



SOBEYS FAMILY ALBUM

On CBC Olympics



Insights & Ideas

FAMILY, FOOD & SPORT

Family Album on CBC Olympics was a new initiative for Tokyo 2020 which continued through Beijing 2022 for a first time Olympic partner, Sobeys. Created as a complement to their brand marketing initiative, Feed The Dream, the idea was to highlight and deepen the emotional connection between the brand's identified key priority pillars: family, food, and sport. This was accomplished through the creation of the Family Album.

Having digital and broadcast exclusivity during Tokyo & Beijing were key to differentiate from competitors in the marketplace. Bringing family support to the forefront of Canadian screens and timelines, making an emotional connection and driving engagement.

The key objectives were to bring to life an emotional and engaging campaign that drove awareness of Sobeys new Olympic partnership, strengthen their brand equity, breakthrough as a recognizable Olympic brand in their first Games and increase engagement from Tokyo to Beijing.

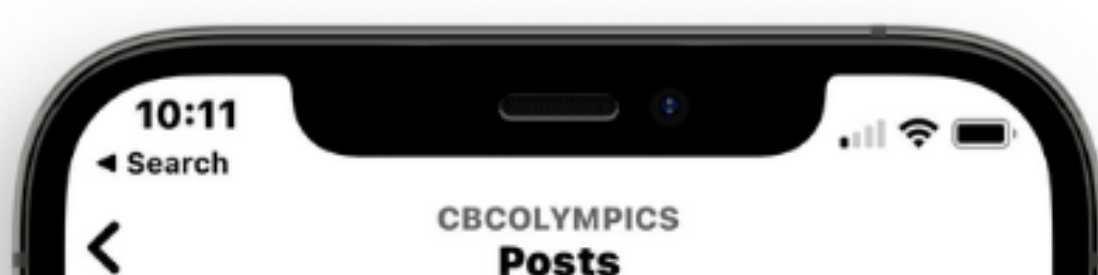


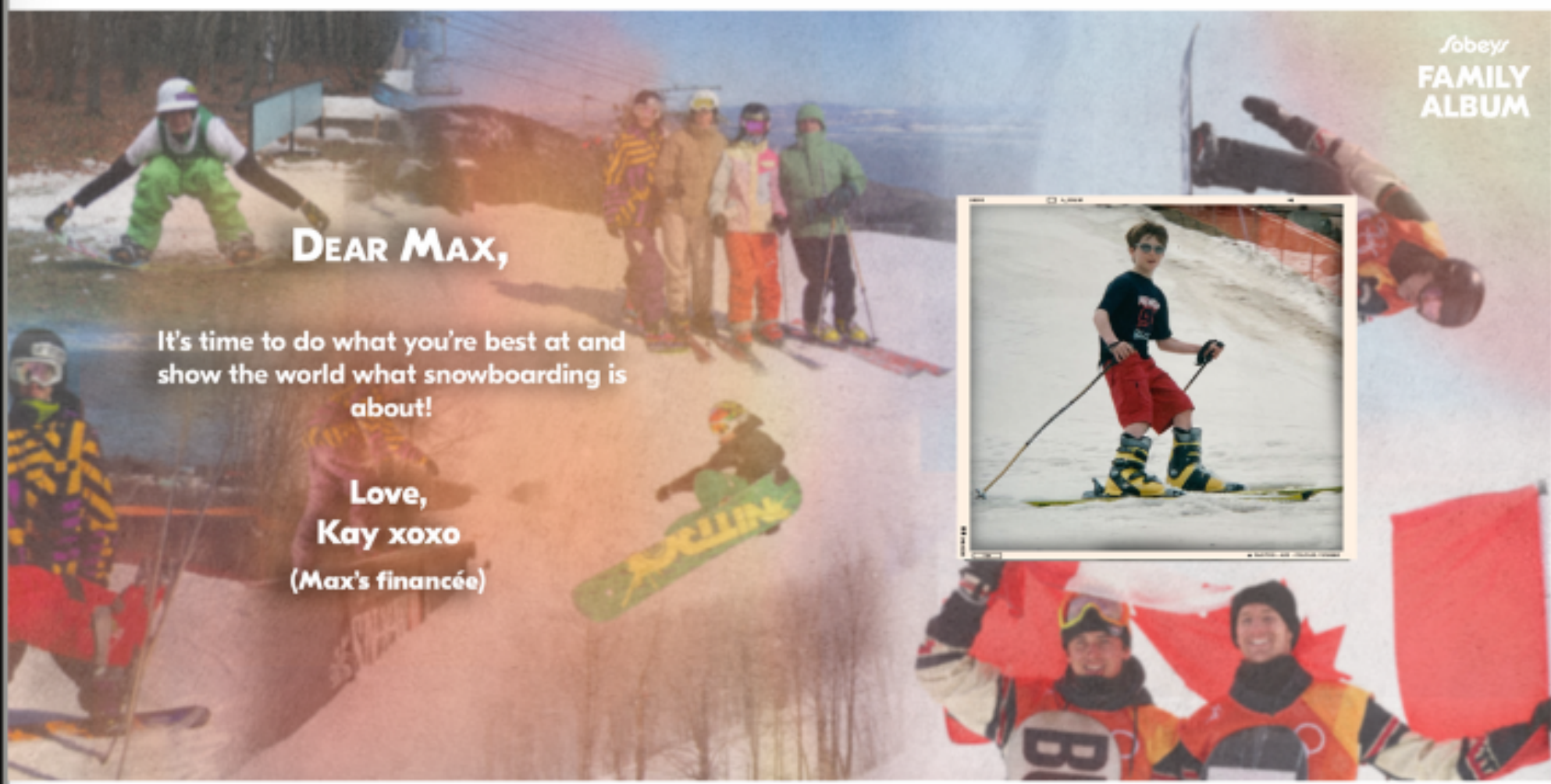
Media Execution

A TRUE 360° CAMPAIGN

The Sobeys Family Album campaign embedded Feed The Dream storytelling with athlete driven content leading up to and throughout Tokyo 2020 & Beijing 2022 with broadcast, digital & social integrations. Sharing content strategically around athlete competition schedules, amplifying Sobeys rallying cry to engage Canadians. This was a cohesive multi-platform that rolled out under 3 pillars:

- Family Album (pre-produced features)
- Fam Cam (live in-Games)
- Family Reunion (post competition).





A true 360° campaign with :30s promotions in all dayparts, athlete features in Primetime, live branded integrations in all dayparts, a custom branded video-on-demand page, prime editorial positioning on the cbc.ca/olympics & the CBC Olympics app and over 300 social posts of custom and reverted Sobeys content. Sobeys creative was placed strategically adjacent to features, live integrations & Team Canada's entrance in the Opening Ceremony.



The goal of reaching the largest number of Canadians meant a heavy focus in Primetime, a consistent presence during all dayparts, and multiple content presentation formats to increase awareness & digital engagement, reinforcing Sobeys brand position.

Innovation BRINGING FAMILIES TOGETHER

This was the only campaign CBC created that focused on the families of Canadian athletes & the only content that showed live family reactions during Tokyo 2020 & Beijing 2022.

The original intent was to show the families in the stands and later reunite them in the studio. Due to the pandemic and restrictions in the respective host countries the families were unable to travel and

attend live in person. The entire live integration component had to shift. Mitigation plans included "virtual" reunion's in-studio, pre-recorded family videos & incorporating a TikTok strategy based on industry trends. A simple execution turned into a complex series of nationwide video shoots, video conferencing & live look-ins in family homes.

This was the first time CBC used greenscreens to virtually have the

look of the athlete live in the studio. We used the exact same spatial dimensions in Beijing and Tokyo (where the athletes were) and Montreal and Toronto locations (where CBC/Radio-Canada's hosts were) and were cognizant to ensure lighting, camera placement, and room dimensions were identical. Everything down to the angle of the people's eye line was orchestrated.



Results

TOP PERFORMING NEW INTEGRATION

39%

In their first Olympic Games, Sobey's saw awareness & impact scores that were on par with other long standing partners. Family Album content demonstrated strong breakthrough with Sobey's ranking in the top 10% of IMI's database for first thoughts and feelings*. When it comes to likelihood to consider purchasing, Sobey's saw solid results with Sobey's Family Album feature at 31% in Tokyo and growing to 39% in Beijing*.

6.7M

Achieving the goal of growing social metrics from Tokyo to Beijing, Facebook impressions increased by 292%, Instagram Impressions more than doubled and earned a 5.7% engagement rate. Overall social impressions grew by 510% from Tokyo to Beijing, totalling over 6.7M impressions while video views increased by 580% from earning over 2.3M views**.

500K

Sharing Sobey's Family Album on TikTok during Beijing 2022 also proved incredibly successful, earning the highest impressions and engagement rate of any partner campaigns that appeared on the platform with an 11% engagement rate and nearly 500K impressions on only 5 pieces of content**.