

# Taylor's Port

## CASE STUDY

Start something new...  
by starting with something old.

### Challenge

With the Port category in decline and Port having the perception of being an old person's drink, Taylor's Port sales were low.

Consideration in the hard to reach young demographic were a big challenge, despite the product's sweet flavour and ability to be included in cocktails making it the perfect choice for this audience.

### Objective

Their goal was to introduce the Taylor's Port brand to a younger audience and encourage them to try something new. Additionally, we wanted to suggest Taylor's Port as an ideal Father's Day gift to drive sales.

Taylor's Port primary goal was maintaining their position as the #1 Port Wine Brand and their relevance to our core audience. Ultimately driving sales of Taylor's Port overall, and specifically in the 30-45 demographic.

### Solution

A 30-second branding campaign on Newstalk ZB, followed by a CTA campaign specifically for Father's Day.

Our radio campaign encouraged listeners to start something new, by starting with something old. Values which align perfectly with Taylor's Port – a product that has continually improved for more than 300 years.

Pairing this with Father's Day gift messaging, felt like a natural and effective pairing to engage this audience.

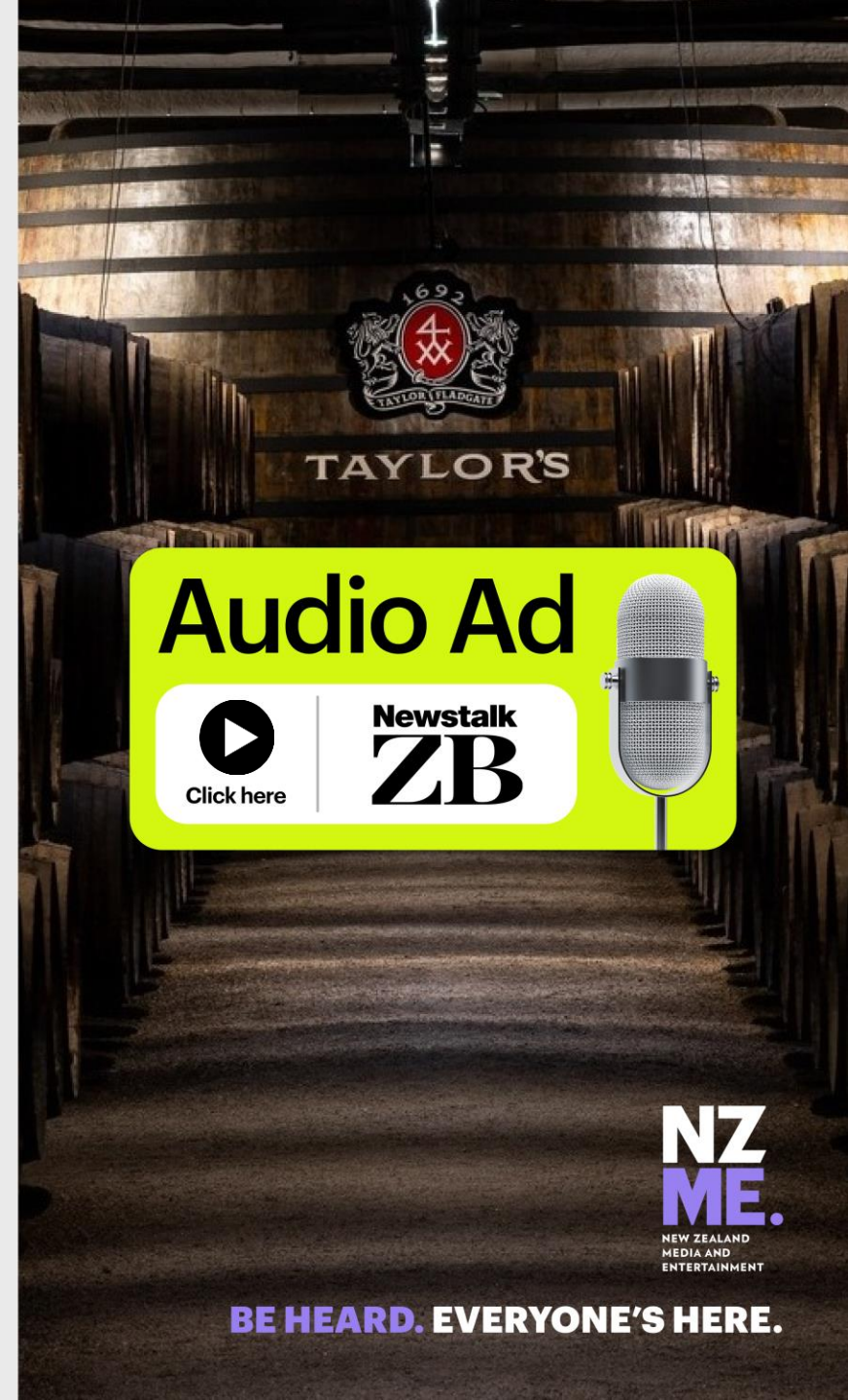
**Results** Taylor's Port has maintained its #1 position +5.2% vs YA QTR\*, (while the total Port category is facing a decline -2.6% vs. YA QTR\*).



"The Father's Day Radio Promotion played a key role in reaching a broader audience with its clever execution, attracting a wider audience, and solidifying Taylor's Port as the preferred choice for the important Father's Day occasion for us"  
- John Yoo, Brand Manager – Wine, Hancocks

Creative - Scott Armstrong, NZME

Source: \*Nielsen Scandata W.E 7 January 2024 – Total Defined Liquor



## Audio Ad



Click here

Newstalk  
**ZB**



**NZ  
ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

**BE HEARD. EVERYONE'S HERE.**