

**JAM  
GOOD  
WINE**

**JAM SHED**



# Jam Sessions

Autumn Winter 2025

# Media Campaign Plan

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

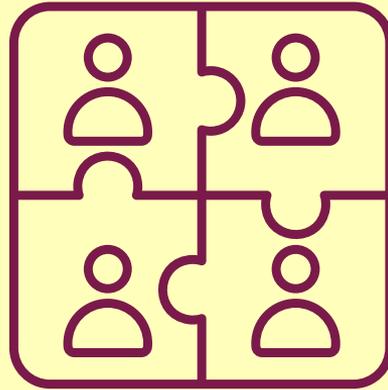
Presented by

**Dan Hills**  
30th April, 2025

# Recap of the Brief

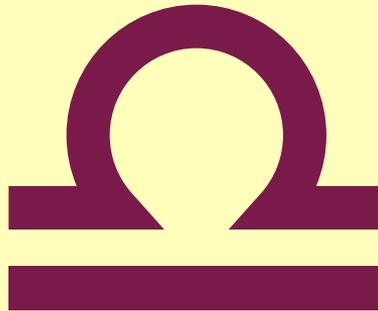
## Cross-Marketing-Team Collaboration

Brand  
Shopper  
Digital  
Commercial



## Brand Building Vs Instant Sales

New Customer Acquisition  
Market Share Growth



# Collaboration

## Brand Team:

Narrative, tone & positioning

- Understand brand values & goals,
- Collaboration on media insights
- Creative direction & Alignment

## Shopper Marketing Team:

awareness and purchase - Influence at Point of Sale

- Align media with retailer promotions and in-store activations.
- Media alignment with Retail: Google Shopping, Criteo and CitrusAd

## Digital Team:

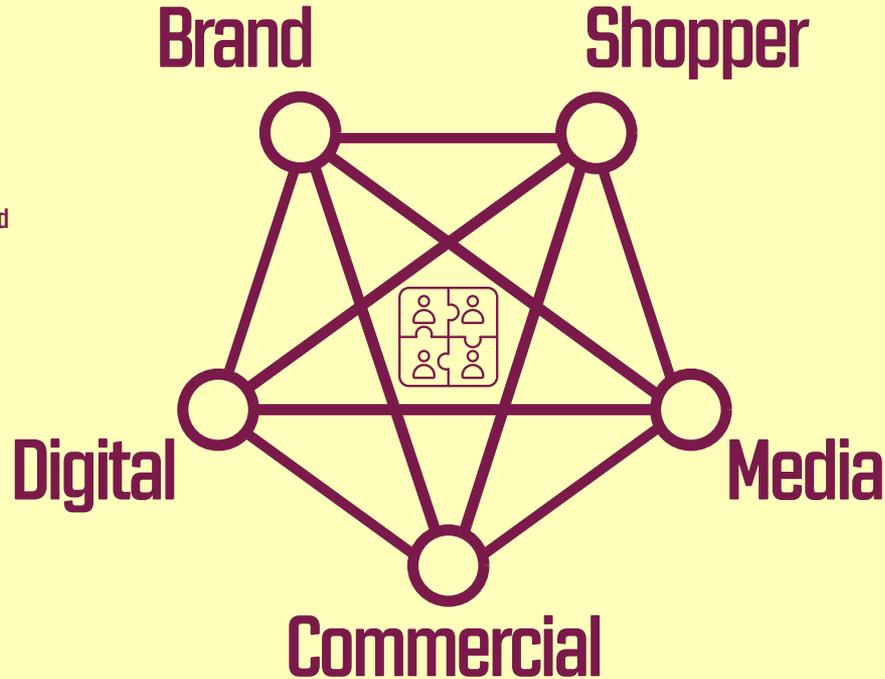
Relevance & engagement

- Targeting insights, performance data
- Foster innovation
- Data Strategy

## Commercial Team:

Revenue and sales objectives

- Media investments Vs sales goals, ROAS + etailer priorities.
- Data alignment
- Sales windows



#Capabilities

#History

#Aspiration

#Pain points

#Pressures

#Innovation

# Market

£21.7  
Billion  
THE UK WINE MARKET

1.3  
Billion

BOTTLES OF WINE SOLD ANNUALLY

4%  
CAGR

WSTA.CO.UK

STATISTA.COM

# Consumers

## Demographics

### Age 25–45:

- Younger Enthusiasts (25–34)
- Mature Discoverers (35–45):
- Middle-income earners,
- Socially active,
- Occasion-driven shoppers,
- Relaxation seekers:

## Psychographics

### Brand Values Alignment:

Approachability, Joyful and Social, Fun and Casual Moments, Creativity, Versatility, and Authenticity, Unconventional Pairings, digitally savvy  
In-Store Shoppers: Online Savvy, Price-Conscious but Quality-Focused:

**Buying Motivation:** Occasion-Based Shoppers, Explorers, & Traditionalists, Casual Consumption, Festive Occasions, Gifting Opportunities, Social Gatherings, Seasonal trends

**Decision Factors:** Taste, Price, Packaging, Recommendation, Preference for Simplicity

**Channel Preference:** In-Store Shopping, Online Shopping, Hybrid

**Flavour Profiles:** Sweeter Wines, Approachable Reds, Festive Blends:

**Formats:** Single Bottles + Bundled Offers

**Shopping Habits:** grocery retailers, online platforms, local delivery services.

# Personas



*The Social Host*



*The Gift Seeker*



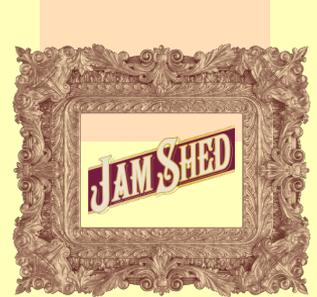
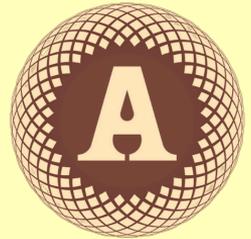
*The Adventurous Sampler*



*The Budget-Conscious Celebrator*



*The Festive First-Timer*





The Social Host



Gift Seeker



Adventurous  
Sampler



Budget-Conscious  
Celebrator



Festive  
First-Timer

# Comms Platform

## Celebrating Sociability and Cozy Connections

Jam Shed wine is the ultimate enabler of sociable moments, bringing 30–40 somethings together at lively house parties or creating the perfect companion for cozy nights in with friends in front of the TV.



### Hero Activation:

**Broadcast TV Ad:** The ad features heartwarming scenes alternating between vibrant house parties and snug, intimate settings, showcasing the versatility of Jam Shed wines, supported by the band, SHED SEVEN

## Social Media - ENGAGE

- Interactive content drives engagement:
- Competitions to win a Jam Shed-hosted house party.
- Exclusive tickets to Shed Seven performances.
- Short-form videos highlight the concept with "Jam Sessions" woven into authentic, relatable moments.

## Performance Media - BUY

- Unified messaging across channels:
- "Jam Sessions" serves as a call-back to the brand campaign, ensuring strong brand association.
- Tailored digital ads emphasize both sociability and cozy connections.

#JamSessions #ShedTheOrdinary

# Media Plan

BUDGET: £500,000

#Programmatic  
#BrandSafety  
#Data

**Awareness**  
50%  
£250K



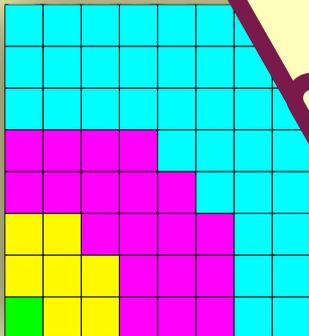
**Interest \ Decision**  
40%  
£200K



**Action**  
10%  
£50K



Rule of 64



	Shed Seven	Jessie J	
12M+ Video Views	27.6% £69K	48.3% £120.7K	24.1% £60.3K
28M+ Impressions 1M+ Engagements	27.6% £55K	48.3% £97K	24.1% £48K
50K+ Taps/Clicks	50% £25K	28.6% £14.3K	21.4% £10.7K
	1 2 3 4 5 6 7 8 9 10 11 12 13 14		
	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		
	Build	Spike	Sustain

# Measuring Success

## Campaign Delivery

### Reach & Impact

- Reach (unique users exposed)
- Frequency (average exposure per user)
- View-through rates (VTR)

### Engagement & Consideration

- Social engagement (likes, shares, comments)
- Video completion rates (Meta, platforms)
- Podcast & streaming audio click-through rates

### Sales & Conversion

- Conversion rates (Google Shopping, Amazon)
- Sales uplift in retail locations
- Return on ad spend (ROAS) for performance media
- First-party data (email sign-ups, promotions)

## Brand Uplift Study

### Brand Recall Metrics:

Measures unprompted and prompted brand recall to assess how well Jam Shed remains top-of-mind post-exposure.

### Perception Shifts:

Evaluates changes in brand sentiment and purchase intent compared to a control group that was not exposed to ads.

### Ad Effectiveness Analysis:

Identifies which media channels (e.g., Connected TV, YouTube, programmatic) drive the strongest recall and engagement.

### Audience Segmentation:

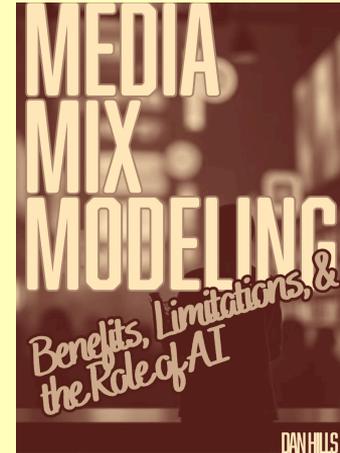
Breaks down impact across demographics, ensuring effectiveness among core wine shoppers aged 30-40.

### Optimization Insights:

Provides recommendations for refining future media strategy based on uplift patterns and consumer responses.

## MMM Study

A Media Mix Modeling (MMM) study for Jam Shed would help quantify the effectiveness of different marketing channels in driving sales.



### • Channel Contribution Analysis:

Determines the impact of various media investments (TV, digital, social, in-store promotions) on Jam Shed's sales, attributing revenue to each touchpoint.

### • ROI & Efficiency Insights:

Evaluates the return on ad spend (ROAS) and helps optimize budget allocation by identifying high-performing channels for maximizing conversion.

### • Scenario Planning & Forecasting:

Uses historical data to simulate future campaign performance, guiding strategic decisions to enhance media effectiveness and market penetration.

