

#JamSessions #ShedTheOrdinary

Jam Sessions

Autumn Winter 2025

Media Campaign Plan



Thomas Joyce-Brown
Head of Media & Planning Europe
Accolade Wines

Presented by
Dan Hills
30th April, 2025



**JAM
GOOD
WINE**



Accolade
Wines



Introduction to the Document

In applying for the Media Planning Manager role at Accolade Wines, I've focused this presentation on delivering a strategic response to the outlined task: developing an integrated, omnichannel media plan for Jam Shed's ambitious 2026 growth goals. With a balanced budget of £500,000 and a three-month (14 week) campaign timeframe (autumn into Christmas), this plan centres on capturing new wine shoppers and driving both immediate sales and sustained brand equity.

My approach is rooted in aligning with Jam Shed's ethos: a brand that is rich, jammy, and smooth, appealing to non-traditional wine drinkers while defying conventions with its fun and irreverent personality. Recognizing the importance of engagement and market share growth, this plan integrates insights across media channels, bridging the efforts of brand, shopper marketing, digital, and commercial teams to create a cohesive strategy. The aim is to elevate awareness, deepen penetration, and firmly establish Jam Shed Shiraz as the ultimate choice for festive occasions under the memorable "Jam Good Wine" tagline.

This document outlines the core strategy, key implementation tactics, and performance metrics necessary to achieve these ambitious goals. Drawing from my extensive experience in media planning and data science, I have structured a campaign designed to balance short-term performance with long-term growth, ensuring measurable results and impactful brand development.

The Task

10 minutes to present, followed by 10 minutes for Q&A.

Jam Shed has ambitious growth goals for 2026, and we believe that the key to our success is capturing new wine shoppers, whilst balancing our focus between short-term sales and long-term brand equity. The key to success will be driving engagement in the category and growing market share. How would you partner with the brand, shopper marketing, digital and commercial teams to create an integrated, omnichannel media plan? You have a budget of £500,000 for this media campaign, which is to be delivered over a period of 3 months (our key timings are Autumn, into Christmas –H2)

Key Info

- UK's No.11 wine brand (total category) & in strong growth
- Brand objectives: grow awareness and penetration
- Tagline: Jam Good Wine
- Focus product: **Jam Shed Shiraz 75cl**

Brand USP's

- Rich, jammy and smooth (appeals to non-traditional wine drinkers)
- Fun and irreverent - goes against the norms of wine

Assumptions

- Audience based on online research and insights. Demographics and psychographics constructed personas may further alignment
- Budget limited to digital channels due to budgetary constraints, including no support for physical in-store retail media
- Understanding of “always on” brand building on performance campaigns
- Assuming non-inclusive of direct details with retailers/retailer media, which need to be honoured from this budget
- Social media listening and engagement is not allocated in this budget
- Assuming there is a centralised shopping/retail budget and that there are trading obligations in place
- Creative production and licensing costs are not factored into this media plan. Celebrity talent may be prohibitive for some creative executions
- Post Campaign reviews, including MMM studies, are not budgeted but included.

Structure

This document adheres to a logical and intuitive structure as follows:

- 1. Interpretation of the brief: Dan on Jam Shed*
- 2. Understand Target Audience and the Market*
- 3. Integrated Media Strategy*
- 4. Communications Platform: A Seasonal Narrative*
- 5. Timeline and Execution*
- 6. Epilogue*

1. Interpretation of the brief: Dan on Jam Shed:

Understanding the Audience and Expanding Jam Shed's Reach

As someone who loves wine, has traveled extensively on vineyard tours, and appreciates the stories behind each bottle, I understand the delicate balance that exists between passion and accessibility in the wine category. Jam Shed, with its rich, jammy flavour profile and smooth character, appeals to wine enthusiasts, novices and non-traditional wine buyers alike who seek enjoyment rather than pretension. Positioned as fun, irreverent, and approachable, the brand has the potential to resonate with wine drinkers like myself, those who value quality but aren't chasing exclusivity or collector status. In a market crowded with traditional labels, Jam Shed's distinctive style cuts through the noise, offering consumers a taste that defies conventional norms while remaining inclusive.

Market Share

- Jam Shed is currently ranked as the **11th largest wine brand in the UK**, reflecting strong growth and increasing penetration. Its focus on bold, approachable flavours has helped it carve out a niche among non-traditional wine drinkers.

Category Growth and Share

- The still wine category, where Jam Shed primarily operates, remains dominant in the UK market. However, the brand's innovative approach to flavour profiles and unconventional pairings (e.g., Shiraz with cola) allows it to stand out in a competitive landscape.
- Jam Shed's growth aligns with broader trends favouring approachable, versatile wines that cater to younger demographics and festive occasions.

Total Sales Value

- Jam Shed's emphasis on affordability and bold flavours positions it well within the mid-tier price range, appealing to cost-conscious consumers. Its total sales value would be a function of its market share within the \$22.5 billion UK wine market.

When choosing a bottle in the supermarket, the decision hinges on a variety of key factors.

Impressions matter:

The bottle must visually stand out and evoke intrigue while signaling quality. I'm drawn to wines that tell a story, whether it's the flavour profile or the occasion they're crafted for, such as festive gatherings or pairing with comfort foods.

Accessibility:

Wines like Jam Shed meet the sweet spot of affordability without compromising on flavour.

Online purchasing :

This can play a role, especially for planned occasions or gifting, but most UK shoppers, like myself, still appreciate browsing the wine aisle, holding the bottle, and making an impulse-driven decision based on the packaging, the price point, and the perceived value.

Jam Shed's strengths lie in its approachable nature and unique positioning within the wine category. Its rich, smooth flavours appeal to those seeking enjoyment rather than complexity, creating an inclusive bridge for non-traditional wine drinkers. However, perceptions of "cheap and tasteless" can create barriers, even though this stereotype isn't specific to Jam Shed, it's a challenge faced by many brands in its price category. To counter this, the focus must be on redefining how consumers view affordability in wine. By elevating the brand narrative, emphasizing quality, versatility, and use cases like mulled wine recipes or hosting occasions, Jam Shed can shift the conversation from price to value, reinforcing its position as the ultimate festive wine choice.

To expand the brand's reach within the UK, the strategy must focus on both the primary audience of casual, non-traditional wine drinkers and opportunities to engage more experienced wine enthusiasts. Capturing younger professionals seeking fun, accessible wines for social gatherings, while reimagining Jam Shed's appeal for families hosting Christmas / Seasonal dinners, can deepen penetration in key demographics. Content partnerships and influencer collaborations can play a pivotal role in creating cultural relevance, showcasing Jam Shed not just as a wine for drinking but as a conversation starter and occasion creator. Positioning the Shiraz with aspirational yet relatable narratives will elevate its appeal without alienating the core audience.

For Jam Shed to move beyond its category perception, the campaign must celebrate the joy of wine, stripping away the exclusivity often associated with premium brands and inviting consumers into the irreverent world of wine enjoyment. By combining clever storytelling, omnichannel presence, and community-driven engagement, Jam Shed can challenge expectations and spark curiosity, ensuring it becomes the wine of choice—not just for its primary audience but for every festive celebration and shared moment.

According to your website, Jam Shed wine is all about simplicity, enjoyment, and breaking away from the traditional seriousness often associated with wine. The brand was inspired by a country jam shed on a vineyard that crafted both delicious jams and mouth-watering wines.

Their mission is to make life less complicated by offering wines that are smooth, gluggable, and packed with flavour.

The brand owners aim to portray Jam Shed as approachable and fun, celebrating unconventional wine pairings that defy norms. They encourage creativity, whether it's adding ice to red wine or mixing cola with Shiraz, embracing the idea that wine should be enjoyed however you like. Their tagline, "Seriously Delicious Wines," reflects this ethos.

Jam Shed sources its wines from regions like Australia, Spain, and Argentina, ensuring each varietal is crafted to perfection. It's a brand that invites people to enjoy the simple pleasures of life with a glass of wine that's jam-packed with taste.

History

We were inspired by a country Jam Shed on a vineyard that not only crafted deliciously juicy jams, but also amazing mouth-watering wines.

Since launching in 2017, Jam Shed has grown distribution to multiple countries around the world including Australia, the United Kingdom, Europe, America, Canada, LATAM and Asia. We are proudly a top 10 Still Wine brand in the UK.

The Jam Shed range sources grapes across the globe. We've put in the hard work and travelled the world to find where each varietal is at its absolute best. Our wines are sourced from Australia, Argentina & Spain so that you can travel the world with just your taste buds

At Jam Shed, our philosophy behind winemaking is very simple, a vision to make delicious, great tasting wines. We keep it uncomplicated with simple guidelines to winemaking:

Uncomplicated

Sessionable

and, of course ... Delicious!

UK wine market in context

The UK wine market is a dynamic and evolving landscape, reflecting the diverse preferences, demographics, and seasonal trends of its consumers. With millions of bottles sold annually and clear peaks in demand during festive and warmer months, the market offers unique opportunities for brands like Jam Shed to resonate with wine enthusiasts across age groups. Younger buyers favor approachable and quirky wines, while mature

consumers seek convenience and versatility, particularly during occasions like Christmas / Seasonal celebrations. This section provides a detailed overview of the UK wine market, uncovering the trends, seasonality, and demographics that shape the opportunities for Jam Shed's campaigns.

Annual Bottle Sales

The UK wine market is vast, with approximately **1.3 billion bottles of wine sold annually**. This figure includes both still and sparkling wines, with the majority being imported from key wine-producing countries such as France, Italy, and Spain. The UK wine market was valued at **\$22.5 billion in 2021**, with a projected growth rate of **4% CAGR** through 2026. Still wine remains the largest category, while sparkling wine is experiencing the fastest growth. Jam Shed operates within the still wine category, which aligns with the broader market trends of affordability and sociability, appealing to younger and casual wine drinkers.

This robust demand highlights the importance of understanding market dynamics, including category growth, consumer trends, and competitive positioning, to effectively analyze Jam Shed's performance and opportunities within this thriving landscape.

Seasonality

Wine sales in the UK exhibit clear seasonal trends:

- **Autumn and Winter:** Sales peak during the festive season, particularly in November and December, as consumers purchase wine for Christmas / Seasonal celebrations, gifting, and entertaining.
- **Spring and Summer:** Sales rise again during warmer months, driven by outdoor gatherings, barbecues, and lighter wine preferences such as rosé and white wines.
- **Key Events:** Seasonal spikes also occur around major Christmas / Seasonals like Easter and Valentine's Day, as well as during promotional periods such as Black Friday.

Who is Buying Wine?

Wine buyers in the UK are diverse, spanning various demographics:

- **Age Groups:**
 - Adults aged **25–45** form a significant portion of the market, with younger consumers (25–34) showing interest in approachable and versatile wines.
 - Older consumers (45+) often prioritize premium and traditional options, reflecting a preference for quality and heritage.
- **Gender:** Women are slightly more likely to purchase wine than men, particularly for social occasions and gifting.
- **Income Levels:** Middle-to-high income households dominate wine purchases, with premium wines gaining traction among affluent consumers.

Demographics

The UK wine market caters to a wide range of preferences:

- **Younger Enthusiasts (25–34):**
 - Open to experimenting with new brands and flavours.
 - Drawn to approachable, sociable wines like Jam Shed.
- **Mature Discoverers (35–45):**
 - Value convenience and versatility, especially for entertaining and gifting.
- **Older Consumers (45+):**
 - Tend to favour traditional, premium wines with established reputations.

This overview highlights the dynamic nature of the UK wine market, providing valuable insights for tailoring Jam Shed's campaign strategies. Building on the insights into the UK wine market, it's clear that Jam Shed is well-positioned to connect with its core demographic of 25–45-year-olds who seek bold, approachable wines that elevate everyday moments and festive occasions alike. This next section will delve deeper into Jam Shed's target audience, exploring their preferences, behaviors, and the emotional resonance that drives their engagement with the brand. By understanding what makes these consumers tick, we can craft campaigns that truly speak to their desires, ensuring Jam Shed remains their go-to choice for both savoring and celebrating.

2. Understand Target Audience and Market

Expanding on the "Research New Wine Shoppers" section is a crucial step to ensure that Jam Shed effectively captures this audience. Here's how to structure and deepen this part:

Research New Wine Shoppers

1. Demographics

To target new wine shoppers effectively, first, define their demographic profile:

Age Range: Adults aged 25–45 form the core audience, encompassing two key segments:

- **Younger Enthusiasts (25–34):** These individuals are often new to wine and open to experimenting with approachable, versatile options that fit their casual and social lifestyles. They are likely drawn to brands with a fun, quirky personality like Jam Shed.
- **Mature Discoverers (35–45):** This segment includes slightly older shoppers who prioritize enjoyment and convenience in their wine choices. They look for wines that are easy to serve and pair with food, especially during festive gatherings or as gifts.

Income Bracket: The target group primarily consists of middle-income earners who seek affordable, high-quality products. They are value-conscious due to economic pressures in 2025 but are willing to spend on experiences or products that bring moments of joy and connection, particularly during festive seasons.

Lifestyle:

- **Socially Active:** These consumers enjoy hosting friends and family, making Jam Shed an ideal choice for casual gatherings, dinner parties, or festive celebrations.
- **Occasion-Driven Shoppers:** They frequently purchase alcohol for specific events, such as Christmas / Seasonals, gifting, or special meals, which align perfectly with Jam Shed's positioning during Autumn and Christmas.
- **Relaxation Seekers:** They also enjoy treating themselves to a glass of wine during quiet evenings, where Jam Shed's accessible nature fits effortlessly into their routine.

Taste Preferences:

- Many in this group lean toward wines with approachable flavour profiles, such as sweeter reds or versatile blends, making Jam Shed's offering particularly appealing.
- They are open to fun, unconventional serving suggestions, like mulled wine recipes or seasonal pairings, especially during the festive period.

Psychographics

Understanding the mindset, values, and lifestyle of Jam Shed's audience is key to crafting a successful Autumn-to-Christmas media and marketing campaign. We are focusing on **75CL Shiraz** but will cover the broader wine category to establish context.

Occasion-Based Shoppers

- Many shoppers are driven by **specific events** during the festive season, such as:
 - **Hosting Friends and Family:** They seek versatile, crowd-pleasing wines that are easy to serve and pair well with festive meals or snacks.
 - **Celebrating Christmas / Seasonals:** Shoppers desire wines that feel special but remain approachable and fun, aligning with Jam Shed's personality.
 - **Gifting Needs:** Attractive packaging and creative offerings, such as bundled gift sets, make Jam Shed an appealing option for this group.

Explorers vs. Traditionalists

- **Explorers:** A segment of the audience thrives on trying new, unique wine experiences and pairing ideas. These adventurous consumers enjoy the quirky and unconventional touch that Jam Shed offers, such as mulled wine recipes or creative cocktails.
- **Traditionalists:** While they prefer familiar names, many in this group are open to fresh recommendations. Jam Shed's easy-drinking profile and strong storytelling create an entry point for them to try something new.

Brand Values Alignment

- **Approachability:** Jam Shed's ethos of being fun and festive resonates strongly with consumers who value wine as a vehicle for connection rather than complexity.
- **Joyful and Social:** The brand's celebration of lighthearted, communal experiences perfectly aligns with the mindset of shoppers seeking memorable moments during the Christmas / Seasonal season.
- **Authenticity:** Its straightforward, unpretentious nature appeals to audiences who want to enjoy wine in their own unique way without the constraints of traditional wine etiquette.

Fun and Approachable

- Jam Shed's playful tone, focus on enjoyment, and emphasis on "gluggable" wines resonate with consumers who value fun over formality. This connects with audiences looking for a stress-free, inclusive Christmas / Seasonal experience.

Unconventional Pairings

- The brand's promotion of **quirky wine pairings**—such as mixing Shiraz with cola or adding jalapeños to Rosé—delights shoppers who enjoy pushing boundaries and

experimenting. This fun, adventurous approach positions Jam Shed as a stand-out option in a saturated market.

Social Media Engagement

- Jam Shed appeals to **digitally savvy consumers** who frequently engage with online content, trends, and brands on platforms like Instagram, Facebook, and TikTok.
- Festive-themed campaigns, influencer partnerships, and shareable content make Jam Shed a natural fit for this audience, driving brand awareness and loyalty during the Christmas / Seasonal season.

Shopping Behavior:

- **In-Store Shoppers:** Many of these consumers still prefer purchasing wine from supermarkets or convenience stores, where visibility, promotions, and on-shelf appeal play a significant role.
- **Online Savvy:** A growing proportion also shops online for alcohol, relying on digital campaigns, reviews, and tailored recommendations to guide their choices.
- **Price-Conscious but Quality-Focused:** They are sensitive to cost but won't compromise on perceived quality, especially for celebrations or gifts.

Behavioral Insights for New Wine Shoppers

Understanding how new wine shoppers engage with the wine category is essential for tailoring Jam Shed's strategy to resonate with their needs and aspirations. These consumers often navigate the market with curiosity, looking for accessible, bold, and approachable options that align with their evolving tastes and social habits. Their journey is influenced by factors like ease of pairing, gifting potential, and brand personality, all of which play a pivotal role in shaping their purchasing decisions. This section delves into the key behavioral insights driving the choices of new wine shoppers, offering a deeper understanding of how to capture their attention and loyalty.

Buying Motivation

- **Casual Consumption:** Many new wine shoppers are seeking wines for day-to-day enjoyment, whether as a complement to meals or as a way to unwind. Jam Shed's accessible and versatile wines are well-suited to this group.
- **Festive Occasions:** The Autumn-to-Christmas period creates opportunities to position Jam Shed as the perfect wine for gatherings, Christmas / Seasonal meals, and celebrations. Shoppers often look for wines that can elevate the occasion without being intimidating or overly expensive.
- **Gifting Opportunities:** The festive season also drives gift purchases. Shoppers are drawn to attractive packaging, limited-edition designs, or bundled offers, making this a key consideration for the campaign.

Decision Factors

- **Taste:** Approachable flavour profiles, such as sweet reds or blends, are often preferred by new wine drinkers who may shy away from more complex or dry

options.

- **Price:** In 2025's cost-conscious environment, shoppers prioritise affordable wines that don't compromise on quality. Offering value-for-money will be critical to Jam Shed's appeal.
- **Packaging:** Eye-catching, festive, or gift-worthy packaging plays a significant role in influencing purchase decisions, particularly during the Christmas / Seasonal season.
- **Recommendations:** Word of mouth, as well as endorsements from social media influencers or customer reviews, heavily influences new wine shoppers. They often rely on external validation before making their choices.

Channel Preference

- **In-Store Shopping:** For many UK shoppers, supermarkets and wine retailers remain a primary channel for wine purchases. Prominent shelf placement, impactful point-of-sale materials, and seasonal displays are essential to capturing their attention.
- **Online Shopping:** An increasing number of consumers are turning to digital platforms for convenience. Listings on retailer websites, e-commerce platforms like Amazon, and targeted online ads are key to reaching this audience.
- **Hybrid Approach:** Many shoppers browse online for reviews, recommendations, and deals before making their purchases in-store. An omnichannel presence ensures Jam Shed can capture attention across their journey.

Preference for Simplicity

Jam Shed's emphasis on "gluggable" wines resonates with consumers looking for easy-to-enjoy options without the complexities of traditional wine culture. This appeals particularly to newcomers who might otherwise find wine intimidating.

Occasion-Based Consumption

Jam Shed's wines are perfectly positioned for:

- **Casual Dinners:** Providing a reliable, crowd-pleasing choice for informal meals with family or friends.
- **Festive Celebrations:** Pairing beautifully with Christmas / Seasonal meals, offering creative serving ideas like mulled wine or sangria for a seasonal twist.
- **Social Gatherings:** Being approachable, fun, and flexible makes them ideal for parties or group occasions where accessibility is key.

Preferences

Understanding the wine-related preferences of Jam Shed's target audience helps tailor marketing efforts to align with their expectations and desires during the Autumn-to-Christmas period.

flavour Profiles

- **Sweeter Wines:** Many new wine shoppers gravitate toward sweeter options, such as Jam Shed's Shiraz, due to their approachable and enjoyable taste. This makes Jam Shed ideal for casual drinkers who may find traditional dry wines intimidating.
- **Approachable Reds:** Jam Shed's red wines, with fruit-forward notes, are well-suited to consumers seeking versatile options that complement seasonal dishes like roasts, casseroles, and festive appetizers.
- **Festive Blends:** Target shoppers who are drawn to wines with a celebratory feel, showcasing Jam Shed as a perfect choice for Christmas / Seasonal gatherings and pairing it with seasonal recipes to emphasize its adaptability.

Formats

- **Single Bottles:** For casual consumption or small gatherings, single bottles remain a popular choice. Shoppers might favor distinctive labels or festive designs that stand out in stores or online.
- **Bundled Offers:** During the Christmas / Seasonal season, bundled formats featuring multiple bottles or pairing combinations (e.g., wine with food items or accessories) are especially appealing for gifting and hosting. Jam Shed could offer special Christmas packs to tap into this demand.

Brand Perception

- **Fun and Casual Moments:** Shoppers associate Jam Shed with enjoyable, laid-back experiences, perfect for social gatherings or quiet evenings with family or friends. Its branding aligns with a "wine for everyone" ethos.
- **Creativity and Versatility:** Jam Shed's promotion of unconventional pairing ideas, like mulled wine or cola-infused cocktails, positions the brand as one that celebrates individuality and experimentation. This reinforces its appeal to adventurous and fun-loving drinkers.

Shopping Habits

- **Where They Shop:** Research the popularity of grocery retailers, specialty wine shops, and online platforms like Amazon or local delivery services.
- **When They Shop:** Seasonal trends will likely show peaks in November and December for Christmas and gifting, as well as smaller peaks during Autumn.
- **Price Sensitivity:** Explore what price points resonate most with shoppers willing to try a new brand.

Personas and Use Cases

Creating detailed personas is a crucial step in understanding and effectively targeting new wine shoppers, as it allows us to segment and tailor marketing efforts to meet the unique needs and behaviors of specific audience groups. By analyzing demographics, lifestyles, preferences, and purchase motivations, we can craft accurate representations of Jam Shed's potential consumers, ensuring personalized engagement throughout the campaign. These personas highlight how Jam Shed's approachable, bold flavors and festive messaging can resonate with diverse segments, from social hosts to adventurous samplers. This process not only sharpens targeting strategies but also reinforces the brand's ability to connect authentically with its audience, aligning perfectly with Jam Shed's ethos of sociability and inclusivity. Below are examples of personas crafted to represent the key segments of new wine shoppers.

The Social Host

- **Profile:** This persona thrives on creating memorable experiences for friends and family. They enjoy hosting dinner parties, casual gatherings, and festive celebrations, where Jam Shed's approachable wines become an essential addition to the table.
- **Buying Motivation:** Seeks wines that are versatile, crowd-pleasing, and easy to pair with a variety of dishes.
- **Use Case:** Purchases Jam Shed wines for Autumn dinners, Christmas / Seasonal feasts, or cozy gatherings, positioning the brand as a go-to choice for hosts who want reliable and enjoyable options.

The Gift Seeker

- **Profile:** This shopper values thoughtful gifting and finds wine to be a perfect present for Christmas / Seasonal celebrations. They are drawn to visually appealing packaging and special offerings that elevate the gifting experience.
- **Buying Motivation:** Focuses on finding wines that are aesthetically pleasing and come with gifting options such as bundles or limited-edition packaging.
- **Use Case:** Chooses Jam Shed for its fun, festive branding and bundles, making it an ideal gift for friends, family, or colleagues during the Christmas / Seasonal season.

The Adventurous Sampler

- **Profile:** This persona loves to explore new flavours and unconventional wine experiences. They are open to creative ideas and enjoy experimenting with pairings or recipes.
- **Buying Motivation:** Attracted to unique suggestions like mixing Shiraz with cola or creating mulled wine, they value wines that stand out in a crowded market.
- **Use Case:** Picks Jam Shed as an adventurous choice for adding a creative twist to Christmas / Seasonal cocktails or experimenting with seasonal recipes.

The Budget-Conscious Celebrator

- **Profile:** This consumer seeks affordable yet high-quality options due to cost-of-living pressures. They want to enjoy festive occasions without overspending.
- **Buying Motivation:** Prioritizes wines that offer great value for money while still feeling festive and indulgent.
- **Use Case:** Opts for Jam Shed to share with loved ones during Christmas / Seasonal celebrations, appreciating its balance of affordability and flavour.

The Festive First-Timer

- **Profile:** New to the wine category, this persona is looking for approachable options that simplify their journey into wine. They may find traditional wines intimidating and prefer brands with a fun, unpretentious image.
- **Buying Motivation:** Seeks wines with clear, inviting flavours and messaging that encourages them to try something new without fear of judgment.
- **Use Case:** Selects Jam Shed as a gateway wine for their first Christmas / Seasonal hosting experience, thanks to its casual tone and approachable taste.

Jam Shed wines are crafted with a clear focus on simplicity, enjoyment, and accessibility, making them appealing to a broad audience. Jam Shed's audience is diverse but united by a shared love for uncomplicated, delicious wines that fit seamlessly into their lifestyle.

Channels for Insight Gathering: How we can understand more about our target audience

To collect and validate these insights, leverage a combination of digital analytics tools, customer surveys, and market research platforms to gain a comprehensive understanding of consumer behavior. Utilize CRM systems to analyze purchase patterns and identify trends among your target demographics. Collaborate with retail partners to access data on in-store sales and customer preferences, ensuring alignment with real-world shopping behavior. Engage social listening tools to monitor audience sentiment and conversations surrounding wine preferences and gifting trends. Implement A/B testing frameworks to evaluate campaign effectiveness, refining messages and formats based on audience responses. By integrating these tools across marketing, sales, and product development teams, you can generate actionable insights that drive strategic decision-making and strengthen Jam Shed's resonance with new wine shoppers.

Surveys and Focus Groups

- **Surveys:** Conduct online surveys targeting wine shoppers to gather quantitative data about their preferences, motivations, and shopping habits. Include questions on flavour profiles, purchasing occasions (casual, festive, gifting), and pricing expectations to understand what resonates most.
- **Focus Groups:** Organize in-person or virtual sessions to dive deeper into the emotions and thoughts behind consumer choices. Explore perceptions of Jam Shed's

branding, packaging, and wine offerings to refine messaging and product presentation.

Retailer Data and Analytics

- Sales Data: Partner with supermarkets and wine retailers to analyze sales patterns for Jam Shed and competing brands. Key metrics to examine include seasonal peaks, popular formats (e.g., single bottles or bundles), and price points.
- Customer Feedback: Utilize retailer feedback channels, such as post-purchase reviews, to understand shopper sentiment and preferences. This information can highlight areas for improvement or untapped opportunities.

Social Listening

- Platform Monitoring: Actively track platforms like Instagram, Facebook, TikTok, and Twitter for trends and conversations around wine consumption. Look for mentions of festive occasions, gifting ideas, and unconventional wine pairings like mulled wine.
- Engagement Analysis: Assess which content formats drive the most engagement, such as influencer posts, recipe videos, or Christmas / Seasonal-themed visuals. Identify user demographics engaging with such content to fine-tune targeting strategies.

Competitor Analysis

- Market Positioning: Examine how key competitors in the UK (e.g., Hardys, Blossom Hill, Yellow Tail) attract new wine shoppers during Autumn-to-Christmas. Pay attention to promotional tactics, creative campaigns, and seasonal bundling efforts.
- Innovation Tracking: Look for novel ideas competitors are implementing, such as unique serving suggestions or collaborations with food brands. Identify gaps in their strategies that Jam Shed could exploit.

Third-Party Reports and Industry Studies

- Market Trends: Leverage reports from industry bodies like the **Wine and Spirit Trade Association (WSTA)** or **Nielsen** for insights into wine market trends, consumer preferences, and economic impacts during the Christmas / Seasonal period.
- Consumer Research Agencies: Partner with research firms specializing in alcohol consumption to access tailored insights into emerging behaviors and preferences.

Community Insights

- Consumer Forums: Monitor forums and online communities where wine lovers gather, such as Reddit wine threads or Facebook groups, for authentic feedback and discussions about wine trends and experiences.

- **Events and Tastings:** Host sampling events to directly interact with consumers and gather real-time feedback on Jam Shed's flavours and versatility during seasonal occasions.

By leveraging these channels, Jam Shed can validate assumptions, gain actionable insights, and ensure its Autumn-to-Christmas campaign is data-driven and audience-focused.

Competitor Analysis: UK Wine Category

Here's a competitor analysis tailored to Jam Shed's context in the UK wine category, alongside other alcoholic drinks, during the Autumn-to-Christmas period:

Key Competitors

Hardys and Yellow Tail: These brands dominate the affordable wine segment, leveraging strong brand recognition and consistent quality.

Echo Falls and Blossom Hill: Known for their sweeter, approachable wines, they appeal to younger audiences and casual drinkers.

Supermarket Own Brands: Retailers like Tesco and Sainsbury's offer competitive private-label wines at lower price points, addressing cost-of-living concerns.

Successful Strategies

Seasonal Promotions: Offering festive bundles, discounts, and multi-buy deals to attract price-sensitive shoppers.

Digital Engagement: Utilizing social media campaigns and influencer partnerships to showcase wines as versatile and festive.

Retail Visibility: Ensuring prominent shelf placement and co-branded displays in supermarkets during peak shopping periods.

Competitor Analysis: Other Alcoholic Drinks

Key Competitors

Beer Brands: Popular choices like Carling and Peroni dominate casual gatherings and festive parties.

Spirits: Whiskey and gin brands, such as Gordon's and Jameson, capitalize on gifting and cocktail trends.

Ready-to-Drink Cocktails: Brands like WKD and Kopparberg appeal to younger audiences with convenience and variety.

Value Packs: Offering multi-packs or larger formats at discounted rates to address cost-of-living challenges.

Festive Branding: Creating Christmas/ Seasonal-themed packaging and marketing campaigns to enhance appeal.

Cross-Promotions: Partnering with food brands for bundled deals (e.g., wine and cheese or beer and snacks).

Insights for Jam Shed

- **Affordable Luxury:** Position Jam Shed as an affordable yet high-quality wine, emphasizing its versatility for festive occasions.
- **Innovative Pairings:** Highlight unconventional serving ideas, such as mulled wine or sangria, to differentiate from competitors.
- **Digital-First Strategy:** Focus on engaging content and targeted ads to reach price-sensitive shoppers online.
- **Retail Visibility:** Secure prominent placement in stores with festive displays and bundled offers.

By leveraging these strategies, Jam Shed can capture market share while addressing the cost-of-living challenges and price sensitivity of UK consumers in 2025.

Media and Marketing SWOT Analysis for Jam Shed

<p>Strengths</p> <ul style="list-style-type: none"> • Distinctive Branding • Versatile Product Offering • Affordability • Growing Digital Presence • Established Retail Presence 	<p>Opportunities</p> <ul style="list-style-type: none"> • Festive Gifting • Cost-of-Living Narrative • Social Media Engagement • Innovative Pairing Ideas • Retail Promotions • Competitor Weaknesses
<p>Weaknesses</p> <ul style="list-style-type: none"> • Relatively Niche Appeal • Limited Budget • Over-Reliance on Digital Channels • Lower Perceived Prestige 	<p>Threats</p> <ul style="list-style-type: none"> • Intense Competition • Economic Pressures • Alcohol-Free Trends • Saturation of Festive Promotions • Logistical Challenges

Strengths

- **Distinctive Branding:** Jam Shed's playful and approachable image resonates well with younger audiences and casual wine drinkers.
- **Versatile Product Offering:** Wines suitable for both casual drinking and festive occasions, with creative pairing options (e.g., mulled wine) that fit the Autumn-to-Christmas narrative.
- **Affordability:** Positioned as an affordable yet high-quality choice, addressing cost-of-living concerns and appealing to price-sensitive consumers.
- **Growing Digital Presence:** Strong potential for engagement through social media campaigns and influencer partnerships, leveraging their informal, fun tone.
- **Established Retail Presence:** Likely already stocked in major supermarkets, providing opportunities for in-store promotions and visibility during peak shopping periods.

Weaknesses

- **Relatively Niche Appeal:** While accessible, the brand may lack recognition compared to legacy competitors like Hardys or supermarket own brands.
- **Limited Budget:** A £500,000 budget over three months may restrict the breadth of high-impact campaigns, particularly in a competitive Christmas / Seasonal period.
- **Over-Reliance on Digital Channels:** With a focus on digital marketing due to budget constraints, the brand might miss out on traditional media (e.g., TV or radio) exposure.
- **Lower Perceived Prestige:** Competes in the affordable wine segment, which may not appeal to shoppers seeking more premium gifting options during Christmas.

Opportunities

- **Festive Gifting:** Leverage the season to create attractive gift bundles or limited-edition packaging, capturing the gifting market.
- **Cost-of-Living Narrative:** Highlight the value-for-money proposition as an alternative to more expensive wines or other alcoholic beverages.
- **Social Media Engagement:** Grow market share by launching engaging, festive-themed campaigns that align with Jam Shed's fun, unconventional tone.
- **Innovative Pairing Ideas:** Promote creative serving suggestions (e.g., mulled wine or sangria recipes) to stand out in a crowded market.
- **Retail Promotions:** Partner with major UK retailers for in-store sampling, discounts, and promotions tailored to the Christmas / Seasonal season.
- **Competitor Weaknesses:** Compete against beer and spirits by positioning wine as a versatile and socially inclusive option for gatherings.

Threats

- **Intense Competition:** Established brands like Blossom Hill or Echo Falls, alongside supermarket own-label wines, are vying for the same audience during the Christmas / Seasonal season.
- **Economic Pressures:** Rising cost-of-living concerns might push consumers toward even more budget-friendly options or alternative categories.
- **Alcohol-Free Trends:** Growth in low-alcohol and alcohol-free options might divert attention from traditional wines.
- **Saturation of Festive Promotions:** Consumers could feel overwhelmed by the volume of

Christmas / Seasonal marketing, making it harder for Jam Shed to stand out.

- **Logistical Challenges:** Potential issues with supply chains or stock availability during peak shopping periods could hinder success.

This SWOT analysis provides a comprehensive view of Jam Shed's current position and opportunities for a successful Autumn-to-Christmas campaign.

The audience and competitor analysis has provided a clear understanding of Jam Shed's unique positioning within the UK wine market. By focusing on its target demographic of 25–45-year-olds, Jam Shed captures the interest of Younger Enthusiasts and Mature Discoverers through its bold flavors, accessible personality, and versatile appeal. The alignment of its messaging with seasonal trends further strengthens its connection with sociable, digitally engaged wine shoppers, ensuring the brand remains relevant and impactful across occasions. Competitor insights reveal opportunities to differentiate Jam Shed through playful storytelling and seamless integration into gifting and celebratory moments, solidifying its identity as a wine that transforms the ordinary into memorable.

With a clear understanding of the audience and competitive landscape, the foundation is set for the next chapter: **Integrated Media Strategy**. This chapter will delve into how to bring Jam Shed's narrative to life across channels, ensuring cohesive messaging and optimal media allocation. By connecting the brand's bold personality with tailored platforms and tactics, the strategy will drive awareness, engagement, and action throughout the campaign journey, making Jam Shed the go-to choice for wine shoppers.

3. Integrated Media Strategy

Developing an effective media strategy for Jam Shed's Autumn-to-Christmas campaign requires a thoughtful approach, especially within the constraints of a modest budget of £500,000 and the broad campaign period. To maximize impact, it's essential to understand the unique strengths of each media channel and carefully evaluate their potential to deliver value. The focus should be on identifying a lead channel that aligns with the target audience's behaviors while complementing it with additional channels to enhance reach and engagement. By strategically balancing the budget across key platforms, Jam Shed can amplify its presence, drive awareness, and engage consumers during this critical festive season.

The most successful campaigns are those that are integrated into an "always-on" brand strategy. This foundational approach builds consistent visibility, credibility, and consumer connection throughout the year. An always-on strategy provides the flexibility to layer in seasonal, regional, or product-specific campaigns, ensuring a cohesive brand narrative and better leveraging resources. For Jam Shed, embedding the campaign within this framework ensures a seamless transition into festive messaging, with the ability to tap into broader brand equity while adapting to the unique demands of the Christmas / Seasonal period. Let me know if you'd like further refinements!

To do this, we need to collaborate as a team across the business!

Creating an Integrated, Omnichannel Media Plan: A Collaborative Approach

Delivering a seamless and impactful omnichannel media plan requires a strong partnership across multiple teams—each bringing their unique expertise to the table. By collaborating with the brand, shopper marketing, digital, and commercial teams, we can ensure alignment and cohesion in both strategy and execution.

Throughout my agency career at OMD and H&S, I have consistently thrived in managing and coordinating cross-functional teams to achieve impactful results for global clients. Whether leading digital strategy workshops or overseeing integrated campaigns, I have embraced collaboration as the cornerstone of success. Working with brands like Luxottica and Shell has provided invaluable experience in navigating complex business structures and aligning diverse teams behind common goals.

My role has often required bridging the gap between creative, strategy, media, and commercial functions. This has involved guiding interdisciplinary teams through the intricacies of digital planning and activation while ensuring each perspective is heard and integrated. With high-profile campaigns, I've seen firsthand how collaboration—across media buying, analytics, and client services—drives seamless execution and meaningful outcomes.

To create an integrated, omnichannel media plan, we need to work together across the business. The only way to deliver consistent, aligned campaigns is through strong partnerships with brand, shopper marketing, digital, and commercial teams. This shared responsibility is the key to crafting strategies that resonate with audiences, exceed client expectations, and advance business objectives.

Integrated Marketing Communications: Collaboration Across Teams

As a media planner, successful campaign execution relies on seamless collaboration across key marketing functions. By aligning objectives, strategies, and workflows, I ensure every team benefits from a unified approach while delivering the best outcomes for Jam Shed. Here's how I manage the process to maximize collaboration:

Brand Team

- **Role:** Shapes the core narrative, tone, and positioning of Jam Shed.
- **Collaboration Approach:**
 - Gain a deep understanding of brand values and goals, ensuring the media plan aligns with the overarching strategy, including the fun and irreverent ethos of Jam Shed.
 - Provide media insights to guide creative development, such as audience preferences and channel-specific nuances.
 - Ensure creative executions reflect the “Jam Good Wine” messaging and resonate with target audiences.

Shopper Marketing Team

Role: Bridges the gap between, focusing on influencing consumer behavior at the point of sale.

Collaboration Approach:

- Coordinate campaign timelines with retailer promotions and in-store activations.
- Provide media placement recommendations that drive online-to-offline conversions, leveraging platforms like Google Shopping and CitrusAd.
- Align messaging across shopper touchpoints to create a unified customer journey.

Digital Team

Role: Powers Jam Shed's online presence, ensuring relevance and engagement across digital platforms.

Collaboration Approach:

- Share targeting insights and performance data to optimize digital spend for both awareness and performance campaigns.
- Experiment with innovative digital formats (e.g., dynamic ads, social media Reels) to boost engagement while aligning with the broader campaign strategy.
- Integrate first-party data capture opportunities from social and programmatic platforms to enrich audience segmentation.

Commercial Team

Role: Ensures the media strategy aligns with revenue and sales objectives across retail partnerships.

Collaboration Approach:

- Align media investments with sales goals, focusing on measurable ROAS and retailer priorities.
- Use shopper data and sales trends to refine media targeting and optimize performance around key sales windows (e.g., festive promotions).
- Support in securing shelf visibility and retailer support by demonstrating the campaign's expected impact.

Media/Advertising Team

Role: Executes media placement and ensures performance accountability.

Collaboration Approach:

- Share insights on audience behavior and media trends to inform channel selection and budget allocation.
- Use programmatic partners (e.g., Scoota, The Trade Desk) to enhance budget flexibility, cost efficiency, and control over audience targeting.
- Ensure all media placements meet brand safety standards and utilize tools like Integral Ad Science for visibility and fraud protection.
- Monitor real-time metrics and adjust placements to benefit all teams with actionable insights.

By fostering collaboration across these teams, the media plan balances creative storytelling with data-driven tactics, aligning every function toward shared success. This integrated approach ensures that the campaign maximizes engagement, conversions, and brand equity while allowing every team to see their priorities reflected in the results.

Define Objectives and KPIs

For over two decades, I've been at the forefront of crafting and executing digital campaigns, deeply immersed in the granular metrics that drive immediate performance: CPC, CPA, CTR%, and the like. These micro metrics have been essential tools, providing quick feedback on campaign efficiency and tactical execution. They've allowed me to optimize ad spend, fine-tune targeting, and deliver campaigns that perform exceptionally well on a transactional level.

However, just as long as I've been working with these metrics, I've spent equal time advocating for a broader perspective—guiding both my clients and agencies to look beyond the narrow confines of media silos. While micro digital metrics offer invaluable insights, they only tell part of the story. True marketing success lies in the ability to focus on metrics that move the needle for the business as a whole: brand recognition, favourability, loyalty, and market share. These are the metrics that speak to long-term growth and sustainable impact, enabling brands to carve out meaningful, lasting connections with their audiences.

This dual expertise—deep technical proficiency paired with a visionary approach to brand growth—has shaped my philosophy: campaigns must be designed not just for short-term wins but to deliver strategic shifts for the business. By balancing tactical execution with a focus on larger business outcomes, we can ensure marketing efforts serve both immediate needs and future ambitions. Let's delve into how this philosophy aligns with measuring success for Jam Shed's Autumn-to-Christmas campaign.

To measure the success of this £500,000 brand and performance combined campaign, I focus on two key areas: **primary KPIs** that assess short-term performance and **secondary metrics** that analyze long-term brand development. I've spent over 20 years creating and executing campaigns that zero in on digital media metrics like CPC, CPA, CTR%, and RoAS. These have been essential for delivering instant gratification and optimizing campaigns in real-time. But I've also spent those same 20 years guiding my clients and agencies to look beyond these narrow metrics, advocating for broader measures that truly shift the business and break out of the media silo.

In the short term, I use tactical metrics like **reach and impressions**, which show how many people saw Jam Shed's messaging. I track **click-through rates (CTR%)** to gauge how engaging our content is, and analyze **traffic metrics** to see how many people land on Jam Shed's pages or retail platforms. **Post-click and post-impression analysis** lets me understand what happens after interaction—did they browse, explore product pages, or complete purchases? On top of that, I monitor **RoAS** and **CPA** to measure how efficiently the campaign converts, while **average basket value (ABV)** provides insights into buying behaviors—especially for festive bundles or discounts. These metrics are vital for showing immediate ROI, but I've always reminded clients that they only scratch the surface when it comes to building a lasting brand presence.

To truly drive long-term business growth, I look at **secondary metrics** like **brand favourability** and **recognition**, assessed via surveys, search volume tracking, and

sentiment analysis. I rely on **market share comparisons** and **repeat purchase behavior** to understand how the campaign impacts loyalty and competitiveness. Retail footfall and visibility, combined with six-to-twelve-month post-campaign reviews like **Media Mix Modeling (MMM)**, give me the broader picture of what's working and why. Having written extensively on MMM studies and applied these principles through years of experience in data science (including insights from my book featured here), I use these tools to quantify the incremental value of campaigns beyond simple performance metrics. This dual focus ensures every campaign I deliver drives immediate wins while positioning the brand for sustainable growth. Let me know if you'd like me to elaborate on any of this!

Partnering with the Brand Team: The brand team shapes the essence and narrative of Jam Shed, so collaboration here centers around amplifying their vision. This involves

- Understanding the brand's core values, target audience, and positioning in the market.
- Aligning media strategies with Jam Shed's broader brand goals, such as promoting its "Seriously Delicious Wines" message and unconventional wine pairings.
- Ensuring creative executions across media channels reflect the brand's approachable, fun personality.

Shopper Marketing Integration: Shopper marketing bridges the gap between brand inspiration and purchase decision. Key steps in partnering with this team include:

- Identifying shopper behaviors and preferences to inform channel-specific activations.
- Aligning campaign timelines with in-store promotions, retailer partnerships, and exclusive offers to enhance consumer touchpoints.
- Driving visibility through tailored content that links digital campaigns to the physical store experience—creating a unified journey.

Collaboration with Digital Teams: The digital team powers Jam Shed's presence across online platforms, ensuring relevance and engagement. Partnership here focuses on:

- Crafting strategies that maximize reach and engagement across Social, Search, Programmatic, and Connected TV.
- Leveraging data-driven insights to optimize media spend and targeting for both brand and performance campaigns.
- Experimenting with new formats, such as interactive ads or influencer partnerships, to showcase Jam Shed's playful, unconventional nature.

Aligning with the Commercial Teams: Collaboration with the commercial teams grounds the media plan in business outcomes. This involves:

- Coordinating closely on sales goals to ensure media investments align with revenue targets.
- Driving partnerships with retailers and distributors to secure shelf space and promotion opportunities.

- Using media to communicate exclusive commercial offerings, like limited-edition varietals or bundled promotions.

Integration and Execution

Ultimately, the success of the omnichannel media plan lies in unifying these efforts to create a seamless consumer experience. This includes:

- Ensuring consistent messaging and visual identity across all touchpoints.
- Leveraging omnichannel data to understand consumer interactions and refine strategies in real-time.
- Maintaining open communication and alignment among all teams to adapt quickly to changing market dynamics.

By working together, we can craft a media plan that not only resonates with consumers

Research and Insights Gathering

With a modest budget of £500,000, it is essential to investigate and evaluate the effectiveness of different media channels to ensure Jam Shed's Autumn-to-Christmas campaign achieves maximum impact. In this context, understanding the strengths and opportunities offered by each channel is vital, as this knowledge provides the foundation for strategic decision-making. While the temptation might be to spread resources across multiple platforms to widen the campaign's reach, this approach can dilute impact, especially given the limited budget. Instead, a well-researched, targeted approach will deliver the best results.

To make the most of our budget, we must focus on leveraging the unique capabilities of each channel while maintaining a cohesive, integrated strategy. This doesn't imply we should concentrate all resources on a single platform; rather, it highlights the need to identify and maximize the potential of one lead channel. The lead channel should align with the media habits of Jam Shed's target audience and serve as the campaign's anchor, complemented by supporting channels that enhance reach and engagement. Such a strategy ensures that our messaging is impactful and consistent, reinforcing Jam Shed's presence during this critical festive season.

Given the modest budget, achieving critical mass on any single channel may not be feasible. Instead, selecting a lead channel and optimizing its use becomes a key priority. This approach allows Jam Shed to build a stronger connection with its audience, particularly through high-engagement platforms like social media or digital streaming services. By balancing the lead channel's dominance with strategic support from other platforms, the campaign can create a holistic, memorable presence, amplifying brand awareness and driving sales during the Autumn-to-Christmas period.

Target Audience's Media Consumption Habits

With the strategic focus and budget considerations in mind, understanding the media consumption habits of Jam Shed's target audience is pivotal to maximizing the campaign's impact during the Autumn-to-Christmas season. By identifying where and how the audience engages with content, Jam Shed can effectively tailor its messaging to resonate with consumer preferences and behaviors. Whether it's through social media platforms, retail websites, or streaming services, reaching the target audience where they naturally spend their time ensures both engagement and conversion.

Social media stands out as a significant touchpoint, offering opportunities to leverage visual storytelling, influencer partnerships, and interactive campaigns. Platforms like Instagram and TikTok provide access to younger audiences who value creative, festive content, while Facebook caters to slightly older demographics seeking community-driven interactions. Retail websites also play a key role, with shoppers browsing for discounts, bundles, and customer reviews as they make their purchasing decisions. Streaming services, including Spotify and digital TV platforms, add an extra layer of connection, providing moments to highlight Jam Shed's approachable and festive qualities.

The insights gained from these channels help inform the campaign's lead and supporting platforms, ensuring resources are allocated wisely within the modest budget. By anchoring the strategy to a primary platform while complementing it with others, Jam Shed can effectively engage its audience and make a memorable impression throughout the critical Autumn-to-Christmas period.

Competitor Strategy Analysis

Successful Approaches:

- **Festive Promotions:** Research competitors' Christmas / Seasonal campaigns, such as limited-edition offerings, discounts, or gifting bundles.
- **Social Media Engagement:** Analyze how key players in the wine industry (e.g., Blossom Hill, Yellow Tail) leverage influencer partnerships and festive-themed content to drive awareness.
- **Retail Partnerships:** Investigate how competitors optimize in-store visibility through shelf placement, sampling stations, and co-branded displays.

Identifying Gaps:

- **Underutilized Channels:** Highlight channels where competitors may be less active, such as TikTok, and capitalize on Jam Shed's quirky and approachable tone.
- **Unconventional Campaigns:** Look for opportunities to differentiate Jam Shed, such as promoting creative serving ideas (e.g., mixing Shiraz with cola or creating mulled wine) that competitors may overlook.

Aligning Insights with Jam Shed's Brand Goals

- **Driving Awareness:** Focus on platforms that amplify reach and visibility, such as Instagram, YouTube, and digital TV ads, with content that highlights Jam Shed's fun, festive personality.
- **Boosting Engagement:** Use interactive campaigns, influencer partnerships, and gamified content to build strong connections with the audience. For example:
 - A TikTok challenge showcasing creative ways to serve Jam Shed during the Christmas / Seasonals.
- **Enhancing Conversion Rates:** Tailor calls-to-action based on audience preferences and channel dynamics. Examples include:
 - Exclusive online discounts for festive bundles.
 - In-store promotions, such as multi-buy offers, near supermarket checkouts.

Channel Selection and Budget Allocation

- Identify the most impactful channels for reaching new wine shoppers (e.g., social media, search engines, in-store promotions).
- Distribute the £500,000 budget strategically across digital, in-store, and content creation initiatives.

To fully capture the impact of Jam Shed's Autumn-to-Christmas campaign, a blend of traditional digital performance metrics and broader strategic indicators is essential. While digital media metrics such as reach, clicks, traffic, RoAS (Return on Ad Spend), CPA (Cost Per Acquisition), post-click analysis, post-impression metrics, and average basket value provide valuable insights into immediate campaign performance, they primarily serve as tools for short-term evaluation. These metrics deliver instant gratification, offering granular insights into campaign efficiency and consumer behavior, but they can be myopic if relied upon exclusively for assessing long-term marketing vision and brand growth.

Digital performance metrics are indispensable for measuring tactical outcomes. For instance, tracking **reach** shows how many individuals have been exposed to Jam Shed's messaging, while **clicks** and **traffic** reflect engagement levels and the effectiveness of call-to-action strategies. **Post-click analysis** helps identify consumer actions after interacting with ads, such as purchases or browsing additional products, while **post-impression tracking** captures instances where viewers are influenced without direct interaction. Meanwhile, metrics like **RoAS** and **CPA** highlight financial efficiency, helping Jam Shed measure profitability and acquisition costs. Finally, **average basket value** provides insights into purchasing trends, especially for festive bundles or multi-buy promotions. These metrics create a snapshot of campaign success but fail to capture the deeper, foundational shifts in brand perception and equity.

To complement these tactical measures, Jam Shed must prioritize broader indicators such as **brand favourability**, **recognition**, **in-store footfall**, and **market share growth**. These metrics provide a holistic view of campaign success, focusing on long-term impact and alignment with Jam Shed's strategic goals. For instance, measuring brand favourability through surveys and sentiment analysis gauges how positively audiences perceive Jam Shed after being exposed to the campaign. Tracking brand recognition through recall studies

and search volume data reflects heightened visibility and awareness. In-store footfall data highlights whether the campaign effectively drove traffic to retail partners, while market share comparisons demonstrate how Jam Shed is performing relative to competitors during the festive season. Together, these broader metrics ensure the campaign achieves not just immediate conversions but also sustained growth in brand equity and consumer loyalty, bridging the gap between short-term wins and long-term vision.

Content Development

Developing impactful content for Jam Shed's Autumn-to-Christmas campaign hinges on a deeply strategic approach that maximizes the potential of each platform while staying true to the brand's key pillars: affordability, versatility, and festive appeal. Each channel offers unique opportunities to connect with Jam Shed's target audience, whether through emotive storytelling, practical hosting solutions, or engaging formats that encourage interaction. Tailored, visually striking content is key to delivering a cohesive narrative across all touchpoints while driving the campaign's dual goals of brand growth and immediate performance.

On social media platforms like Instagram and TikTok, content should focus on dynamic and visually-driven formats to capture attention in cluttered feeds. Short-form videos and reels can highlight practical and engaging ideas, such as mulled wine recipes or creative pairings like Jam Shed Shiraz with cola. These platforms thrive on interaction, so tools like polls, Q&A sessions, and user challenges can encourage followers to engage directly with the brand. A branded TikTok hashtag challenge (e.g., #JamShedCheersChallenge) could invite users to showcase their unique festive wine experiences, amplifying awareness through user-generated content. Measuring success here involves tracking metrics like video views, engagement rates, and follower growth, which signal audience interest and alignment with the brand's positioning.

Search engine marketing through Google Ads and similar platforms should center on keyword optimization and festive-themed ad copy. Leveraging highly searched terms like "Christmas / Seasonal wine deals," "Christmas wine recipes," and "best wines for gifting" can help Jam Shed reach motivated buyers searching for seasonal solutions. Effective copy might emphasize Jam Shed's role as a versatile and affordable Christmas / Seasonal essential, using language such as "Make Christmas Memorable with Jam Shed." Retargeting campaigns can also re-engage users who visited Jam Shed's product pages without converting. Here, performance tracking through CTR, conversion rates, and CPA offers immediate feedback on the campaign's efficiency in capturing intent.

Retail platforms present a significant opportunity to connect with shoppers in the crucial decision-making phase. Thoughtfully designed homepage banners, engaging product descriptions, and festive recipe ideas can drive conversions on websites like Tesco, Sainsbury's, and Amazon. Including bundled gift options and limited-time discounts increases the likelihood of purchase. In-store visibility complements this effort, with displays and signage that reinforce campaign messaging. To measure impact, key metrics include point-of-sale data, redemption rates for in-store promotions, and user feedback on retailer

platforms.

Finally, video and audio streaming platforms like YouTube and Spotify allow for storytelling that resonates emotionally with consumers. YouTube can showcase Jam Shed’s versatility with lifestyle-driven video tutorials like “5 Ways to Serve Mulled Wine” or “Christmas / Seasonal Gifting Made Easy with Jam Shed.” Meanwhile, Spotify audio ads can convey festive warmth with lines like “Unwind This Christmas / Seasonal Season with Jam Shed.” These platforms offer robust performance analytics, such as play rates, watch duration, and listener engagement with CTAs, ensuring every piece of content is fine-tuned to the campaign’s goals.

Across all platforms, integrating performance-tracking methods ensures that content resonates with its audience while delivering tangible results. By leveraging data points such as reach, impressions, and conversions alongside broader brand metrics like favorability and recall, Jam Shed can create a holistic view of its campaign’s success. This tailored approach ensures that every piece of content not only drives engagement and sales in the short term but also cements Jam Shed’s position as a festive favorite in the long run.

An implementational media plan

Building on the **Target Audience’s Media Consumption Habits**, this section recognizes that implementation details by platform are best handled by experienced media professionals. The purpose here is not to delve into granular technicalities of ad placement or tracking mechanisms but rather to provide a high-level strategic direction. These experts have the capability to maximize platform-specific targeting, tracking, and optimization tools to align the execution with Jam Shed’s campaign objectives.

The core focus is ensuring the broader campaign strategy is clear and actionable. By leveraging insights on media consumption habits, the lead channel and supporting platforms should seamlessly work in tandem to deliver cohesive and impactful messaging. Professionals tasked with execution will be expected to apply their expertise in aligning these tactics to engage the audience effectively, deliver measurable results, and adapt dynamically to performance data throughout the campaign period. This approach ensures that the strategy is rooted in overarching goals while providing flexibility for tactical excellence.

Cross-Channel Alignment

To maximize the impact of Jam Shed’s Autumn-to-Christmas campaign, maintaining messaging consistency across all touchpoints is paramount. Every interaction—whether through social media ads, email campaigns, in-store displays, or e-commerce platforms—should reinforce a unified seasonal narrative that positions Jam Shed as the ultimate festive wine choice. By ensuring cross-channel alignment, Jam Shed can create a seamless and engaging experience for consumers, amplifying both immediate performance and long-term brand recognition.

Unified Festive Narrative

The foundation of cross-channel alignment lies in developing a compelling seasonal narrative that resonates with Jam Shed's target audience. Messaging should consistently highlight:

- **Festive Use Cases:** Position Jam Shed as the versatile wine for Christmas / Seasonal moments—whether hosting dinner parties, gifting loved ones, or creating mulled wine recipes.
- **Affordability:** Reinforce Jam Shed's value-for-money proposition to appeal to cost-conscious shoppers during the festive period.
- **Emotional Connection:** Evoke warmth, joy, and celebration in all visual and written content, establishing Jam Shed as the perfect partner for making Christmas / Seasonal memories.

This seasonal narrative should be reflected across every channel, ensuring consumers experience the same tone and themes regardless of where they interact with the brand.

First-Party Data Collection Strategy

First-party data (1PD) is essential in mitigating cookie deprecation and building a direct connection with your audience. By leveraging value exchange opportunities at every stage of the consumer journey, we can create a GDPR-compliant data strategy that feeds into the overall media plan to refine targeting and expand reach through lookalike audiences.

Value Exchange Opportunities;

Incentivized Sign-Ups:

- Collect consumer data through exclusive incentives, such as discounts, festive bundles, or early access to holiday recipes.
- Example: *"Sign up for our newsletter and get 15% off your first Jam Shed purchase!"*

Interactive Campaigns:

- Use social media polls, quizzes, or giveaways to encourage users to share their preferences and contact details.
- Example: A quiz on "Which Jam Shed Wine Matches Your Festive Personality?" requiring an email for results.

Exclusive Content Access:

- Offer holiday-themed content (e.g., wine pairings, festive hosting tips) as a gated resource that requires users to share basic information like their email or preferences.
- Example: *"Unlock the Ultimate Holiday Hosting Guide with Jam Shed—Free for our subscribers!"*

GDPR-Compliant Practices:

- Ensure that all data collection forms include clear opt-ins and privacy notices, outlining how the data will be used.
- Enable users to manage their preferences or opt out at any time, building trust and

maintaining transparency.

- Partner with retail platforms and media networks (e.g., CitrusAd) that allow for secure data sharing while respecting privacy regulations.

Integration into Media Plan

Broadcast and Awareness Media:

- Use collected first-party data to tighten targeting for TV, YouTube, and audio campaigns. For example, serve more relevant ads to wine buyers who prefer bold flavors or engage with festive promotions.
- Apply insights to adapt messaging for different audience segments, ensuring resonance across channels.

Social Media and Digital Campaigns:

- Feed 1PD into platforms like Facebook, Instagram, and TikTok to refine audience segments and improve campaign performance.
- Example: Retarget users who subscribed to Jam Shed updates with personalized holiday gifting ads.

Expanding Targeting via Lookalike Audiences

- Leverage 1PD to create lookalike audiences on social platforms, expanding reach to users who share similar behaviors, preferences, and demographics with your existing customer base.
- Example: Use data from high-converting users (e.g., those purchasing Jam Shed for gifting) to target others with similar profiles.

This first-party data strategy not only mitigates the impact of cookie deprecation but also enables precise and scalable targeting while maintaining consumer trust.

Social Media Integration

Social media platforms such as Instagram, TikTok, and Facebook provide unparalleled opportunities for visibility and audience interaction, playing a crucial role in ensuring cohesive cross-channel messaging. Collaborating closely with the marketing teams, we will synchronize the campaign's overarching messages with tailored audience engagement strategies to maximize impact and resonance.

- **Consistent Visuals:** Use the same festive-themed imagery and Jam Shed branding across all social media ads and organic posts, ensuring visual consistency. For example, bottles adorned with Christmas / Seasonal decorations can serve as the hero image across platforms.
- **Hashtag Campaigns:** Launch a branded hashtag like #JamShedFestiveCheers to unify user-generated content and encourage cross-channel sharing.
- **Interactive Content:** Create polls, challenges, and live Q&A sessions that link back to other campaign elements, such as recipes featured in email campaigns or promotions displayed in

stores.

In-Store Promotion Alignment

Retail displays and in-store promotions should complement digital messaging while providing tangible touchpoints for shoppers.

- **Co-Branded Displays:** Design festive shelving units and promotional signage that echo digital campaign messaging, such as “Make Every Christmas / Seasonal Sparkle with Jam Shed.”
- **Product Bundling:** Highlight in-store festive bundles using the same Christmas / Seasonal imagery and copy featured in online ads and email campaigns.
- **Sampling Stations:** Provide opportunities for shoppers to try Jam Shed wines, linking the in-store experience with the recipes or pairing ideas shared online.

Partner E-Commerce Integration

For online retailers like Tesco, Sainsbury’s, and Amazon, ensure digital shelf strategies reinforce the seasonal narrative.

- **Homepage Visibility:** Secure placement on festive landing pages with messaging like “Your Go-To Wine for Christmas / Seasonal Hosting and Gifting.”
- **Unified Product Listings:** Use consistent descriptions and imagery across e-commerce sites that align with email and social media ads.
- **Cross-Promotions:** Encourage cross-channel engagement by including links to Jam Shed’s social media platforms and festive recipes within product pages.

Email Marketing Coordination

Emails should serve as an extension of the broader campaign, driving recipients toward Jam Shed’s other touchpoints.

- **Seasonal Offers:** Use email headers like “Bring Joy to Your Table with Jam Shed This Christmas” to mirror the messaging seen across ads and retail displays.
- **Link Integration:** Direct readers to Jam Shed’s festive recipes or promotional bundles available in-store or online.
- **Visual Consistency:** Ensure the same colour palette, typography, and branding elements are used across emails, social posts, and ads.

Measurement and Optimization

- Track campaign performance across all channels in real-time.
- Use analytics tools to measure KPIs and identify underperforming areas.
- Adjust tactics based on insights to maximize ROI and reach.

To measure the success of cross-channel alignment, track performance across all platforms and touchpoints.

- **Engagement Metrics:** Monitor clicks, impressions, and engagement across social media,

email campaigns, and ads to assess audience responsiveness.

- **Sales Data:** Analyze how consistent messaging drives conversions both online and in-store.
- **Brand Sentiment:** Use surveys and social listening tools to evaluate how consumers perceive Jam Shed's unified narrative.
- **Media Mix Modeling:** Conduct MMM studies post-campaign to quantify the incremental value of cross-channel integration.

A critical component of Jam Shed's Autumn-to-Christmas campaign is ensuring ongoing measurement and optimization. By tracking performance across all channels in real time, leveraging advanced analytics tools, and making tactical adjustments based on insights, Jam Shed can ensure maximum ROI and reach. Below is a detailed overview of the process for tracking and optimizing campaign performance.

Real-Time Performance Tracking

Monitoring campaign performance in real time allows for immediate insights into what's working and what's not.

- **Social Media Analytics:** Use platform-specific tools like Instagram Insights, TikTok Analytics, and Facebook Ads Manager to track engagement, impressions, clicks, and conversions for each ad or post.
- **Google Ads Monitoring:** Track key metrics like click-through rate (CTR), cost-per-acquisition (CPA), and search impression share to assess the effectiveness of search campaigns.
- **Retailer Insights:** Partner with e-commerce platforms like Tesco or Amazon to monitor daily sales performance, redemption of promotions, and page visits.
- **Web Analytics:** Use tools like Google Analytics to measure traffic, time-on-site, and bounce rates on Jam Shed's landing pages.

Key Performance Indicators (KPIs)

A focus on both primary and secondary KPIs helps ensure the campaign meets both short-term performance goals and long-term brand growth objectives.

- **Primary KPIs:** Include reach, impressions, CTR, traffic, CPA, and return on ad spend (RoAS), providing immediate feedback on campaign efficiency and conversion rates.
- **Secondary KPIs:** Look at broader impacts like brand favourability, recognition, and loyalty, tracked through surveys and post-campaign analysis.

By blending these KPIs, the campaign can deliver tactical wins while setting the stage for sustainable growth.

Identifying Underperforming Areas

Regular performance analysis helps pinpoint areas needing improvement.

- **Channel-Wise Performance:** Compare engagement and conversion metrics across channels like social media, email, and search to identify the most effective platforms.
- **Content Performance:** Evaluate which creative assets (videos, images, copy) generate the highest engagement or conversion rates, using A/B testing to refine future content.
- **Audience Segments:** Use demographic and behavioral data to identify segments responding

poorly to the campaign and refine targeting strategies.

Tactical Adjustments

Once underperforming areas are identified, swift action can ensure the campaign stays on track.

- **Ad Creative Refresh:** Replace low-performing ads with updated visuals or copy, incorporating lessons learned from high-performing assets.
- **Budget Reallocation:** Shift budgets toward top-performing platforms, audiences, or campaigns to maximize ROI.
- **Targeting Optimization:** Adjust demographic filters, retargeting strategies, or keyword targeting based on performance insights.
- **Timing Adjustments:** Schedule content deployment during peak engagement times (e.g., evenings or weekends) to boost reach and interaction rates.

Advanced Analytics Tools

Using sophisticated tools ensures comprehensive tracking and informed decision-making.

- **Media Dashboards:** Consolidate data from all platforms into a single dashboard for easy performance comparison and analysis.
- **Social Listening Tools:** Monitor sentiment and conversation trends across social media to understand how audiences perceive the campaign.
- **Attribution Models:** Use tools like Google Attribution to understand how different channels contribute to conversions, helping prioritize high-impact efforts.

Post-Campaign Look-Back

Optimization doesn't end with the campaign. A robust post-campaign analysis provides valuable insights for future efforts.

- **Media Mix Modeling (MMM):** Conduct MMM studies to evaluate how various media elements contributed to overall success.
- **Brand Surveys:** Measure changes in brand awareness, favourability, and recall, comparing pre- and post-campaign results.
- **Sales Impact Analysis:** Assess the overall sales lift during the campaign period, including in-store, online, and bundled product performance.

Through meticulous measurement and ongoing optimization, Jam Shed can ensure its £500,000 campaign not only achieves immediate performance goals but also drives long-term brand success.

Post-Campaign Analysis

- Conduct a thorough review of the campaign's success.
- Identify lessons learned and opportunities for improvement in future campaigns.
- Share insights with all internal teams to inform future strategy.

A comprehensive post-campaign analysis is essential to evaluate the success of Jam Shed's Autumn-to-Christmas campaign, extract valuable lessons, and refine strategies for future executions. By conducting a detailed review of performance across all channels, identifying opportunities for

improvement, and ensuring insights are shared across the organization, Jam Shed can leverage this campaign as a stepping stone for sustained brand growth.

Evaluating Campaign Performance

The first step in post-campaign analysis is to assess whether the campaign achieved its objectives across both primary and secondary KPIs.

- **Performance Metrics Review:** Analyze data such as reach, CTR, CPA, RoAS, and average basket value to evaluate the efficiency and effectiveness of the campaign's digital elements. Identify which platforms and tactics delivered the highest conversions and ROI.
- **Brand Growth Analysis:** Use surveys to measure shifts in brand favourability, recognition, and loyalty among target audiences. Combine these insights with market share data to assess broader business impact.
- **Sales Outcomes:** Evaluate in-store and online sales trends during the campaign period. Consider sales spikes tied to specific promotions or touchpoints (e.g., bundled offers, festive recipes).

Identifying Lessons Learned

Based on performance metrics, the next step is to identify what worked well and what could be improved:

- **Platform Effectiveness:** Determine which channels—such as Instagram, TikTok, or Google Ads—yielded the strongest engagement and conversions. Identify any platforms that underperformed and analyze the reasons behind it, such as targeting gaps or ad saturation.
- **Content Success:** Pinpoint the content formats that resonated most with the audience, such as high-performing social media posts, email campaigns, or in-store displays. Use A/B testing results to refine creative approaches for future campaigns.
- **Audience Insights:** Review targeting strategies to understand how well they aligned with Jam Shed's key demographics. Identify new segments that may have emerged during the campaign (e.g., unexpected interest from younger or older audiences).

Opportunities for Improvement

A detailed analysis should highlight actionable opportunities to enhance future campaigns:

- **Refining Messaging:** Adjust messaging to better emphasize Jam Shed's unique qualities, such as its versatility and affordability. Incorporate lessons learned about which aspects of the narrative resonated most with consumers.
- **Expanding Content Formats:** Experiment with additional formats, such as user-generated content contests, longer-form videos, or interactive ads, to boost engagement across underutilized platforms.
- **Optimizing Promotions:** Refine the structure and timing of offers based on redemption rates. For example, extend multi-buy discounts beyond peak festive periods or tailor online-exclusive deals to specific shopper behaviors.

Sharing Insights Across Teams

To ensure a unified approach in future campaigns, post-campaign findings must be communicated across internal teams and stakeholders:

- **Team Collaboration:** Organize a post-campaign review session with marketing, sales, and creative teams to share insights and align on learnings. Discuss how findings can improve cross-channel strategy and brand growth efforts.
- **Detailed Reports:** Create a performance summary outlining key metrics, successes, challenges, and recommendations. Share reports with senior leadership to demonstrate campaign impact and inform budget allocations for upcoming efforts.
- **Retail Partnerships:** Collaborate with retailer partners to exchange insights on shopper behavior, promotion effectiveness, and shelf visibility to refine in-store strategies.

Planning for Future Campaigns

Post-campaign analysis serves as the foundation for improving future efforts:

- **Campaign Templates:** Develop a structured campaign playbook based on successful elements, ensuring consistency in execution while leaving room for innovation.
- **Media Mix Modeling (MMM):** Integrate findings into MMM studies to quantify channel contributions and incremental outcomes. This allows Jam Shed to allocate budgets more effectively in future campaigns.
- **Feedback Implementation:** Incorporate consumer feedback, such as insights from reviews, surveys, or social media, to ensure campaigns align closely with audience preferences.

By conducting a thorough post-campaign analysis, Jam Shed can build on successes, address shortcomings, and set the stage for even more impactful campaigns in the future.

Jam Shed's media strategy underlines the importance of collaboration at every stage to align efforts, ensuring synergy between messaging and delivery across all touchpoints. The key is leveraging the unique strengths of each media channel—whether it's social, search, or broadcast—to amplify Jam Shed's presence and engage its target audience effectively. With a modest budget of £500,000 spread over an extended campaign period, strategic planning is vital to optimize both impact and efficiency. By prioritizing cooperation among teams and harnessing shared insights, Jam Shed's communications will resonate more deeply, creating a unified consumer experience.

To build on this foundation, we now shift focus to the **Communications Platform**. This chapter will detail the core creative themes, messaging hierarchy, and the emotional resonance that will unite Jam Shed's campaign. By anchoring the campaign in a compelling communications platform, we ensure consistency and appeal across all consumer touchpoints, driving stronger connections and loyalty. Let's craft the narrative that will make Jam Shed unforgettable this festive season!

4. Communications Platform

"Jam Good Wine"

meets

"Jam Sessions"

The success of Jam Shed's campaign relies on crafting communications that resonate deeply with its audience, blending bold flavours with the spirited energy of the season. With a condensed flight plan spanning 14 weeks, the campaign transitions seamlessly from the warmth of late autumn to the vibrant celebrations of Christmas. Each message is designed to evoke Jam Shed's approachable yet distinctive character, appealing to wine drinkers seeking indulgent yet effortless enjoyment. By aligning the brand's identity with the moods and moments of the season, Jam Shed becomes not just a drink of choice, but a companion to every celebration.

This section outlines the central narrative and supporting messages that will drive engagement across all touchpoints. With themes tailored to late autumn coziness, festive gatherings, and joyful gifting, the campaign positions Jam Shed as the wine that brings people together. From its rich autumnal flavours to its playful Christmas / Seasonal appeal, Jam Shed's communications will ensure the brand is top-of-mind as Christmas approaches, keeping it the go-to choice for festive indulgence.

Communications Messages: Jam Sessions with Jam Shed

At the heart of Jam Shed's "Jam Sessions" campaign is a clever use of earworm-worthy tunes, creating a seamless connection between music, wine, and memorable moments. These catchy tracks serve as a powerful narrative device to embody the essence of Jam Shed—sociable, bold, and full of character. From cozy autumn evenings spent bingeing box sets, snuggled under blankets with your dog, to the festive cheer of Christmas gatherings, the campaign reflects the rhythm of the season and the brand's inviting personality.

Starting with a late-autumn indulgence, SHED SEVEN's "Chasing Rainbows" brings a nostalgic yet upbeat feel, perfectly capturing the mellow, reflective mood of the season. Its iconic earworm chorus, "I could deny, but I'll never realize, I'm just chasing rainbows all the time," resonates with the target 25–44-year-old audience, creating a warm, familiar backdrop for evenings of comfort and connection. As the campaign evolves, the music transitions into festive spirit with Jessie J's "Man with the Bag," a playful and jazzy track that fills the room with holiday cheer, tying perfectly to Jam Shed's message of joy and sociability.

This layered approach ensures the campaign stays fresh and engaging, with the music amplifying Jam Shed's unique personality. The underlying theme, "Jam Good Wine," redefines expectations, inviting audiences to embrace the boldness, richness, and versatility of Jam Shed, best savored not in a jar but in a glass. With visuals that highlight warmth and togetherness, transitioning seamlessly from cozy autumn evenings to vibrant Christmas celebrations, the campaign's emotional core remains consistent while evolving with the season.

By tying everything together under the hashtag #ShedTheOrdinary, Jam Shed captures attention, builds affinity, and ensures its message resonates across all phases of the campaign. This combination of earworms, visual storytelling, and emotional themes ensures Jam Shed stays top-of-mind, creating moments worth remembering with every sip.

"Jam Sessions" | Jam Shed Video / TV Ad

[Opening Scene]

- A cozy living room house party with thirty-forty somethings. The band, SHED SEVEN casually seated, strumming "Chasing Rainbows", a familiar tune. They're fully immersed in their "Jam session," creating an upbeat, relaxed atmosphere for those at the party. Bottles of Jam Shed Shiraz strategically placed.
- The camera pans over the room, revealing instruments scattered about, a half-empty bowl of crisps on a coffee table, and the band laughing as they play.

[Mid-Scene Transition]

- The camera shifts focus to two women in their early 30s, curled up on a plush couch under a blanket.
- They're sipping from glasses of **Jam Shed Shiraz**, a bottle visible on the side table next to some popcorn. They're watching a movie on TV, totally engrossed.

[Dialogue Interaction]

- One of the women casually grabs the remote, pausing the movie.
- *Woman 1 (with a playful smile, looking at the band):* "Do you mind? We're watching the film."
- *Band (abruptly stops playing, looking slightly sheepish):* "Oh, sorry!"

[Final Scene]

- The women share a laugh, press play on the remote, and settle back into the couch.
- The camera lingers on their glasses of wine and the bottles of Jam Shed for a moment, before panning back to the TV as the movie resumes.

[Closing Shot]

- *On-screen caption: "Jam Good Wine."*
- *Voiceover (soft, warm tone): "Rich, fruity, and perfect for every moment."*

SHED SEVEN's "Chasing Rainbows" establishes our Jam sessions, especially in late autumn when nostalgia and introspection resonate deeply with your target audience of 25–44-year-olds. The song's Britpop roots evoke a sense of familiarity and warmth, appealing to those who grew up during the genre's heyday while still connecting with younger listeners through its timeless melody and relatable themes.



The chorus, with its earworm hook "I could deny, but I'll never realize, I'm just chasing rainbows all the time," captures a bittersweet yet hopeful sentiment that aligns perfectly with the reflective mood of autumn. Its melodic structure and emotional depth make it ideal for

cozy gatherings, where Jam Shed's bold and fruity wines can complement the atmosphere of connection and shared moments. This pairing of music and wine creates a memorable

experience that ties into Jam Shed's sociable and approachable brand identity. Let me know if you'd like to expand on this!



As the festive season draws closer, Jam Shed's "**Jam Sessions**" evolve to embrace the holiday spirit, swapping in **Jessie J's "Man with the Bag"** as the perfect Christmas earworm. This jazzy, upbeat track exudes festive cheer and aligns seamlessly with Jam Shed's sociable and approachable brand identity. Its playful rhythm and catchy chorus create an irresistible atmosphere, making it ideal for cozy gatherings or lively celebrations where Jam Shed's bold and fruity wines take center stage.



The song's infectious energy and modern appeal resonate strongly with the 25–44-year-old demographic, bridging generational gaps and enhancing the emotional connection to the campaign. By integrating "Man with the Bag" into the "Jam Sessions" concept, Jam Shed reinforces its position as the wine that complements every festive moment, whether it's sipping by the fire or sharing laughs with friends. This musical pivot not only keeps the campaign fresh and engaging but also amplifies the holiday mood, ensuring Jam Shed remains top-of-mind during the most sociable time of the year. Let me know if you'd like to explore additional festive tracks!



Late Autumn (Weeks 1–4: Launch)

- **Message Focus:** Rich, comforting flavours and the joy of unwinding as the days grow cooler.
- **Hero Line:** "Jam Good Wine"
- **Tone:** Warm, cozy, and inviting.

Hero Band - Shed 7 - Chasing Rainbows

Leveraging humour with a well known tune from a band including Shed in the title ...

Transition Period (Weeks 5–9: Lead-up to Festive Cheer)

Message Focus: Togetherness, celebration, and effortless entertaining.

- **Hero Line:** "The Best Jam is for Drinking"
- **Tone:** Sociable, vibrant, and uplifting.
- **Support Messages:** "Jam Good Wine"

Hero Band - Jesse J - Man with the bag!

The campaign humour has already been planted with audiences with the Shed Seven ads. We now transition to a Christmas feel to the ads with Jessie J's catch Christmas hit.

Christmas Countdown (Weeks 10–14: Festive Highlight)

Message Focus: Effortless gifting and the indulgence of Christmas/seasonal gatherings.

- **Hero Line:** "Celebrate Christmas with a Jam Good Wine."
- **Tone:** Playful, cheerful, and celebratory.
- **Support Messages:** "The Best Jam is for Drinking."

How our comms platform works across channels

Our communications platform is designed to ensure seamless integration and consistency across all channels, building a unified narrative that reinforces Jam Shed's bold and approachable personality. By aligning messaging, visuals, and emotional themes, we create a cohesive journey for the audience, from initial awareness to purchase and beyond. Each channel is tailored to leverage its unique strengths—whether it's the broad reach of BVOD, the interactivity of social media, or the precision of digital retail platforms. This multi-channel approach maximizes impact and ensures that every touchpoint reflects the core themes of warmth, togetherness, and bold flavor, creating a memorable and engaging experience for the consumer.

The tone and themes will remain consistent across all channels, but each message will be tailored for specific touchpoints like social media, retail, and digital platforms. Jam Shed's

Expanding "Jam Shed Jam Sessions" Across Channels

The concept of "Jam Shed Jam Sessions" offers incredible versatility, allowing Jam Shed's bold and approachable personality to shine across various channels. Here's how it can effectively translate into key platforms as examples:

Facebook

- **Interactive Content:** Use polls where followers vote for their favorite Jam Session song, such as "*Chasing Rainbows*" vs. "*Man with the Bag*," encouraging engagement and building anticipation.
- **Live Streams:** Host live Jam Sessions with local artists performing cozy and festive hits, paired with tips on enjoying Jam Shed wines during the holiday season.

- **User-Generated Content Campaigns:** Encourage followers to share their own Jam Session moments—whether it's their playlist or a cozy evening with Jam Shed—using the hashtag **#ShedTheOrdinary**.

YouTube Bumpers

- **Musical Vignettes:** Create short, 6-second bumpers featuring iconic earworm hooks (e.g., *"I could deny, but I'll never realize"* from *"Chasing Rainbows"*) synced with visuals of Jam Shed bottles by a fireplace or on a festive dinner table.
- **Storytelling Ads:** Feature snippets of the Jam Shed TV ad, showcasing the interplay between music and cozy wine moments, concluding with **"Jam Good Wine"** messaging.
- **Quick Tips:** Share mini episodes where musicians pair songs with Jam Shed wines, tying music and flavors together for late-autumn evenings and Christmas celebrations.

Radio/Podcasts

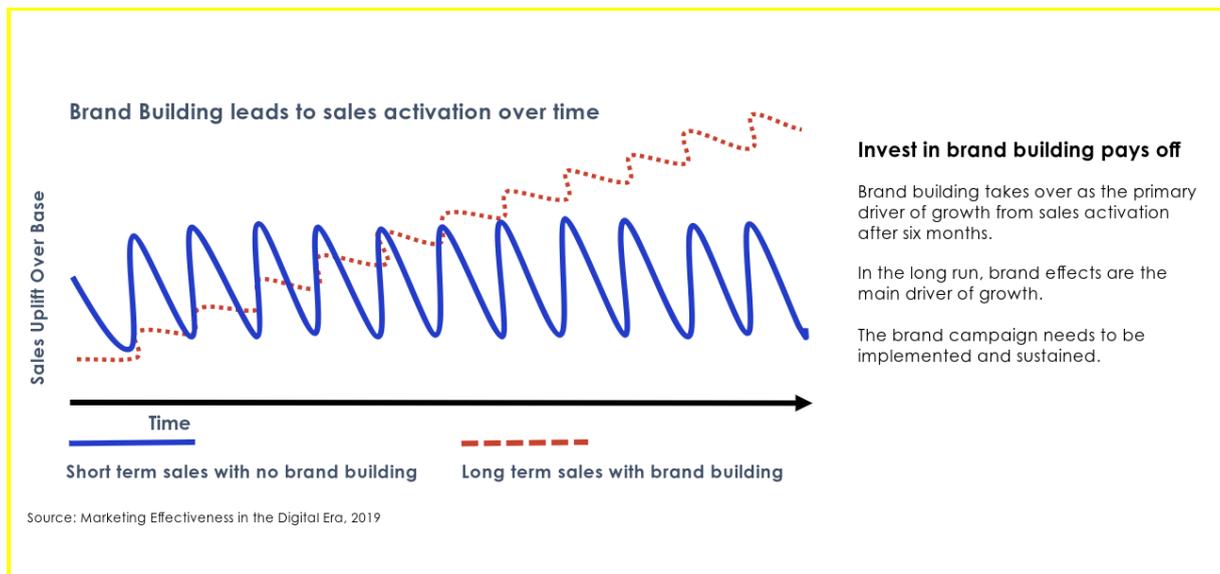
- **Sponsored Segments:** Partner with popular lifestyle podcasts to host Jam Sessions as part of their content, exploring themes like cozy autumn evenings or festive party preparations.
- **Thematic Advertisements:** Run creative ads featuring snippets of festive tunes like *"Man with the Bag,"* paired with engaging narration: *"Let Jam Shed turn your cozy evenings into moments worth Jam to. Bold flavors, festive cheer."*
- **Music Playlists:** Collaborate with radio stations to curate sponsored Jam Shed playlists, offering cozy and Christmas-ready tracks that integrate the brand into listeners' daily routines.

By strategically incorporating "Jam Shed Jam Sessions" across these channels, the campaign will maintain consistency while adapting to the unique engagement strengths of each platform.

5. Timeline and Execution

Introduction: Always-On Brand Building

Effective brand building requires consistency and adaptability. With a budget of £500,000, Jam Shed's "Shed the Ordinary" campaign is designed to remain active across all phases—awareness, consideration, and action—for the full 14-week duration. While the focus may shift to align with seasonal narratives, it's vital to maintain ongoing activity across all channels to drive latent performance through the funnel.



Audiences will be at different stages of the purchase journey throughout the campaign, from initial discovery to active consideration and final conversion. By deploying a layered approach, the campaign ensures that Jam Shed remains visible and relevant at every point in the funnel, even as the festive season approaches. This omnipresent strategy blends high-impact brand awareness with tactical performance measures to maximize results.

Media Planning: A Synergized Strategy

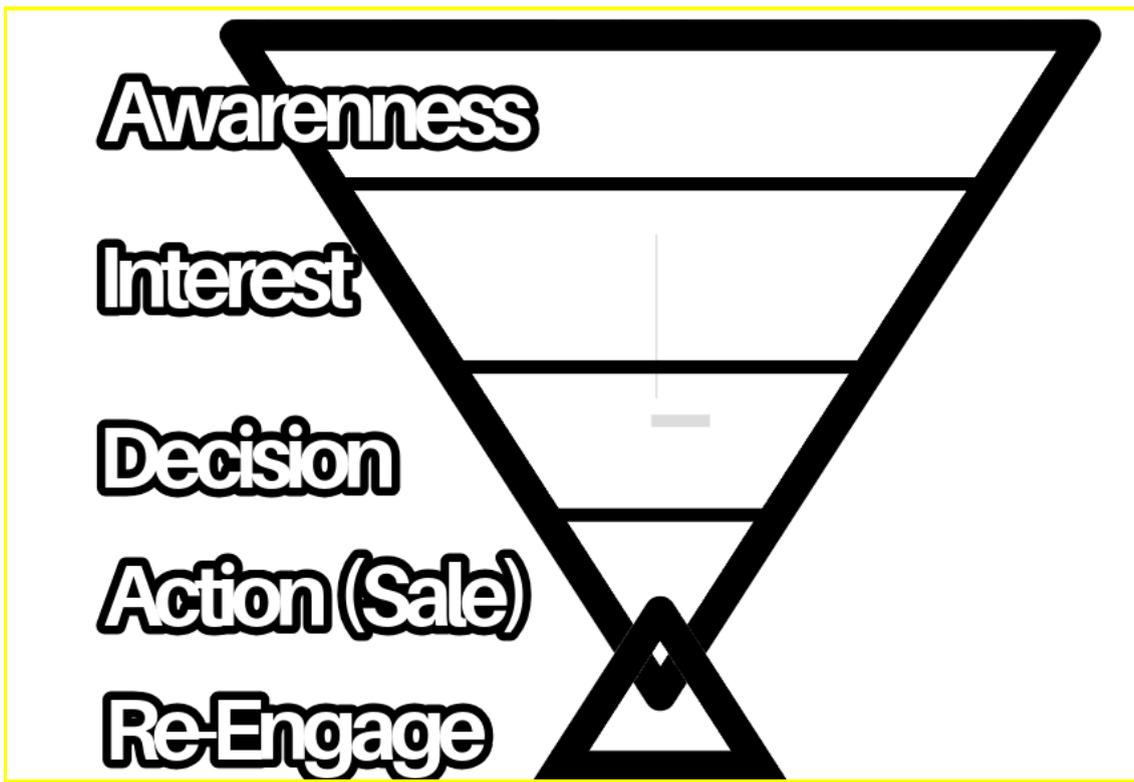
An effective media plan is not just a collection of channels, it's a coordinated effort where each touchpoint plays a distinct yet complementary role in achieving campaign objectives. For Jam Shed's "Shed the Ordinary" campaign, the strategy leverages digital-first platforms to optimize reach and engagement within a limited budget. By weaving together awareness, consideration, and action-oriented channels, the plan ensures Jam Shed's presence resonates at every stage of the purchase funnel.

From high-impact brand building on Connected TV and YouTube to the dynamic responsiveness of social media, each channel aligns seamlessly to drive audiences toward conversion. Whether inspiring seasonal indulgence, sparking festive gifting ideas, or triggering point-of-sale action, this holistic approach ensures consistent messaging and maximum efficiency across the campaign's 14-week duration.

The AIDA funnel is a classic marketing model that outlines the consumer journey from awareness to purchase. Each stage plays a critical role in guiding potential customers closer to conversion:

- **Attention:** The top of the funnel where the primary objective is to capture the audience's awareness. It focuses on broad outreach and visibility to introduce the brand and spark initial interest.
- **Interest:** Once awareness is established, this stage engages the audience by piquing curiosity through storytelling, valuable content, or brand experiences.
- **Decision:** At this stage, the focus shifts to driving consideration and preference, providing enough information and incentives to make Jam Shed the clear choice.
- **Action:** The final stage of the funnel, aimed at turning intention into purchase through targeted, actionable strategies.

To achieve long-term growth, heavily upweighting efforts at the top of the funnel is essential. By investing in building brand awareness and recall early, Jam Shed can lay the groundwork for strong sales and sustained engagement further down the funnel. A robust presence in the "Attention" stage ensures that subsequent funnel activities benefit from a larger and more receptive audience. Let's break down how this can be strategically applied in the campaign!



Upper Funnel Metrics:

- **Impressions, Reach, and View-Through Rates (VTR):** Measure the scale and impact of awareness-building efforts.
- **Brand Lift Studies:** Assess shifts in perception and intent within the target audience.

Middle Funnel Metrics:

- Engagement metrics like video completion rates and click-through rates (CTR) indicate interest and consideration.
- Monitor traffic driven to Jam Shed's website or product pages.

Lower Funnel Metrics:

- Conversion rates and ROAS measure the effectiveness of ads in driving sales.
- Track audience behavior post-ad exposure, such as purchases or sign-ups.

			A	B	C	D	E	F	G	H	
											1
											2
Total	64	100.00%									3
Awareness	37	57.81%									4
Interest	19	29.69%									5
Decision	7	10.94%									6
Action	1	1.56%									7
											8

It is all too easy to prioritize lower funnel “performance” media placements that offer instant gratification while neglecting upper funnel brand-building efforts. However, this is a short-sighted strategy that risks quickly saturating your existing audience without attracting new customers to your brand. A proven approach involves dividing the marketing funnel into 64 components, ensuring each stage is addressed with the appropriate investment and emphasis. For example, one sales action accounts for 1/64 of your marketing communications effort, while 37 awareness components are required to drive that single action. This principle is firmly supported by extensive academic and industry research, emphasizing the importance of balancing brand-building and performance media to achieve sustainable growth and long-term impact.

A.Awareness

Awareness sits at the very top of the marketing funnel, serving as the critical first step in capturing the attention of a broad audience. Its primary goal is to introduce Jam Shed to potential consumers, ensuring maximum visibility and laying the foundation for engagement across subsequent stages of the campaign. Efficiency is paramount at this stage, as reaching a large and diverse audience effectively requires strategic use of media channels and thoughtful budget allocation.

This phase will focus on **key reach metrics**—including **unique users, frequency, impressions, and CPM (cost per thousand impressions)**—to ensure comprehensive coverage and recall of Jam Shed’s message among the target demographic. By maximizing the campaign’s reach while maintaining cost-effectiveness, Jam Shed can build widespread awareness and familiarity, creating a strong base for deeper consumer connections later in the funnel. The emphasis on metrics ensures that every pound spent is optimized to deliver impactful exposure at scale. Let’s explore how this translates into actionable media strategy and execution.

BVOD | Premium UK TV Content

Broadcaster Video-on-Demand (BVOD) platforms, such as ITV, Channel 4, and Channel 5, offer the perfect combination of premium quality content and precise targeting capabilities to reach Jam Shed's audience effectively. By focusing on **films and binge-worthy box sets**, particularly during **evenings and weekends**, Jam Shed's ads will align naturally with moments when viewers are most engaged and relaxed.

Our strategy will prioritize **relevant, approved content**, ensuring the campaign resonates with consumers while maintaining contextual alignment. By overlaying **first-party data (1PD)** where available, we can further refine targeting and deliver highly personalized messages. To uphold brand safety and ad efficacy, the campaign will be supported by **Integral Ad Science (IAS)**, minimizing ad fraud, maintaining Jam Shed's reputation, and ensuring ads appear in view on appropriate content.

This approach will allow us to maximize reach and recall, engaging audiences during their most receptive moments, and associating Jam Shed with the cozy, sociable experiences that define its core brand identity.

While BVOD placements on premium platforms like ITV, Channel 4, and Channel 5 can be bought directly, I recommend leveraging a programmatic partner such as Scoota or The Trade Desk. This approach offers several key advantages. First, it provides **flexibility to reallocate budgets dynamically** between channels based on performance insights, ensuring optimal resource utilization. Second, programmatic buying is typically **more cost-effective**, enabling Jam Shed to secure competitive rates. Finally, it affords **greater control over exposed versus control audiences**, an essential factor for executing a robust Nielsen brand uplift study. Additionally, platforms like Scoota or The Trade Desk, combined with Integral Ad Science safeguards, ensure brand safety, minimize ad fraud, and maximize viewability for effective delivery.

Using CTV and Advanced TV to Target our Audience

Audience Segmentation and Targeting

- **Demographics:** Platforms like BVOD (Broadcaster Video on Demand) and OTT (Over-the-Top) services allow you to target specific age groups, such as your core audience of 25–45-year-olds.
- **Behavioral Targeting:** Use data-driven insights to target users based on their viewing habits, such as those who watch food, lifestyle, or festive content.
- **Geographic Targeting:** Focus on regions with strong retail partnerships to drive in-store purchases alongside digital engagement.

Content Alignment

- Place ads within premium, relevant content such as films, festive specials, and box-set bingeing programming. This ensures your messaging aligns with the

interests of your target audience, increasing engagement and recall.

Dynamic Creative Optimization (DCO)

- Use DCO to tailor your ads dynamically based on audience segments. For example, Younger Enthusiasts (25–34) might see playful, vibrant visuals, while Mature Discoverers (35–45) receive elegant, convenience-focused messaging.

Reach, Frequency, and Cost Metrics

Reach and Frequency

Total Reach of Platforms:

- BVOD platforms like ITV Hub, All 4, and My5 collectively reach over 40 million UK viewers monthly.
- OTT platforms like Roku and Amazon Fire TV add millions more to the total reach.

Target Audience Reach:

- For your demographic (25–45), BVOD platforms can reach approximately 15–20 million users monthly.
- OTT platforms can add an additional 5–7 million users within this age group.
- **Frequency:**
 - Aim for a frequency of 3–5 exposures per user per week to ensure effective recall without oversaturation.

Cost Metrics

- **CPM (Cost Per Thousand Impressions):**
 - BVOD: £20–£30 CPM for premium placements.
 - OTT: £15–£25 CPM, depending on targeting granularity.
- **Estimated Budget Allocation:**
 - With a £100,000 budget, you could achieve approximately 3–5 million impressions across BVOD and OTT platforms, targeting your core audience.

Reach to Target Audience vs. Total Reach

BVOD Platforms:

- Total Reach: 40 million UK viewers.
- Target Audience Reach (25–45): 15–20 million viewers.
- Percentage of Target Audience: ~37–50%.

OTT Platforms:

- Total Reach: 10–15 million UK viewers.
- Target Audience Reach (25–45): 5–7 million viewers.

- Percentage of Target Audience: ~33–47%.

YouTube (Short & Long Form)

YouTube serves as a core awareness driver and video storytelling hub. Short-form ads (15–30 seconds) will deliver quick, impactful impressions for reach, while longer-form ads (60–90 seconds) provide immersive storytelling to build deeper connections with Jam Shed’s narrative. YouTube’s precision targeting capabilities allow us to reach wine enthusiasts based on their viewing habits, ensuring our ads are served to the right audience at the right time. For our digitally savvy audience, these videos will visually captivate and emotionally engage.

Using YouTube to Target Your Audience

Audience Segmentation and Targeting

- **Demographics:** YouTube’s targeting capabilities allow precise segmentation of your core audience—adults aged 25–45.
- **Behavioral Targeting:** Ads can be served based on viewing habits, such as food and wine pairing videos, festive content, or lifestyle channels.
- **Interest-Based Targeting:** Reach wine enthusiasts by targeting interests like “wine tasting,” “Christmas / Seasonal entertaining,” and “affordable gifting.”
- **Custom Audiences:** Use Google Ads to create custom audiences based on search behavior, ensuring Jam Shed ads reach users actively exploring wine-related topics.

Content Alignment

- **Short-form ads (15–30 seconds)** deliver quick, impactful impressions, ideal for driving awareness.
- **Long-form ads (60–90 seconds)** provide immersive storytelling opportunities, building deeper emotional connections with Jam Shed’s seasonal narrative.

Reach, Frequency, and Cost Metrics

Reach and Frequency

- **Total Reach of Platform:** YouTube has approximately 49 million monthly active users in the UK.
- **Target Audience Reach:** For your demographic (25–45), YouTube can reach around 20–25 million users monthly.
- **Frequency:** Aim for 3–5 exposures per user per week to ensure effective recall without oversaturation.

Cost Metrics

- CPM (Cost Per Thousand Impressions): £6–£12 CPM for in-stream ads targeting broad audiences.
- CPV (Cost Per View): £0.05–£0.15 CPV for skippable ads, depending on targeting granularity.
- Estimated Budget Allocation: With a £100,000 budget, you could achieve approximately 8–16 million impressions targeting your core audience.

Reach to Target Audience vs. Total Reach

- Total Reach: 49 million UK users.
- Target Audience Reach (25–45): 20–25 million users.
- Percentage of Target Audience: ~41–51%.

Execution Plan

Short-Form Ads:

- Focus on high-impact messaging that highlights Jam Shed’s bold flavours and festive appeal.
- Use seasonal visuals to capture attention quickly and drive brand recall.

Long-Form Ads:

- Develop storytelling content that transitions from cozy autumn evenings to festive celebrations.
- Showcase Jam Shed’s versatility as both a wine for gatherings and a thoughtful gift.

Targeting Strategy:

- Use YouTube’s affinity audiences to reach wine enthusiasts and Christmas / Seasonal planners.
- Retarget users who engage with Jam Shed’s website or social media content.

Audio Communications (Streaming + Podcasts)

Audio ads on platforms like Spotify, across the Global Player portfolio or major podcast networks will complement the visual components of the campaign by creating an intimate, on-the-go brand experience. These ads will use storytelling and rich audio cues to resonate emotionally with listeners. For our target audience, who may encounter these ads during commutes or while relaxing at home, the message reinforces Jam Shed as the bold, accessible choice for any occasion. The unobtrusive nature of audio makes it ideal for mid-funnel engagement, driving recall and affinity.

Using Digital Audio Ads to Target Your Audience

Audience Segmentation and Targeting

- **Demographics:** Platforms like Spotify and major podcast networks allow precise targeting of your core audience—adults aged 25–45.
- **Behavioral Targeting:** Ads can be served based on listening habits, such as users who follow food, wine, or lifestyle podcasts.
- **Contextual Targeting:** Place ads within relevant podcast genres (e.g., cooking, entertaining, or Christmas / Seasonal planning) to align with Jam Shed’s seasonal messaging.
- **Geographic Targeting:** Focus on regions with strong retail partnerships to drive in-store purchases alongside digital engagement.

Content Alignment

- Use storytelling and rich audio cues to evoke the bold flavours and festive appeal of Jam Shed.
- Create ads that transition from cozy autumn evenings to festive gatherings, reinforcing the campaign’s seasonal narrative.

Reach, Frequency, and Cost Metrics

Reach and Frequency

- **Total Reach of Platforms:**
 - Spotify: Approximately 20 million monthly active users in the UK.
 - Podcasts: Over 19 million UK listeners monthly, with steady growth year-on-year.
- **Target Audience Reach:**
 - Spotify: Around 8–10 million users aged 25–45.
 - Podcasts: Approximately 7–9 million listeners within the target demographic.
- **Frequency:** Aim for 3–4 exposures per user per week to ensure effective recall without oversaturation.
- **Cost Metrics**
 - **CPM (Cost Per Thousand Impressions):** £15–£25 CPM for Spotify ads and podcast sponsorships.
 - **Estimated Budget Allocation:** With a £50,000 budget, you could achieve approximately 2–3 million impressions targeting your core audience.
 - **Podcast Sponsorships:** Costs vary by show popularity, ranging from £500 to £5,000 per episode for mid-tier podcasts.

Reach to Target Audience vs. Total Reach

Global Player / Spotify:

- Total Reach: 20 million UK users.
- Target Audience Reach (25–45): 8–10 million users.
- Percentage of Target Audience: ~40–50%.

Podcasts:

- Total Reach: 19 million UK listeners.
- Target Audience Reach (25–45): 7–9 million listeners.
- Percentage of Target Audience: ~37–47%.

Execution Plan

Global Player / Spotify Ads:

- Use dynamic audio ads that adapt messaging based on user behavior and listening context.
- Include companion banners to drive clicks to Jam Shed’s website or product pages.

Podcast Sponsorships:

- Partner with mid-tier podcasts in relevant genres like food, lifestyle, and Christmas / Seasonal planning.
- Use host-read ads to create a personal, trusted connection with listeners.

Targeting Strategy:

- Focus on playlists and podcasts associated with entertaining, cooking, and festive themes.
- Retarget users who engage with Jam Shed’s website or social media content.

Measuring Success

Upper Funnel Metrics:

- **Impressions, Reach, and View-Through Rates (VTR):** Measure the scale and impact of awareness-building efforts.
- **Brand Lift Studies:** Assess shifts in perception and intent within the target audience.

I.D. Interest/Decision

The Interest and Decision phase focuses on actively engaging Jam Shed's audience through compelling content designed to provoke meaningful reactions. This stage is all about creating conversations, sparking interactions, and deepening connections with the target demographic. By delivering engaging and shareable content, Jam Shed can inspire its audience to take action while keeping the brand top-of-mind.

Key metrics for this phase will center around **ad engagements**, including **likes, comments, shares, and saves**, as indicators of how well the content resonates with the audience. Additionally, this phase presents a valuable opportunity to collect **first-party data** through value exchange mechanisms such as competitions and exclusive discounts. For example, festive giveaways or interactive polls can encourage consumers to share their preferences and contact details while fostering a sense of community.

By strategically blending engaging content with value-driven exchanges, this phase sets the stage for building stronger audience relationships and preparing the ground for higher conversions in the subsequent funnel stages. Let's explore how these strategies come to life within Jam Shed's campaign framework!

Tactical Social Media

Social media platforms like Meta (Facebook and Instagram) will play a pivotal role in responding to users based on content intent signals. By leveraging real-time data and targeting capabilities, the campaign will deliver tailored messages that align with users' interests and behaviors. Dynamic content will adapt to seasonal narratives—highlighting rich, cozy autumn moments earlier in the campaign and festive gifting ideas as Christmas approaches. For our target audience of sociable, digitally engaged wine enthusiasts, this platform ensures personalized touchpoints that drive consideration and engagement.

Social Media Channels for Target Audience

Facebook

- **Why:** Facebook remains a dominant platform for both Younger Enthusiasts and Mature Discoverers. It offers robust targeting options, including interests like wine, food pairing, and festive gifting.
- **Audience Volume:** Approximately 43 million UK users, with 30% aged 25–34 and 25% aged 35–45.
- **Total UK Audience:** 43 million active users.

Instagram

- **Why:** Instagram appeals to Younger Enthusiasts with its visual-first approach, making it ideal for showcasing Jam Shed's quirky personality and festive appeal.

Mature discoverers also engage with lifestyle content, including food and wine pairings.

- **Audience Volume:** Around 30 million UK users, with 57% of users aged 25–34.
- **Total UK Audience:** 30 million active users.

TikTok

- **Why:** TikTok is particularly popular among Younger Enthusiasts, offering creative opportunities to engage through short-form, playful content. While less relevant for Mature Discoverers, it's a growing platform for brand discovery.
- **Audience Volume:** Over 3.7 million active UK users.
- **Total UK Audience:** 3.7 million active users.

Demographic Alignment

- **Younger Enthusiasts (25–34):** Highly active on Instagram, TikTok, and YouTube, drawn to visually engaging and playful content.
- **Mature Discoverers (35–45):** More likely to engage with Facebook and YouTube, appreciating informative and lifestyle-driven messaging.

Reach, Frequency, and Cost Metrics

- **Reach and Frequency:** Focus on maximizing unique user reach within the 25–44-year-old demographic, ensuring sufficient frequency to reinforce recall. Aim for an **average frequency of 3–5 impressions per user** across the campaign period to balance visibility without overwhelming the audience.
- **Cost Metrics:** Maintain cost-efficiency by tracking **CPE (Cost Per Engagement)** metrics such as likes, comments, and shares. Optimize creative and placements to achieve the best performance within budget, aiming for a competitive CPE benchmark.
- **Reach to Target Audience vs. Total Reach:** Ensure the majority of impressions fall within the target demographic of engaged wine shoppers, monitoring data to ensure relevance and avoid excessive spillover.

Execution Plan

- **Short-Form Ads:** Leverage platforms like Instagram Reels, TikTok, and Facebook Stories for quick, impactful visuals. These should include bold festive imagery and interactive elements (polls, quizzes) to boost engagement. For example, *“Which Jam Shed flavor pairs best with your holiday plans?”*
- **Long-Form Ads:** Use longer formats like in-feed Instagram videos or Facebook posts to share deeper storytelling content. Highlight cozy “Jam Session” evenings with relatable scenarios—blankets, dogs, and Jam Shed wines—transitioning into the festive energy of holiday celebrations.

Targeting Strategy

- Use **behavioral and interest-based targeting** to reach wine enthusiasts, holiday shoppers, and home entertainers within the 25–44 age group.
- Overlay **first-party data (1PD)** where available to refine audience segmentation and increase personalization.
- Incorporate **lookalike audiences** based on previous campaign engagers to expand the reach to potential new consumers with similar profiles.
- Focus on placements during evenings and weekends, aligning with when the audience is most likely to relax and engage with content.

This multi-faceted approach ensures that Jam Shed drives meaningful engagement while strengthening brand resonance across social media platforms during the Interest/Decision phase.

Middle Funnel Metrics:

- Engagement metrics like video completion rates and click-through rates (CTR) indicate interest and consideration.
- Monitor traffic driven to Jam Shed's website or product pages.

A. ACTION - Sales and Post-Sales

The Action phase focuses on converting interest into sales, leveraging partnerships with retail networks to drive traffic and generate measurable results. This phase is designed to be **highly accountable** and **always-on**, ensuring that the momentum generated by upper-funnel activities translates into tangible outcomes. By aligning traffic-driving initiatives with strategic placement and promotions, Jam Shed can maximize its impact within retail environments.

An additional focus will be on collecting **first-party data (1PD)** as a secondary metric, enabling Jam Shed to refine targeting strategies and deepen customer relationships. This can include incentivized post-purchase engagement, such as follow-up email campaigns or surveys, creating a valuable feedback loop to enhance future campaigns. This dual-purpose approach ensures not only immediate sales but also valuable insights for sustained growth. Let's transition to explore how these efforts integrate into the broader campaign framework!

Digital Retail Activation

Online and digital retail support will form the cornerstone of Jam Shed's activation strategy, ensuring impactful messaging within the constraints of the available budget. Seasonal branding and optimized product pages across digital platforms will reinforce campaign messages, capturing impulse buyers during peak shopping periods. Rich visuals and engaging copy will emphasize festive gifting and Jam Shed's bold flavour profile, driving action in the critical final weeks leading up to Christmas. For consumers making last-minute purchases or browsing for inspiration online, these digital touchpoints will serve as persuasive and convenient opportunities to connect with Jam Shed's offerings.

Retail Networks Strategy: CitrusAd and Criteo

Product Pages

Optimize Jam Shed's product listings on retailer websites using seasonal imagery and engaging descriptions tailored to resonate with festive shoppers. Highlight the bold flavors and versatility of Jam Shed Shiraz, showcasing its perfect pairing for holiday celebrations and gifting occasions. Examples of updated product descriptions:

- "Jam Shed Shiraz—A bold, flavorful wine crafted for cozy Christmas evenings and vibrant seasonal gatherings."
- "An effortless festive gift that brings joy to every celebration—pour Jam Shed Shiraz for bold moments."

Include high-quality product images that reflect festive settings, such as elegantly wrapped bottles surrounded by holiday décor. This enhances the visual appeal and aligns Jam Shed's offerings with the seasonal mood, increasing its relevance for last-minute gift shoppers.

Sponsored Ads

Leverage Criteo Retail Ads and CitrusAd platforms to position Jam Shed prominently within high-traffic categories like “*Christmas Gifts*” and “*Seasonal Wines*.” Sponsored placements will ensure maximum visibility during critical shopping periods.

- **Category Targeting:** Position Jam Shed in curated festive sections, ensuring alignment with shopper intent and preferences during peak holiday weeks.
- **Display Ads:** Deploy banner ads featuring celebratory visuals and captivating copy such as “*Jam Shed Shiraz—Bold Flavors, Warm Holidays.*”
- **Search Ads:** Target specific keywords shoppers are likely to search for, including “*holiday wine gifts,*” “*Christmas wine deals,*” and “*festive red wines.*”

Engagement and Optimization

- **Personalized Retargeting:** Use first-party data (1PD) to retarget users who have interacted with Jam Shed’s products but didn’t complete a purchase, offering tailored incentives.
- **Promotional Messaging:** Highlight seasonal offerings like discounts, festive bundles, or free delivery to encourage immediate action.
- **Performance Tracking:** Monitor metrics such as impressions, click-through rates (CTR), basket additions, and conversion rates to refine audience targeting and maximize Return on Ad Spend (ROAS).

This strategy ensures Jam Shed’s festive campaign is both impactful and efficient, driving conversions while maintaining strong brand visibility during the peak shopping season.

Budget Allocation by Platforms

Retailer Platforms - CitrusAd/ Criteo (Tesco, Sainsbury’s, Waitrose, etc.)

Why: Many major retailers offer their own digital advertising platforms, allowing brands to promote products directly on their e-commerce sites.

- **Spend Focus:** Invest in premium placements such as homepage banners, “featured product” listings, and retailer email campaigns.
- **Success Metrics:** Impressions, basket additions, and retailer-specific sales growth.

How It Works and Target Audience Impact

- **Google Shopping Ads:** Shopping ads will target both general wine searches and festive-specific queries. Their visual appeal, combined with high placement, will ensure Jam Shed catches the eye of gift-seekers and party planners.
- **Retailer Platforms:** Advertising on retailer e-commerce platforms allows Jam Shed to reach audiences directly in purchase mode. Visibility on these sites reinforces brand presence and drives action closer to the point of sale.

- **Affiliate Networks:** Featuring Jam Shed on affiliate platforms positions it as a strong gifting option. The audience drawn from these sites will already be in a decision-making mindset, increasing the likelihood of conversions.

Google Shopping

These platforms will target high-intent audiences actively searching for wine or seasonal gifts. Shopping ads on Google will showcase Jam Shed products with rich visuals and pricing details, seamlessly integrated into users' search queries. These channels operate at the lower funnel, capturing interest and converting it into action. For our audience, this is where discovery turns into purchase.

Focus: High-impact shopping ads integrated directly into wine-related and festive queries.

Campaign Strategy:

- Launch visually appealing Shopping ads that highlight Jam Shed with seasonal themes and rich imagery.
- Target high-intent keywords such as "Christmas / Seasonal wine gifts" and "bold red wines for parties."
- Utilize location-based targeting to capture nearby audiences ready to shop at partnered retailers.

Measurement:

- Success metrics include click-through rate (CTR), conversion rate, and sales attributed to Shopping ads.
- Use Google Analytics to track landing page performance and purchase funnel behavior.

Execution Plan

Google Shopping

- Target high-intent shoppers searching for wine and festive gifts.
- Utilize seasonal messaging such as "Jam Shed Shiraz—The Perfect Festive Gift" or "Bold flavours for Christmas / Seasonal Celebrations."
- Integrate image extensions to visually enhance ads and draw attention during searches.

Measuring Success

Decision Phase:

- Engagement metrics such as CTR on Shopping ads and Sponsored Products indicate how effectively users are considering Jam Shed.
- Track product page dwell time and content interactions to assess audience interest.

Action Phase:

- Conversion rate, ROAS, and total sales are the primary measures of success.
- Sales uplift data from Google Shopping reflects the campaign's ability to convert engagement into purchases.
- Monitor localized purchase trends and retailer feedback to validate in-store support.

Search (Google, Bing, DuckDuckGo)

Search platforms will target users actively exploring wine-related topics, from recipes to gifting ideas. Paid search ads and SEO-optimized content will ensure Jam Shed ranks highly for queries like "best wine for Christmas / Seasonal gatherings" or "affordable wine gifts." Retargeting efforts will follow users who engage with campaign content, keeping Jam Shed top-of-mind as they move closer to purchase. This channel captures audiences across all funnel stages, adapting to their intent

- **Focus:** Paid search ads targeting mid-to-high intent queries where users are considering wine options.
- **Keywords:**
 - Decision-based examples: "Jam Shed wine reviews," "best red wine for entertaining," "Shiraz pairing ideas."
 - Seasonal examples: "Christmas / Seasonal wines under £20," "easy wine gifts."
- **Campaign Strategy:**
 - Develop ad copy emphasizing Jam Shed's bold flavours, affordability, and versatility.
 - Use remarketing lists for search ads (RLSA) to target users who have engaged with Jam Shed content or visited related product pages.
 - Leverage dynamic search ads (DSAs) to capture variations in user search behavior.
- **Measurement:**
 - Metrics include click-through rate (CTR), time spent on product pages, and engagement with landing pages.
- **Focus:** Performance-driven search ads targeting high-conversion keywords with clear purchase intent.
- **Keywords:**
 - Action-based examples: "buy Jam Shed wine," "Jam Shed wine price," "wine gifts delivered."
 - Localized examples: "Jam Shed Shiraz near me," "wine deals Weymouth."
- **Campaign Strategy:**
 - Shopping Ads: Use seasonally themed imagery and special offers to drive conversions.
 - Local Extensions: Highlight proximity to retail partners for in-store purchases.

- Focus on Google and Amazon Ads for search-driven conversion optimization.
- **Measurement:**
 - Track conversion rates, sales uplift, ROAS, and attribution of search ad spend to direct sales.

Key Platforms for Execution

- **Google Ads:**
 - **Why:** Dominates the search landscape, ensuring Jam Shed captures high-intent users actively seeking wine options.
 - **Strategies:** Enhanced ad copy and Shopping ads targeting gifting, seasonal, and purchase-intent queries.
- **Bing Ads:**
 - **Why:** Lower CPCs and access to niche audiences make Bing a valuable complement to Google.
 - **Strategies:** Run targeted ads with festive messaging to capture search traffic from budget-conscious users.
- **DuckDuckGo Ads:**
 - **Why:** Privacy-first users often explore trusted, curated search content.
 - **Strategies:** High-conversion queries ensure efficient budget use, focusing on purchase-ready audiences.

Measuring Success

- **Decision Phase:**
 - Success is measured by engagement metrics, including CTR, time spent on product pages, and bounce rates from ad traffic.
 - Consider tracking branded search volume to assess shifts in audience consideration.
- **Action Phase:**
 - Key metrics include conversions (online purchases or in-store traffic), ROAS, and sales uplift directly attributed to search campaigns.
 - Regional performance insights, such as sales spikes near retail partner locations, provide additional validation.

Lower Funnel Metrics:

- Conversion rates and ROAS measure the effectiveness of ads in driving sales.
- Track audience behaviour post-ad exposure, such as purchases or sign-ups.

Media Plan

To allocate the media weight effectively across the 14 weeks leading up to Christmas, it's important to align the pattern with the campaign messaging recommendations and the typical behavior of your target audience. Here's how to structure your media weight:

Awareness Media (TV, YouTube, Audio)

- Target Investment - 58%
- Planned Investment - 50%

Pattern: Build and Sustain

- **Weeks 1–7 (Build Phase):** Gradually increase weight during autumn to establish Jam Shed's narrative as the bold, accessible choice for cozy evenings. Use TV, YouTube, and audio ads to create strong emotional resonance, laying the foundation for festive themes.
- **Weeks 8–12 (Sustain Phase):** Maintain consistent weight throughout the core festive season when Christmas / Seasonal planning and gifting are top of mind. Messaging should focus on Christmas / Seasonal wine gifting ideas and Jam Shed's bold flavours as a centerpiece for celebrations.
- **Weeks 13–14 (Flat Phase):** Taper weight slightly to avoid fatigue as the audience shifts from planning to execution. Focus on last-minute messaging for impulse purchases.

Why: Awareness media, particularly TV and audio, requires consistency to maximize audience recall. A build-and-sustain pattern ensures strong top-of-mind presence leading into the festive period while optimizing weight during key decision-making weeks.

Awareness Media Flighting:

- **Build Phase (Weeks 1–7):** 40% of the total budget.
- **Spike Phase (Weeks 8–12):** 50% of the total budget.
- **Sustain Phase (Weeks 13–14):** 10% of the total budget.

Interest and Decision (Social Media)

- Target Investment - 40%
- Planned Investment - 40%

Pattern: Build and Spike

- **Weeks 1–6 (Build Phase):** Gradually increase weight during the early weeks to establish awareness and engagement, focusing on autumn narratives such as cozy evenings and wine pairings. Messaging should highlight Jam Shed's versatility, ensuring your audience is primed for later festive themes.

- **Weeks 7–11 (Spike Phase):** Intensify weight to capitalize on the festive planning period. This is when audiences actively seek ideas for gifts, hosting, and Christmas / Seasonal celebrations. Social platforms like Facebook and Instagram should deliver targeted visuals and carousel ads, while TikTok taps into dynamic, playful Christmas / Seasonal content.
- **Weeks 12–14 (Sustain Phase):** Maintain weight at peak levels during the last-minute shopping and festive rush. Focus messaging on Jam Shed’s gifting appeal and bold flavour profile, tailored for impulse buyers or those looking for last-minute inspiration.

Why: Social media thrives on agility, allowing you to adjust quickly based on audience engagement trends. The build-and-spike pattern ensures consistent engagement while concentrating efforts during high-conversion periods.

Interest/Decision Flighting:

- **Build Phase (Weeks 1–6):** 30% of the total budget.
- **Spike Phase (Weeks 7–11):** 50% of the total budget.
- **Sustain Phase (Weeks 12–14):** 20% of the total budget.

Action Phase: Shopping and Search

- **Target Investment - 2%**
- **Planned Investment - 10%**

Always-On Strategy

Shopping and Search platforms operate as an **always-on tactic**, ensuring Jam Shed is responsive to real-time shopping and search behaviors. These channels leverage user intent signals, actively capturing high-conversion audiences who are searching for wine-related products or exploring seasonal gift ideas. Whether during early autumn, peak festive planning, or last-minute Christmas purchases, Shopping and Search ads work dynamically, adjusting flighting and budget allocation based on real-time trends.

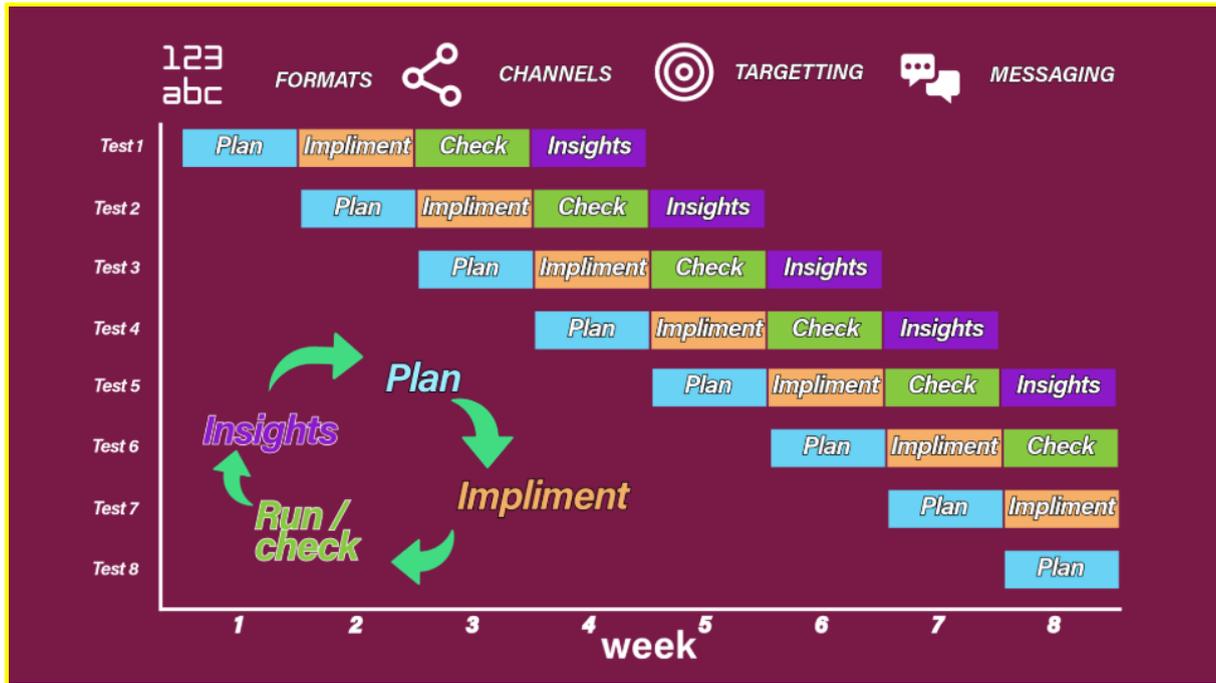
Action Flighting:

- **Sustain Phase (Weeks 1–14):** 100% of the total budget.

Funnel	Golden Split	Capmaign Spit	Channel	Budget	Weight	21/9	28/9	5/10	12/10	19/10	26/10	2/11	9/11	16/11	23/11	30/11	7/12	14/12	21/12			
						-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1			
Awareness	58.00%	50.00%	ITV, C4, My5	£150,000	30.00%																	
			YouTube	£50,000	10.00%																	
			Spotify / Global Player	£50,000	10.00%																	
Interest \ Decision	40.00%	40.00%	Meta - FB + IG	£150,000	30.00%																	
			TikTok	£50,000	10.00%																	
Action	2.00%	10.00%	CitrusAd / Criteo retail Media	£30,000	6.00%																	
			Google Shopping	£10,000	2.00%																	
			Search	£10,000	2.00%																	

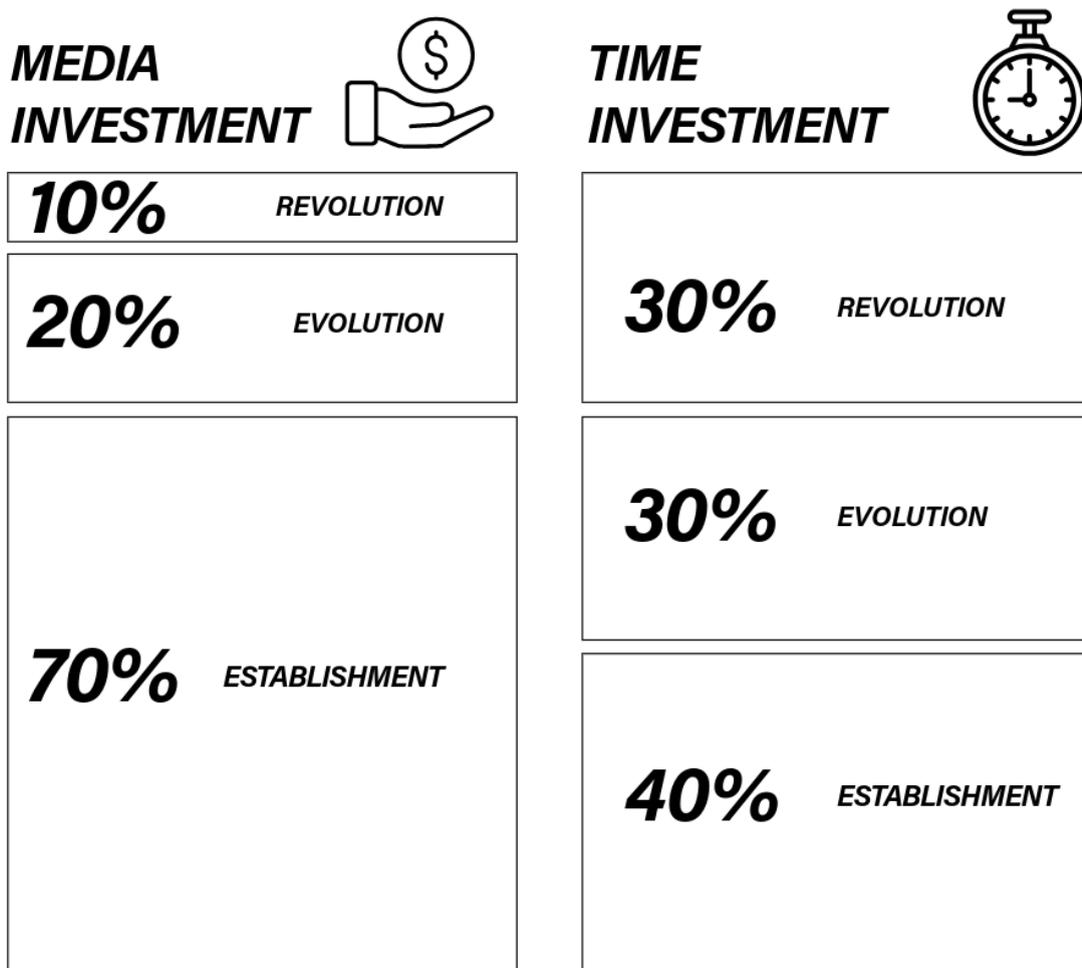
Test and Learn Strategy

To maximize impact while maintaining efficiency, the test-and-learn approach prioritizes a balanced risk-reward strategy across three tiers: **Continuity**, **Evolution**, and **Revolution**. This framework ensures that the campaign leverages proven methods while actively exploring new opportunities for growth and innovation. By allocating resources strategically, the plan enables Jam Shed to maintain consistent brand visibility, refine performance, and uncover breakthrough techniques that drive greater results over time.



The majority of the budget (70%) is invested in **Continuity**—activating strategies and tactics that have already proven successful. These tried-and-tested approaches provide a solid foundation, ensuring reliable results and minimizing risk. For instance, consistently running well-performing ads on Meta platforms or YouTube ensures the campaign maintains steady engagement and sales conversions.

The **Evolution** segment (20% of the budget) focuses on lateral thinking and experimentation within familiar channels. If a specific strategy works well on a platform like Meta—for example, carousel ads driving engagement—it could be adapted for Stories or Reels. Alternatively, if a platform like Google Shopping resonates with one audience segment, testing alternative audience targeting groups could uncover new opportunities. This tier allows us to refine our tactics and expand our reach while staying within relatively safe boundaries.



The final 10% is allocated to **Revolution**, where completely new ideas and platforms are tested to unlock fresh potential. This could involve exploring cutting-edge innovations, such as AI-driven personalization in search ads or integrating interactive features like augmented reality (AR) experiences on social platforms. Though this approach carries the highest risk, it offers the greatest opportunity for uncovering transformative strategies that elevate Jam Shed's performance beyond its current ceiling.

Balancing Resources for Fast Learning

While the financial allocation leans heavily on **Continuity**, the time investment flips the equation to prioritize innovation. Just 30% of planning and activation time is spent on continuity efforts, allowing the team to focus the remaining 70% on executing **Evolution** and **Revolution** strategies. This shift emphasizes rapid learning and adaptation, enabling the campaign to scale successful experiments into larger, more impactful initiatives. By actively engaging with new ideas, Jam Shed maximizes its potential for discovering more efficient and effective methods while protecting its core objectives.

Bringing This to Life: Social Media Example

On Meta platforms, the **Continuity** budget would sustain high-performing creative formats such as carousel ads and dynamic targeting. These assets, already proven to drive engagement and sales, maintain the campaign's steady results. For **Evolution**, the team might explore new placements within Meta—like experimenting with Instagram Reels or testing audience segmentation based on lifestyle affinities (e.g., wine and food enthusiasts versus Christmas / Seasonal gift shoppers). Finally, **Revolution** could involve piloting entirely new concepts, such as interactive AR filters where users visualize pairing Jam Shed with Christmas / Seasonal meals, bringing the brand to life in unexpected ways.

Strategic Benefits

This balanced approach limits financial risk while fostering creativity and agility. By maintaining continuity, the campaign benefits from predictable outcomes while the evolution and revolution components unlock possibilities for higher efficiency and reach. Moreover, the focus on rapid learning ensures the team can adapt dynamically to audience needs and market shifts, keeping Jam Shed ahead of the curve in a competitive landscape.

Measuring success

Effective evaluation of the campaign relies on aligning performance metrics with the distinct roles that each channel fulfills within the marketing funnel. While upper-funnel channels are designed to maximize reach and impact through broad exposure, middle-funnel platforms focus on engaging the audience and fostering deeper consideration. Lower-funnel channels, meanwhile, drive measurable actions and conversions, ensuring the campaign translates visibility and engagement into tangible sales results. By tailoring measurement criteria to these funnel stages, the campaign delivers a comprehensive picture of its success while optimizing resources for maximum efficiency.

Upper Funnel: Reach and Impact

For the awareness phase, success is measured by the campaign's ability to generate widespread visibility and brand recall among the target audience. Key metrics include reach (the number of unique users exposed to the campaign) and frequency (the average number of times an individual is exposed). These metrics provide a clear picture of how effectively Jam Shed's upper-funnel media—such as YouTube, Connected TV (CTV), and advanced TV—captures attention at scale. Additional indicators of impact, such as ad recall surveys and brand lift studies, can further highlight shifts in audience perception and awareness.

Given the always-on nature of the campaign, it's essential to monitor reach and frequency consistently to avoid ad fatigue or overexposure while maintaining optimal coverage. Tools like campaign reporting dashboards on YouTube and programmatic platforms will help track

these metrics, ensuring the campaign balances high-impact exposure with audience saturation. Success here sets the foundation for the middle and lower funnel performance by ensuring Jam Shed remains top-of-mind for wine drinkers.

A **Brand Uplift Study** is a valuable inclusion within the programmatic buy, negotiated based on volume and conducted by a trusted third-party provider like Nielsen. The study measures the impact of advertising efforts by analyzing pre- and post-campaign data from control and exposed audience groups. Key factors assessed include **unprompted and prompted brand recall**, providing insights into how effectively the campaign has resonated and driven awareness. By leveraging this methodology, Jam Shed can gain actionable metrics that refine future strategies, ensuring that programmatic media buys consistently contribute to meaningful brand growth.

Middle Funnel: Engagement and Consideration

Engagement within the middle of the funnel focuses on how deeply the audience interacts with Jam Shed's messaging. Metrics such as view-through rates (VTR), content engagement (likes, shares, and comments on social media), and video completion rates are critical indicators. For instance, on Meta platforms, high levels of interaction with video ads and carousel posts signal that the target audience is actively considering Jam Shed. Similarly, podcast and streaming audio ads will gauge effectiveness through click-through rates and survey-based feedback.

This phase is also an opportunity to analyze patterns in user behavior, such as how audiences respond to intent-driven social media content or dynamically targeted ads. By monitoring these metrics, the campaign can adapt quickly—refining creative, adjusting messaging, or reallocating spend to channels driving the highest engagement. Success in the middle funnel shows that the campaign is converting visibility into genuine interest and intent to purchase.

Lower Funnel: Sales and Conversion

The action phase is all about driving tangible outcomes, with sales data being the primary indicator of success. This will include tracking conversion rates from Google Shopping and Amazon, sales uplift at key retail locations, and return on ad spend (ROAS) for performance-based channels. In addition, first-party data (1PD) collection, such as email sign-ups or participation in festive promotions, is a key measure of long-term campaign value.

Analytics from search platforms and e-commerce will play a critical role in evaluating lower-funnel efficiency. Tools like Google Analytics and Amazon Attribution can link ad spend directly to sales, providing a clear picture of which channels deliver the strongest ROI. Moreover, tracking shifts in consumer purchase behavior during the campaign can inform future strategies, ensuring Jam Shed maintains its position as a bold and accessible choice beyond the Christmas / Seasonal season.

Post Campaign review

To provide a comprehensive evaluation of the campaign's impact, I recommend conducting a **Marketing Mix Modeling (MMM) study** post-campaign. This approach offers a data-driven analysis of how different media channels contributed to both short-term performance metrics and long-term brand growth. By quantifying the incremental value of each channel, MMM can guide future budget allocation and media strategy, ensuring continuous optimization of Jam Shed's marketing investments.

MMM is particularly valuable for campaigns with an omnichannel approach, such as this one, as it can break down the effectiveness of awareness-focused platforms (e.g., BVOD, YouTube) versus action-oriented tactics (e.g., retail media, Google Shopping). However, while MMM provides deep insights, there are important limitations to consider:

- **Lag in Insights:** As MMM relies on post-campaign data, it cannot provide real-time adjustments during the campaign. It's more about learning and refining for the future.
- **Attribution Complexity:** MMM focuses on aggregate data, which may not fully capture individual-level nuances or cross-device behaviors within the purchase journey.
- **External Factors:** Uncontrollable external variables, such as economic conditions or competitor activities, can influence outcomes and complicate channel attribution accuracy.

These considerations highlight that MMM should be used in tandem with other measurement tools, such as first-party data analysis and brand sentiment surveys, to build a well-rounded understanding of campaign performance.

My publication, "**Media Mix Modeling**," is a good resource to help navigate these complexities and maximize the utility of MMM. Its frameworks and case studies can provide actionable guidance on structuring the study, selecting the right variables, and interpreting results to inform future strategies. Readers can explore your insights further [through this link](#). Incorporating MMM into the post-campaign analysis will ensure that Jam Shed's marketing efforts not only deliver measurable ROI but also strengthen its strategic roadmap for sustainable success.

6. Epilogue

This proposal responds comprehensively to the brief by presenting a strategic, integrated, and omnichannel media plan that maximizes Jam Shed's £500,000 budget and aligns with its brand ethos. Focusing on building awareness, engaging new wine shoppers, and driving both short-term sales and long-term brand equity, the strategy ensures every element supports Jam Shed's ambitious growth goals for Autumn to Christmas 2026.

At the core of the campaign is the “**Jam Sessions**” **communications platform**, a creative narrative that ties together the sociable and bold personality of Jam Shed through engaging, seasonal storytelling. By leveraging earworm-worthy tracks like Shed 7's “*Chasing Rainbows*” for autumn and Jessie J's “*Man with the Bag*” for the festive period, the platform creates a seamless connection between music, warmth, and the joy of sharing moments with Jam Shed wines. This narrative is supported by consistent messaging across all touchpoints, emphasizing versatility, bold flavors, and sociable appeal, reinforced by the memorable hashtag **#ShedTheOrdinary**.

The campaign is built on the **AIDA funnel**, ensuring a carefully crafted approach at every stage of the consumer journey:

- **Awareness:** A robust focus on upper-funnel media like BVOD (ITV, Channel 4, Channel 5), YouTube, and digital audio ensures mass reach and visibility, capturing the attention of a broad audience with efficient metrics such as unique users, impressions, and CPM.
- **Interest/Decision:** Engaging, interactive content across social platforms (Facebook, Instagram, TikTok) fosters deeper audience connection through polls, challenges, and user-driven campaigns, while simultaneously capturing valuable first-party data for optimization.
- **Action:** Precision-driven digital retail strategies using platforms like Criteo, CitrusAd, and Google Shopping target high-intent audiences, converting interest into measurable sales and gathering additional insights for sustained performance.

This media plan is designed to balance immediate performance and future growth by seamlessly integrating impactful messaging with data-driven tactics. By prioritizing collaboration across brand, shopper marketing, digital, and commercial teams, the plan ensures cohesive execution and cross-channel alignment. As Jam Shed's campaign unfolds, its approachable, bold personality and “Jam Good Wine” ethos will resonate strongly, making it the ultimate festive wine choice and establishing a foundation for continued success beyond 2026.

About the Author

Dan Hills is a seasoned media strategist with over two decades of experience in delivering high-performance, omnichannel campaigns for leading consumer brands. With expertise in navigating the intricate balance between tactical performance metrics and long-term brand growth, Dan has a reputation for crafting impactful strategies that deliver immediate ROI while building enduring consumer connections. His work has consistently been driven by a deep understanding of client needs, market dynamics, and actionable data insights.

Dan's career is anchored in an advanced competency in data science, particularly in predictive analytics and media mix modelling (MMM). He is the author of a respected publication on MMM (featured at Portland Rock Consortium), which reflects his belief in the importance of attributing and optimizing marketing investments across all media channels. This expertise empowers him to quantify both the incremental and sustained impact of campaigns, driving tangible business outcomes for his clients.

Having worked with a diverse portfolio of brands, Dan is committed to translating business objectives into actionable media strategies that amplify brand equity and maximise results. His approach is grounded in collaboration, leveraging cross-functional teams and partnerships to ensure alignment and success at every stage of a campaign. This combination of technical expertise, strategic vision, and creative flair makes Dan a trusted leader in the field of media planning and brand development.

Dan Hills

Media Planning & Marketing Consultant

www.PortlandRockConsortium.com

DanHills@Consultant.com

+44(0) 7949 562946

