you on that journey with us.

Scan to begin your journey

australianwildprawns.com.au

You get more with Australian Wild Prawns

Gourmet Traveller Cookbook



Cover Date: January 2023
On Sale Date: 20/10/2022
Page: Inside Back Cover
Execution: Full Page Brand Ad

Remote, yet never alone.

In the remote Sir Edward Pellow group of islands in Australia's Gulf of Carpentaria, there are fine sand beaches only ever visited by wild prawn fishing boats and the occasional lost sailor. But even in such vast wilderness, Australian Wild Prawn fishers are never alone. Every movement, every catch is recorded and reported - not just to regulators, but to teams of scientists who help us do our job better.

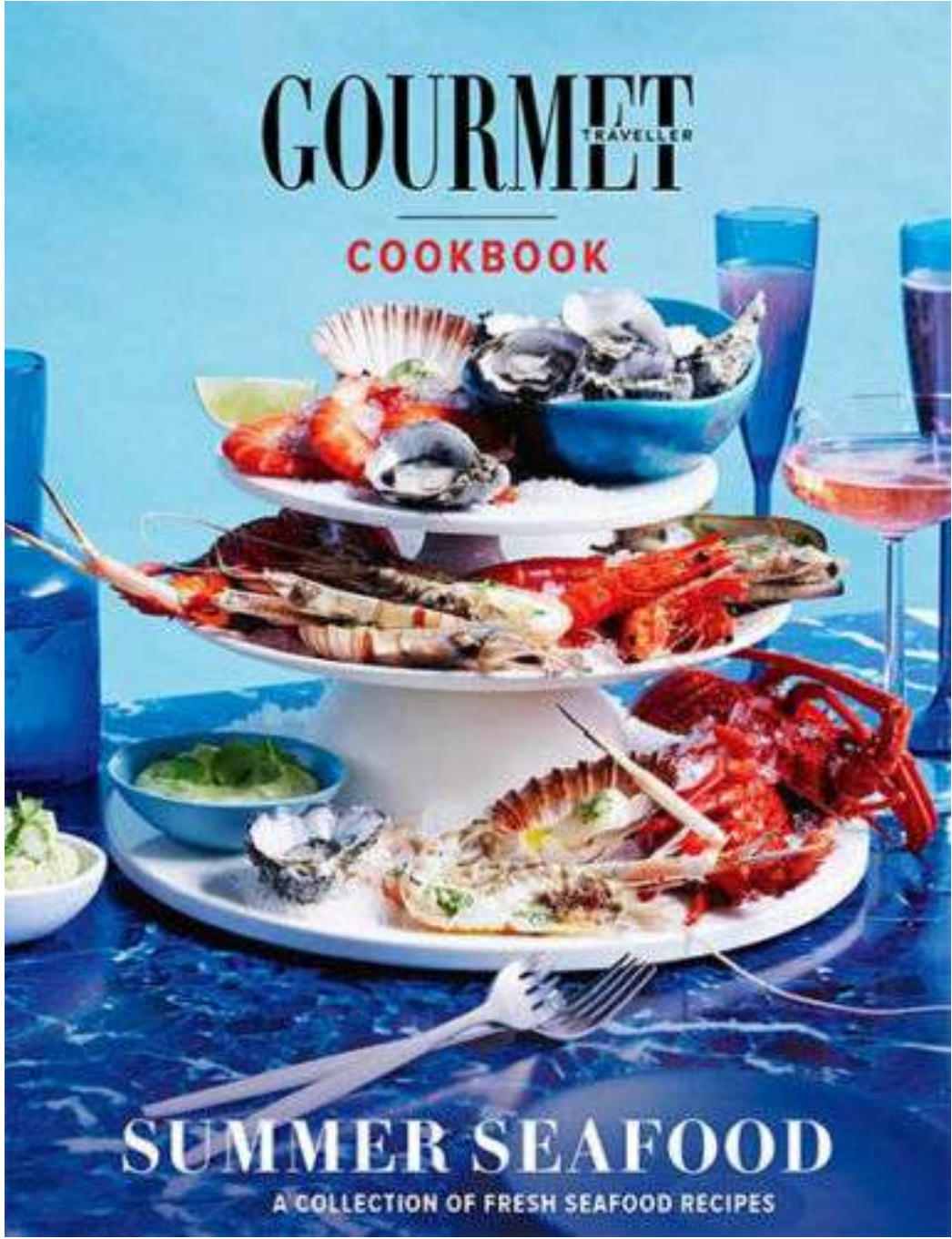
Come and see where the wild prawns are, scan here to start your journey



australianwildprawns.com.au

You get more with 

Gourmet Traveller Cookbook



Cover Date: January 2023
On Sale Date: 20/10/2022
Page: Outside Back Cover
Execution: Full Page Brand Ad

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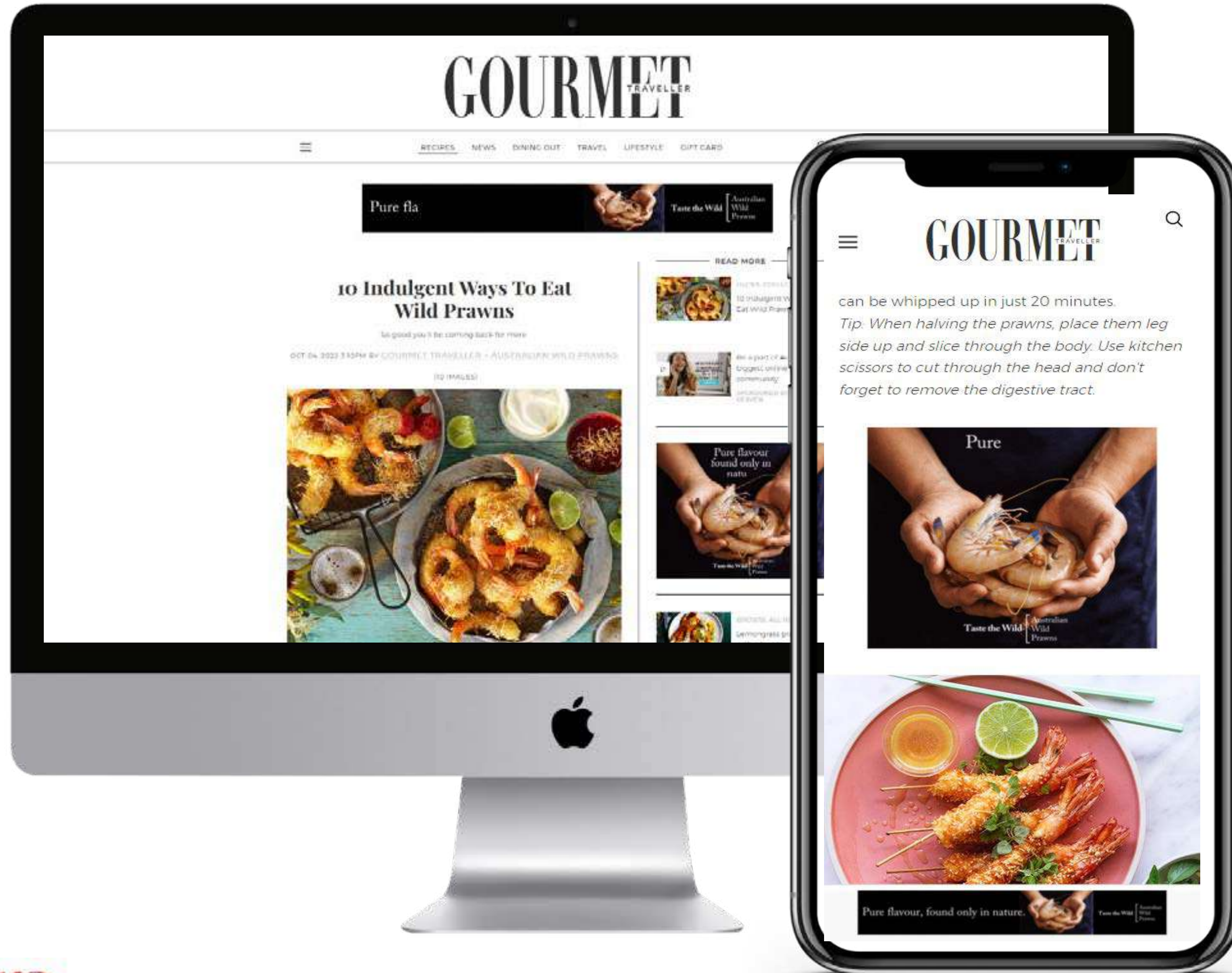
Scan to discover your species

australianwildprawns.com.au

You get more with Australian Wild Prawns

Gourmet Traveller Recipe Collection

LIVE
4 Oct –
1 Nov



Recipe Collection Results

2,500	guaranteed PV
2,753	page views delivered
2,487	unique browsers
0:06:23	avg. time on page

Social Drivers

2.74%	social engagement rate
1,930	interactions
1,622	landing page views
11	comments
95	post saves
70,562	reach

The dwell time came in above GT's average for Base Recipe Collections (5m30s).

Social Reach also came in above GT's average (35.4K).

Surrounding Display

13,867	impressions
9	clicks
0.06%	CTR%

Gourmet Traveller Bonzai Social Display

LIVE
1 Nov –
8 Nov



Australian Wild Prawns

Taste the Wild
Australian Wild Prawns

Taste the difference nature makes.
Taste pure flavour, found only in the wild.
Always ask for Australian Wild Prawns.

Find Out More



Australian Wild Prawns

Taste the difference nature makes.
Taste pure flavour, found only in the wild.
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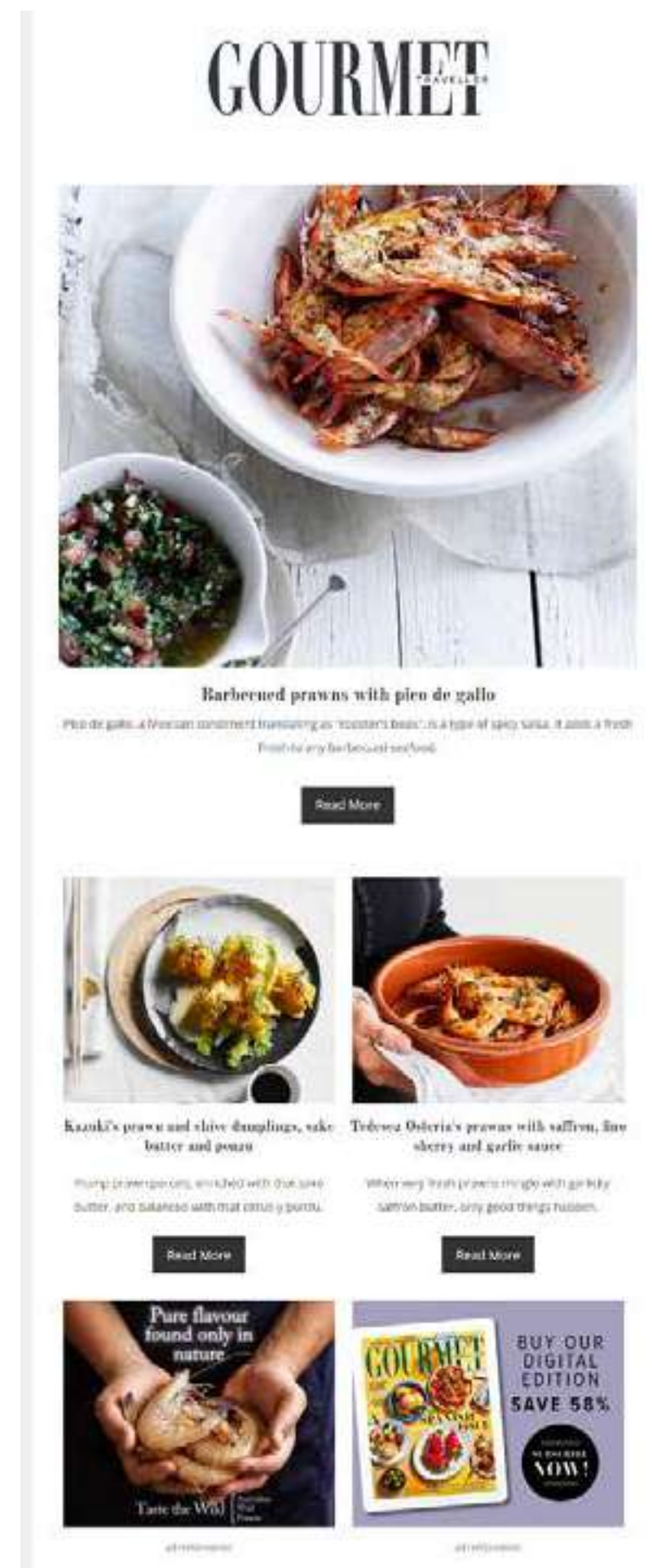
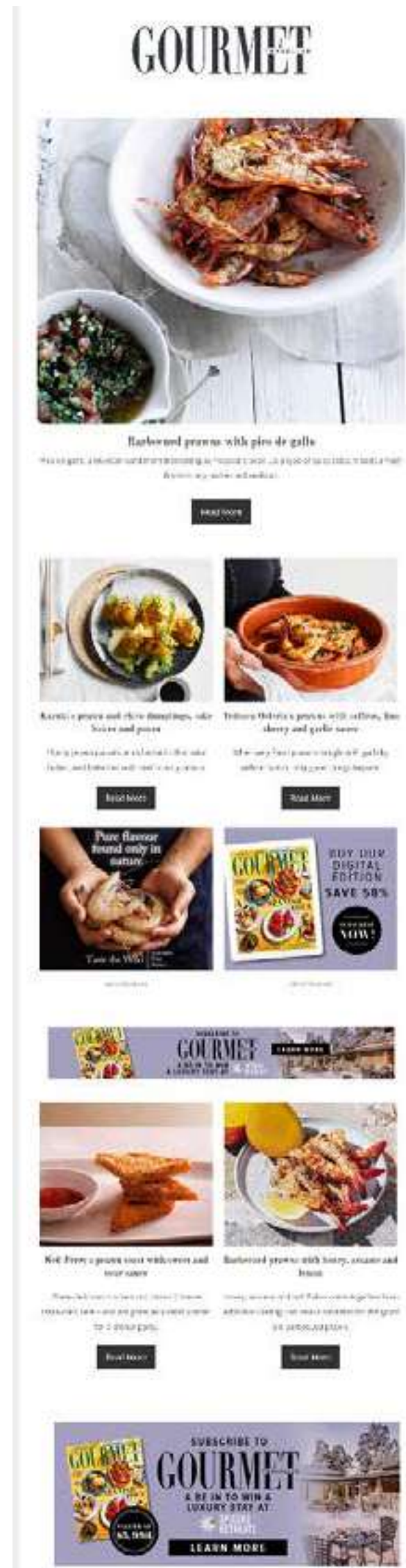
Find Out More

Social Display Results

50,000	booked impressions
50,007	delivered impressions
312	clicks
0.06%	CTR%

Gourmet Traveller Enewsletter Display ad (MREC)

LIVE
30 Aug



MREC Results

52,224

total delivered

19,715

total opens

37.75%

open rate

61

total clicks

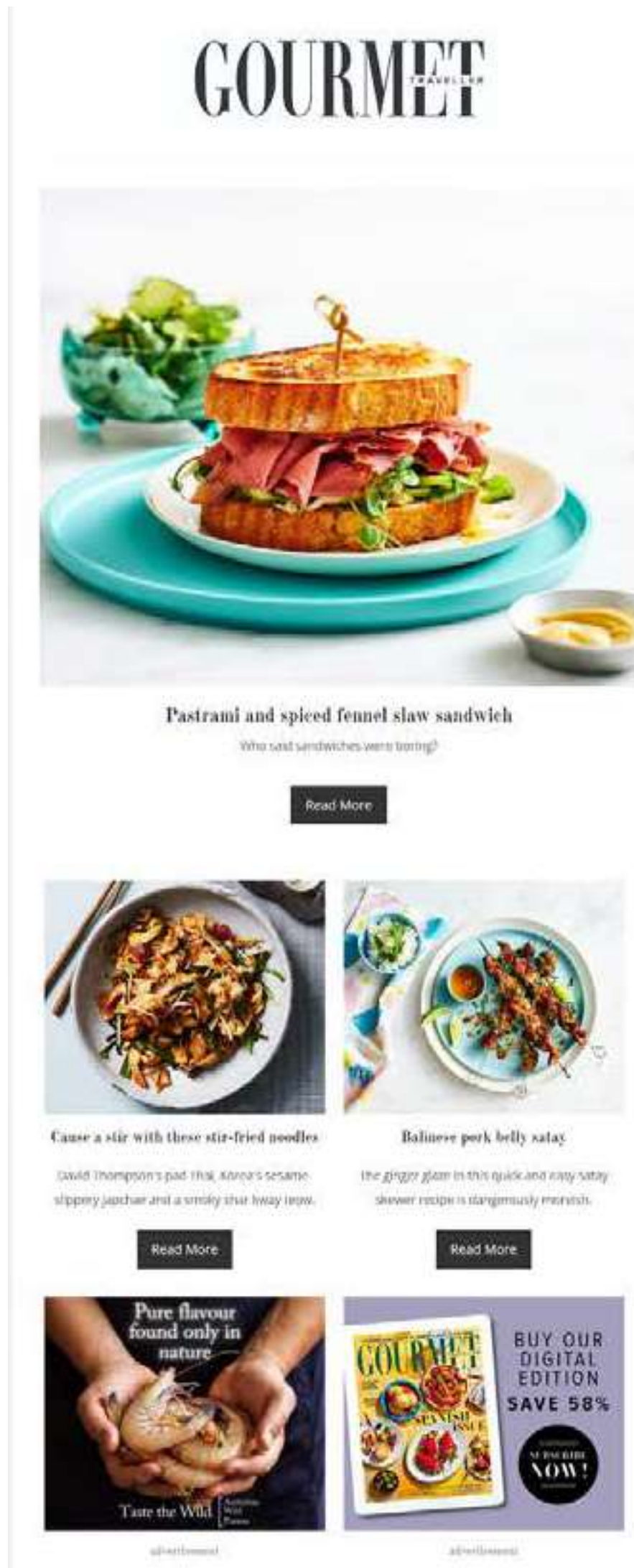
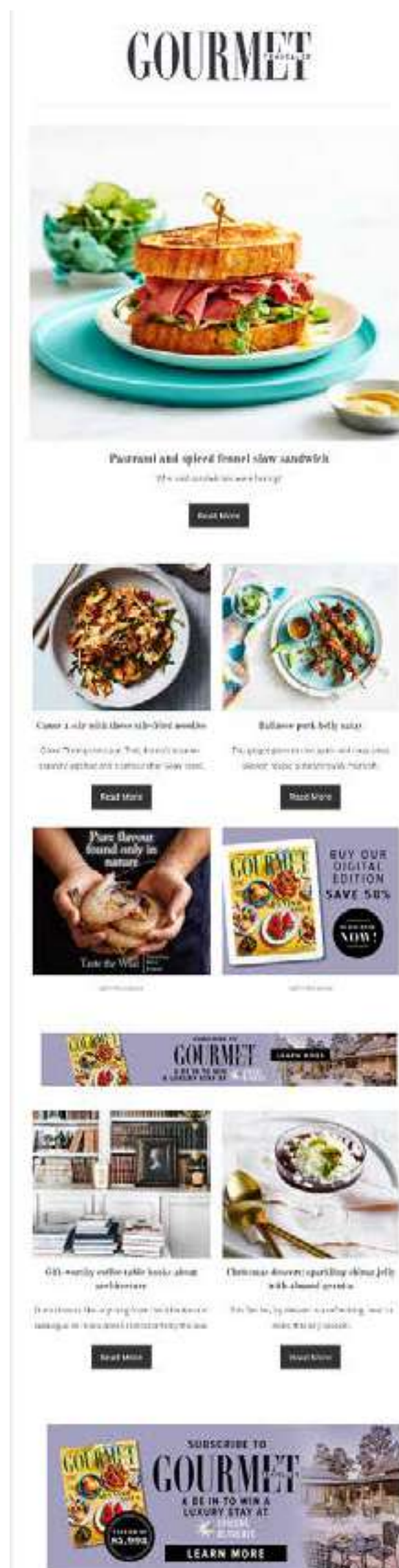
0.31%

CTR%

The average click through rate for GT Newsletter is 0.17% which Australian Wild Prawns MREC received a higher CTR% of 0.31%

Gourmet Traveller Newsletter (MREC)

LIVE
6 Dec



MREC Results

52,714

total delivered

23,806

total opens

45.16%

open rate

56

total clicks

0.24%

CTR%

The average click through rate for GT Newsletter is 0.17% which Australian Wild Prawns MREC received a higher CTR% of 0.24%

You get more with **Australian Wild Prawns**

Differentiating Wild
Building Trust
Growing Confidence

