

**ISBA**

# **ISBA 101 Knowledge Sessions**

## **The Role of Media & Communications in Your Organisation**

**One Voice**

# Welcome to the 101 Knowledge Sessions

- Please be aware this session is being recorded.
- Time doesn't permit questions on the day, but if you do have one, please put it in the chat box and we will come back to you after the session.
- All attendees will be sent a copy of the slides within 48 hours and we will let you know when the recording has been published on our website.
- To find out more about the benefits you have access to through your company's ISBA membership please visit **isba.org.uk**
- Please register on our website to view the recording of this session and our previous 101 sessions and other content.



# About me and why I'm here today..

**Pete Davis – MD & Founder of Getmemedia**

Spent 10 years client side for Nestle. Working in Sales and Marketing.

Nestle's Media Controller for 5 years (Spend £45m).

Founded Getmemedia.com and have worked on over 1,000 briefs.

Work closely with ISBA on all 101's and the Media Foundation Certificate mentor.

Act as a Consultant media controller and pitch manager for a number of businesses.



# Introduction & Objectives

- Welcome to a new year of ISBA 101 sessions!
- The sessions are for ISBA members and all marketing and media related employees.
- Key objectives of the sessions as a whole are:
  - To understand the strategic role of media, advertising, and communications.
  - To learn **how** they contribute to business success.
  - Discuss key industry trends and best practices.
  - To learn how communication shapes brand perception and engagement.
  - **To educate and inspire!**



# Across the year we'll cover emerging trends in Media & Communications

- Key Trends Shaping the Industry:
  - AI in media planning and creative automation.
  - Growth of retail media (Amazon, Tesco Media).
  - Changing consumer behaviours (Gen Z, TikTok).
  - Ethical & sustainable advertising.
- What This Means for Advertisers: Adaptability and future-proofing strategies.





Marketing Lead

Asst Brand Manager  
Media Campaign Manager

Content Director  
Paid Social Buyer

Commercial Graduate

Consumer Insight Manager

Marketing Manager

Supply Chain Manager

Senior Brand Manager

Graduate Sales & Supply Planning

Grp Brand Marketing Manager

Net Zero Marketing Manager

Marketing Executive

Digital Commerce Graduate

Performance Marketing Manager

Paid Search & YouTube Executive

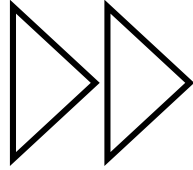
Senior Designer

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# Steering Group Priorities 2025



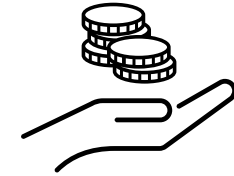
# Leadership Objectives 2025



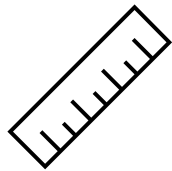
Evolving  
media  
landscape  
education



Addressing the  
Marketing skills  
gap



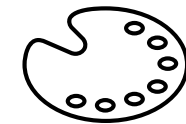
Defining and  
leading on  
Commerce media



Media  
effectiveness and  
consumer insights



Responsible media



Re-unification of  
Media and Creative



# Anyway, back to today and why Media & Communications Matter

- Effective media and communications are at the heart of successful brands and organisations.
- The way we **shape narratives**, **engage audiences**, and **leverage insights** determines our impact.
- This session will explore how strategic media and communications drive business success using **real-world case studies as evidence**.

## Key Themes to look out for are:

- ✓ The power of insight-driven marketing
- ✓ The impact of multi-channel strategies
- ✓ The role of storytelling in brand building
- ✓ How data shapes effective communication
- ✓ The need for consistent brand messaging

# The Strategic Role of Media, Advertising & Communications

- Media and Communications are the Backbone of Organisations  
They shape **brand perception** and **internal engagement**.  
They impact on **business success** and **customer trust**.
- Definitions for today (101)  
Media: Where messages are placed (paid, owned, earned).  
Advertising: Brand storytelling and audience engagement.  
Communications: Reputation management, PR, and customer engagement.

All of the above matter as they connect brands with the **right audience**, **building trust**, and **driving sales**.

A speech bubble icon containing the text "One Voice".

One  
Voice

ISBA

# Case Study Yorkshire Tea: “Where Everything’s Done Proper”



Institute of Practitioners in Advertising, IPA Effectiveness Awards, Gold, 2024

One Voice

# Yorkshire Tea ‘Where everything’s done proper’

- Yorkshire Tea had a proper dream. To go from **number three to number one** in the black tea market.
- It looked almost impossible. The tea category was shrinking, the incumbents were powerful, and buyers were loyal to them.
- But by identifying a proper **creative platform** and then applying it consistently over time (7 years), the brand slowly worked its way towards that ambitious goal.
- Continuously advertising Yorkshire Tea as the place 'Where everything's done proper' gradually increased volume share from 18% to an astonishing 33%, all while maintaining the brand's significant price premium versus competitors.



Source:WARC



# Yorkshire Tea's message has remained consistent, while competitors have changed theirs regularly



# Identifying a proper long-term creative platform

From the fact that Yorkshire do things proper when making their tea



Temporary, narrow, explanatory, boring

To the idea that Yorkshire Tea is a place where *everything* is done proper



Long-lasting, broad, behavioural, fun



2017: Proper interviewing by Parky



2017: Proper hold music by The Kaiser Chiefs



2017: Proper couriers The Brownlee Bros



2019: Proper factory help from Dynamo



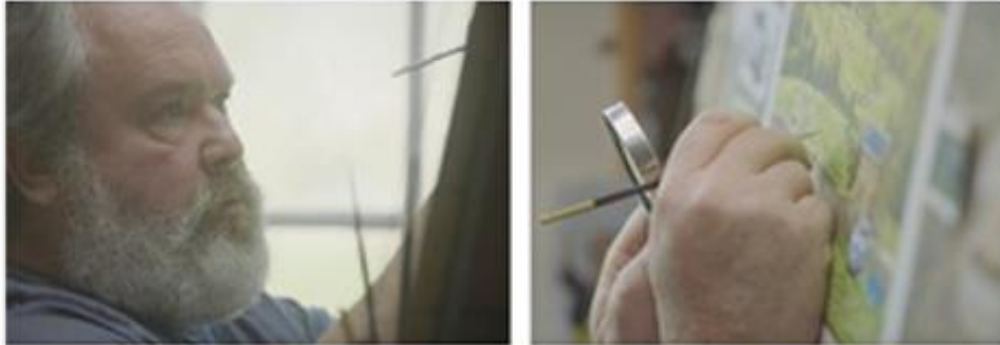
2019: A proper induction from Sean Bean



2022: A proper leaving speech by Sir Patrick



## Showing our proper values



Carbon Neutral announcement



Rishi Sunak  
@RishiSunak

Quick Budget prep break making tea for the team. Nothing like a good Yorkshire brew.



Yorkshire Tea  
@YorkshireTea

Replying to

Nothing to do with us - people of all political stripes like our brew.

Plus there's no way we'd intentionally stick ourselves in a Twitter storm on a Friday afternoon. It's nearly bedtime!

**Yorkshire Tea Responds Brilliantly After Backlash Over Chancellor Tweet**

Rishi and BLM Twitter responses

This Tweet is from a suspended account. [Learn more](#)



Yorkshire Tea  
@YorkshireTea

Replying to @thisisavint

Please don't buy our tea again.

We're taking some time to educate ourselves and plan proper action before we post. We stand against racism.

#BlackLivesMatter

6:38 PM · Jun 8, 2020

13.2K Retweets 4,931 Quote Tweets 75.6K Likes

**#Solidaritea: Yorkshire Tea and PG Tips join brands in backing BLM**

UK brands follow Adidas and Nike by declaring support for anti-racist protests



## Social response to the campaign proves how beloved it has become



Linda Arnold-Stratford

This ad is fantastic. Not only have I drunk 5 more cups of proper Yorkshire tea than I would in a normal day, I've also been scanning the job pages as I want to work for Yorkshire Tea where inductions are proper too 😊😊



Charlotte Brown

Great ad! Your marketing team are fab in coming up with so many great ways to promote



Tony Kemp

you guys are on a roll with these. ace. with one blow and 3 ads, nailed the slogan, trumped the chimps and folk, and reinforced yorkshire pride. top notch, someone needs a bonus. (whos next?)



Pick a bar? What the hell... - 06/05/2018 ...

The **yorkshire tea** advert is quite humorous...the best thing the **kaiser chiefs** have done in a decade



Andy Heaton @Andrew\_Hea... - 11/07/2018 ...

That **Yorkshire Tea** advert with the **Brownlee brothers** is very, very good



Margaret Stanbridge

At the moment the brownlee brothers my favourite advert.hang on to the people making your ads don't let them be headhunted just on my 5th cuppa of Yorkshire today.lolxxxxxx



Sarah Pitchford

Loving this campaign, the Brownlees and now the Chiefs. Good work!



Jay Alexander

And that my friends is how you do advertising. That. is. gold. .... very well played Yorkshire Tea, very well played! 😊😊😊



Ells ✨👑 @Ellie\_Tytler · 14/08/2019 ...

**Dynamo** in the new **Yorkshire tea** advert is geniuuuus



Paula Brown Dytzel

Now, I may have to switch to your brand. First time I have ever heard of you, but what an entrance into my life! I love tea, and I love Patrick Stewart even more!

**MORE THAN:  
375K LIKES  
87K SHARES  
35K COMMENTS**

YouTube, Instagram, facebook, X

## Some examples of Yorkshire Tea fandom



Just want let you know that I'm being a traitor. I work for Lancashire Tea, have for years, so I get free tea.....but its rank. I'm fed up with drinking that watery rubbish 🤢🤢 yours is much better. I love Yorkshire Tea!!! P.s don't grass on me 🤞 Anon



## A proper long-term effectiveness model

### Five-year objectives

Create a famous, loved, well-branded, long running campaign (Advertising objectives)

### Measurement

Achieve consistently high campaign recognition (40%+)

Achieve consistently high brand attribution (60%+)

Achieve consistently high enjoyment (>55%) and low irritation (<25%)



That significantly grows brand awareness, perceptions and preference (Marketing objectives)



Significantly increase spontaneous awareness

Increase agreement with key brand image statements by 10% (Proper tea, best tasting, high quality, worth paying more for)

Significantly increase preference



That creates switching (Behavioural objectives)



Significantly increase claimed last purchase

Significantly increase household penetration



Helping to achieve the brand's long-term business objective



Become the No. 1 Standard Black Tea by volume

(Maintaining the brand's price premium versus the category)



# Yorkshire Tea summary

Yorkshire Tea climbed from number three in the market to take **the top spot** by applying a long-term, consistent approach to its marketing in the UK.

- Continuously advertising Yorkshire Tea as the place 'Where Everything's Done Proper' gradually increased volume share from **18% to 33%**, while still maintaining the brand's significant price premium versus competitors.
- The extended activity resulted in Yorkshire Tea **selling a billion extra teabags** over the last four years of the campaign and ultimately knocking PG Tips off the top spot in 2022.
- Key Learning:

**A long-term media and communications strategy strengthens brand position and drives growth.**



Source:WARC

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# Case Study British Red Cross: Making our Mark 'Here for Humanity'



Marketing Society UK, The Marketing Society Awards,  
Highly Commended, 2024

One  
Voice

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# British Red Cross: Making our Mark



Source:WARC

# British Red Cross: Making our Mark

## Challenge/Background

- Charitable donations had declined 40% since 2015. The British Red Cross needed to raise £3.6M with a modest £1.3M budget while competing with cause-specific charities.

## Insight

- Although widely recognized, people **didn't fully understand** what the Red Cross did. Enhancing clarity and emotional connection could drive donations.

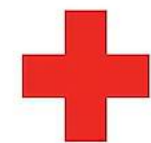
## Solution

- The **'Here for Humanity'** campaign used **real crisis footage** and the iconic Red Cross emblem to showcase responders in action. Channels included YouTube, social media, podcasts, and digital out-of-home.



Source:WARC





**BritishRedCross**

Source: WARC

VIDEO



Digital display



SOCIAL



PRESS



OOH



SPOTIFY



THE GUARDIAN



Indicating the parallels between high-profile International disasters on the news, and the human response of the Red Cross emergency responders.



# Results and Key Learnings

- Consideration to donate doubled, increasing by 1.1%.
- Trust improved by 3%, relevance by 1%, and ad awareness by 4%.
- **The campaign raised £4.2M**, exceeding the original £3.6M target.
- Regular donor numbers grew by an **impressive 500%**.

## Key Learning

**Effective storytelling and clear brand positioning increase engagement and donations.**



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# Case Study Guinness Effectiveness in Black and White



Institute of Practitioners in Advertising, IPA Effectiveness Awards, Gold & Presidents Prize, 2024

One Voice

# Guinness – Effectiveness in Black & White

## Challenge/Background

- The beer market was struggling, with mainstream brands losing relevance. COVID-19 further devastated the hospitality industry, forcing closures and reducing beer sales. **Guinness needed to expand its appeal and drive growth despite the uncertainty.**

## Insight

- People viewed Guinness as too niche—reserved for specific occasions and audiences. To drive growth, the brand needed to **make Guinness more inviting, relevant, and top of mind for "the first pint" when pubs reopened.**

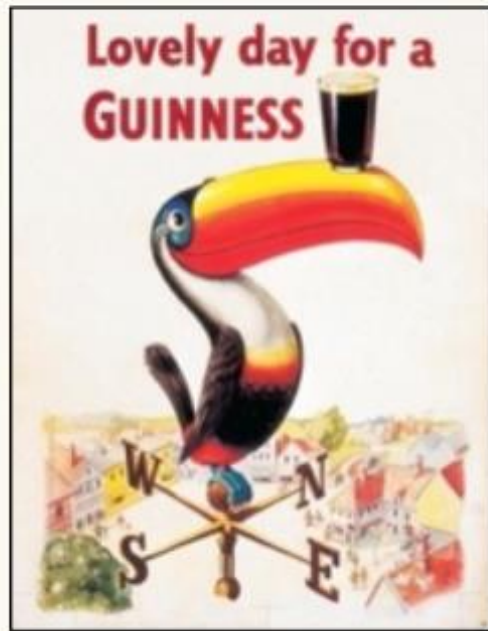
## Solution

- Guinness doubled down on brand-building while competitors cut back, **reinforcing its cultural significance and distinctiveness.** A new media model **helped broaden reach, making the brand more accessible and aspirational.**

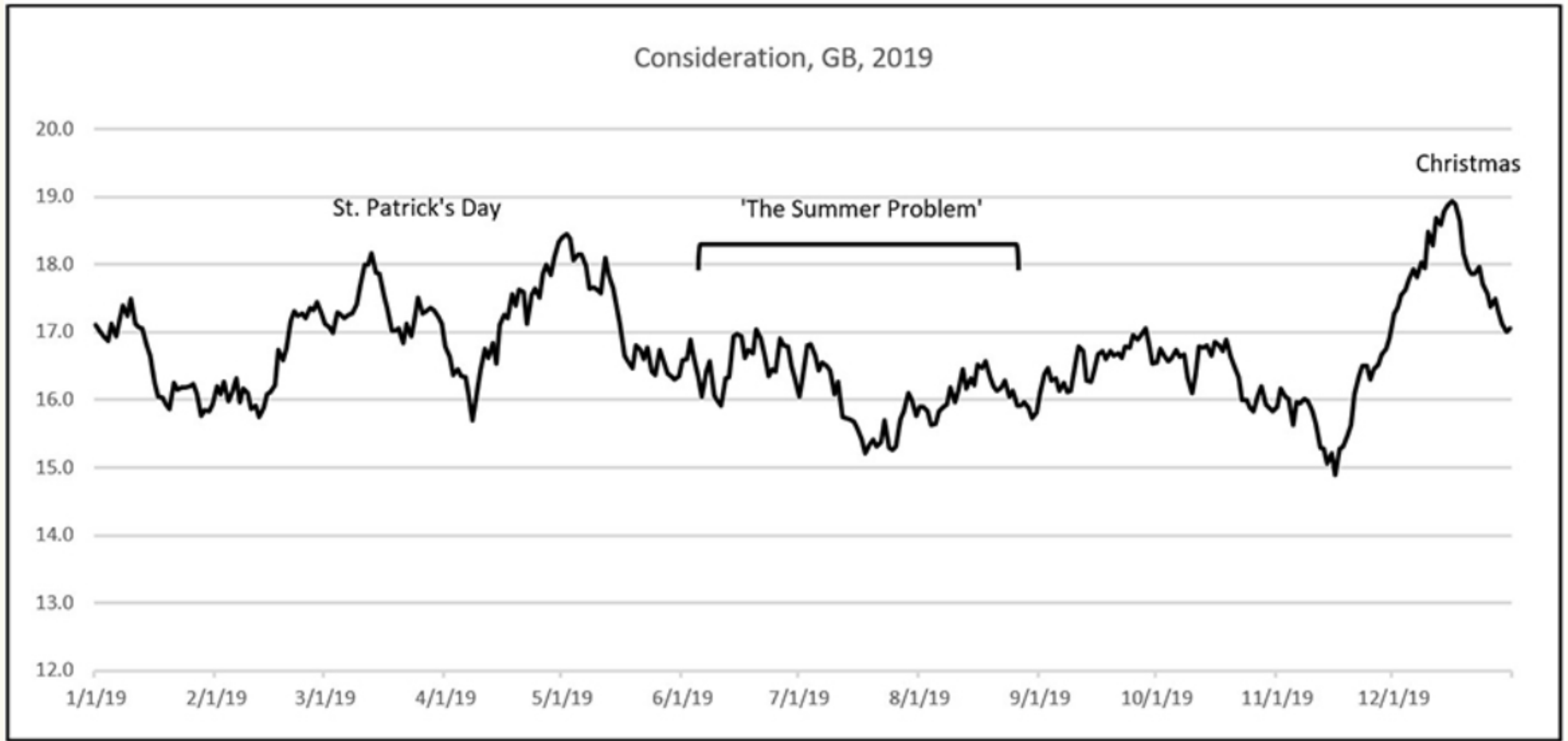


Source:WARC

In the decades that followed, Guinness became famous for its marketing. From the toucan posters and memorable slogans of the 1950s to the iconic black and white TV ads of the 1990s and 2000s.



The 'summer problem' saw brand value and volume share decline every summer.





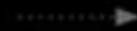
# CREATIVE EVOLUTION

FROM

TO



Heavy, profound TOV



Making demands  
of the drinker

Closed, static  
storytelling

Rules & Regulations

Focus on character

Traditional male  
persona

Adult – Child attitude

Product perfection

Alive

Rooted

Charming

Genuine

Energised

Light

Wonder

Vibrancy

Playful

Open





**Welcome Back**



**#LooksLikeGuinness**



**Lovely Day for a Guinness**



**A St. Patrick's Day to Remember**



**Don't Jinx It**





**Acts in Culture & Innovation**

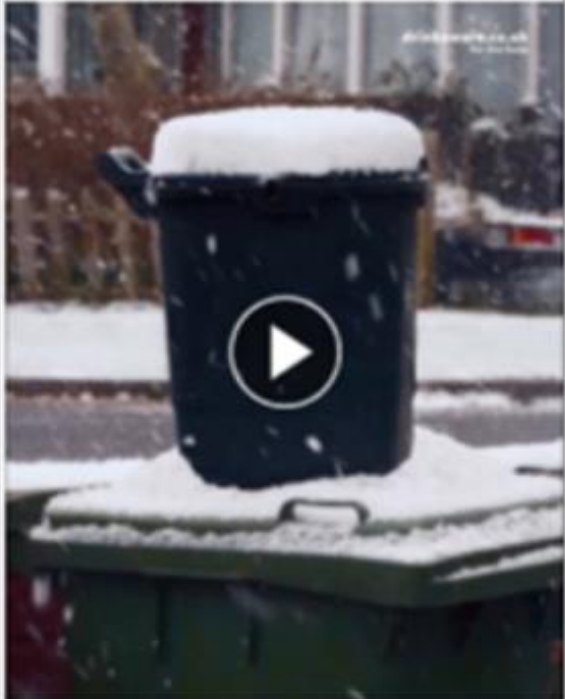








 Guinness (GB)  Sponsored · 


Seeing Guinness everywhere? Must be time for a festive pint. Light up your local this Christmas.



BLOG.DUSKAPP  
Good Things Are In Our Grasp. [LEARN MORE](#)


 Guinness GB  @GuinnessGB

Seeing Guinness everywhere? Must be time for a festive pint. Light up your local this Christmas.








drinkaware.co.uk  
For the facts

**MAYBE!** 0:18

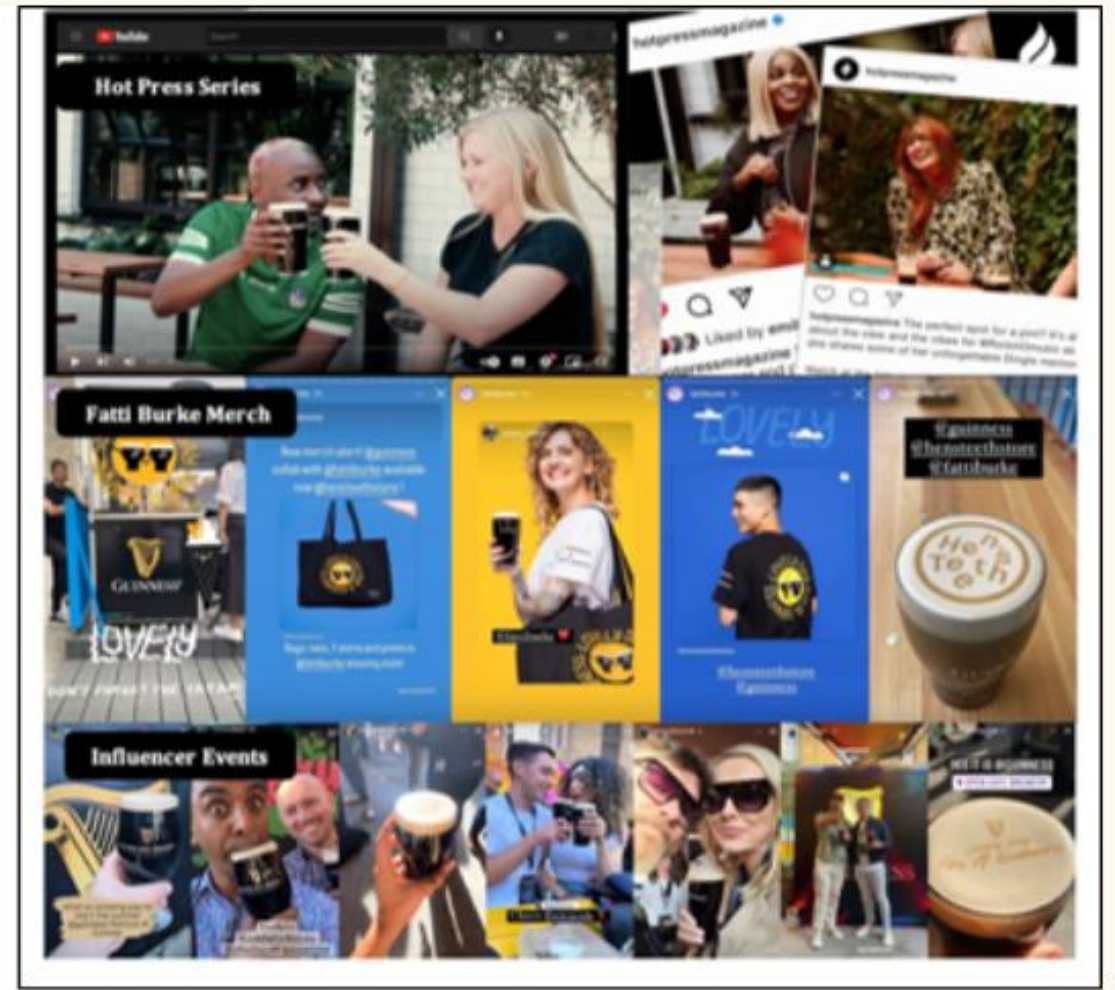
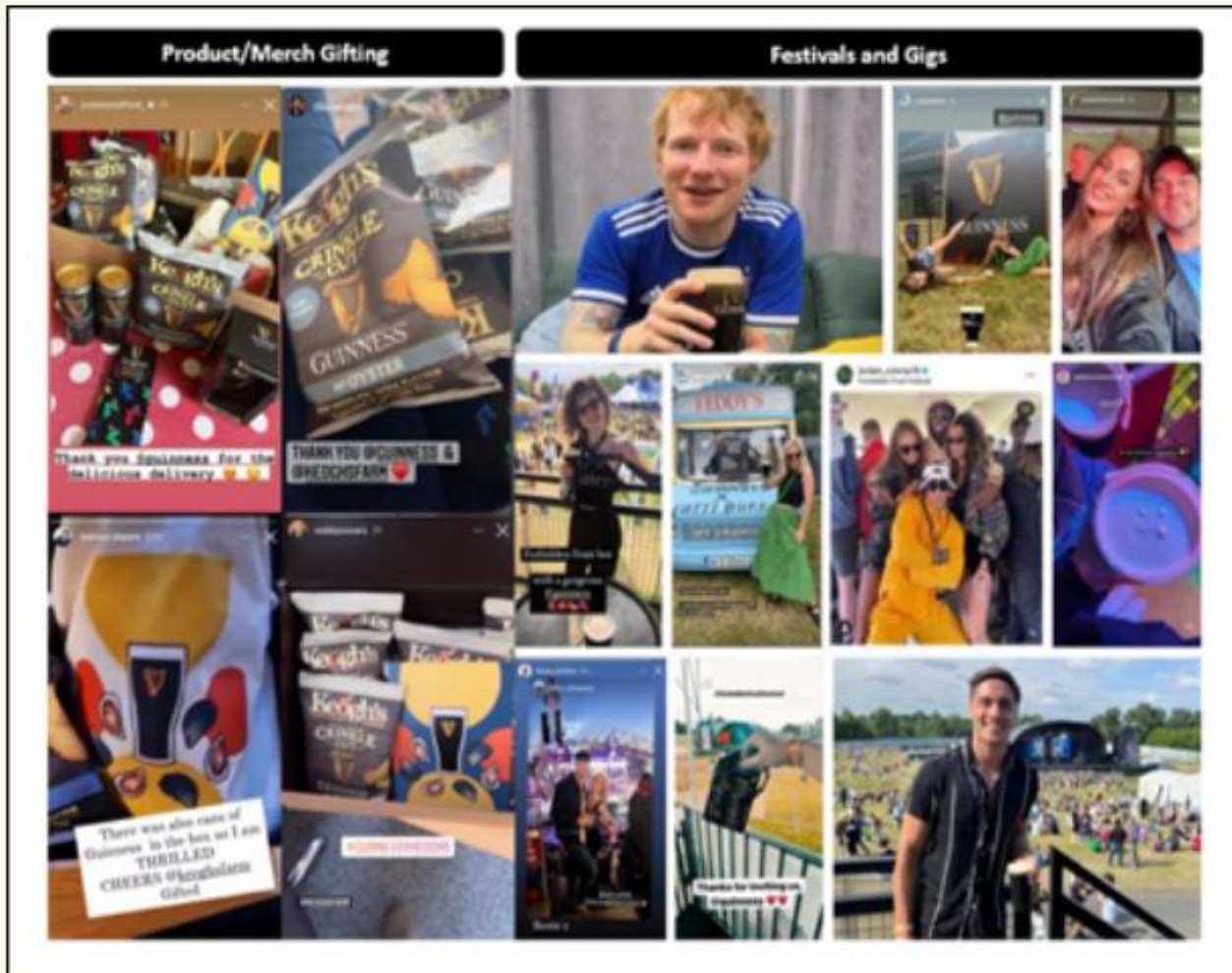


0:06 · Sponsored [Learn more](#)

 GUINNESS.COM  
**It's the most wonderful pin...**   
Dreaming of a black and white...

 Like  Comment  Share









**BUY 1 GET 0.0 FREE\***  
**AT TESCO**



**MAKE IT A ST. PATRICK'S DAY  
TO REMEMBER**

[Get the Facts. Be DRINKWARE.](#) Visit [drinkware.ie](#)

\*Three Guinness 0.0 4-packs with the purchase of a Guinness Draught 4-pack, 1 per person. ND only. 16-18. (March included). In-store only while stocks last. To qualify you must present your Outrightpass at the time of purchase.

tescoirl

TESCO

1,244 Posts   82.8 k Followers   382 Following

Tesco Ireland  
Shopping & retail  
Follow us for tasty recipe ideas and little helps. For customer service queries - free phone 1800248123 or email [online@Tesco.ie](mailto:online@Tesco.ie) #EveryLittleHelps



Liked by splixzlol and others

tescoirl Make it a St Patrick's to Remember. Buy a Guinness 4-pack of Draught and get a 4-pack of 0.0 absolutely free! In-Store only while stocks last. T&Cs apply.



Source:WARC

# Guinness – Effectiveness in Black & White

## Results & Key Learnings

- The brand became the **UK's best-selling pint for the first time.**
- **Net Sales Value (NSV) grew by 30%** in both Great Britain and Ireland.
- The campaign delivered **strong revenue ROIs**, achieving **1.89 in GB** and **3.22 in Ireland.**
- Results demonstrated the **power of investing in brand equity**, even during challenging times.

## Key learning

**Investing in brand-building, even in tough market conditions,  
drives long-term growth.**



Source:WARC

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# Case Study CALM: The Last Photo



Cannes Creative Lions, Silver, Creative Effectiveness  
Lions, 2024

One  
Voice

# CALM – The Last Photo

## Challenge/Background

- Suicide rates were rising, particularly among young women, following the pandemic and cost-of-living crisis. CALM (**Campaign Against Living Miserably**) needed to drive national awareness and prevent suicides by highlighting that suicidal signs are often invisible.

## Insight

- Bereaved families consistently said, “We just never saw it coming.” The campaign needed to challenge the assumption that suicidal individuals always look distressed, showing instead that they can appear happy in their last photos.

## Solution

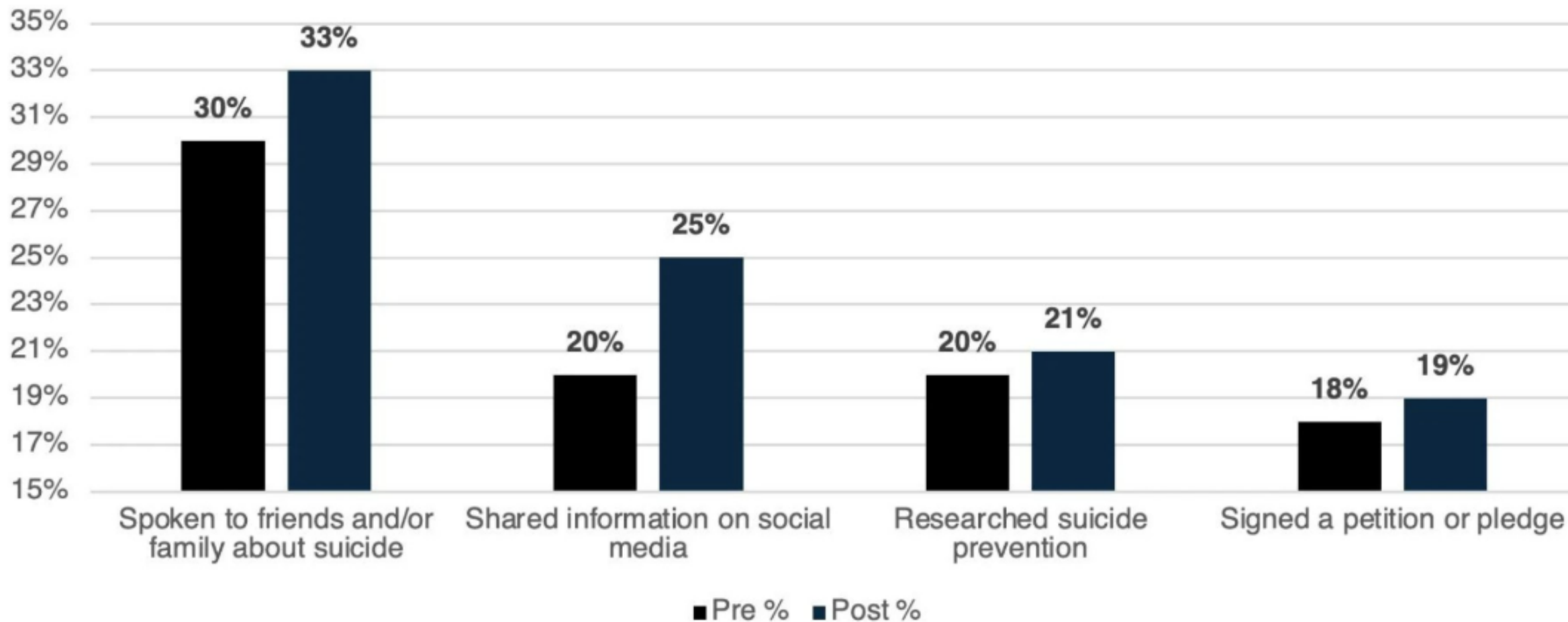
- CALM partnered with ITV to launch **The Last Photo**, an exhibition of smiling final images of people who died by suicide. **The campaign spanned TV, cinemas, social media, influencers, and press**, with a strong call to action directing people to CALM’s helpline.



Source:WARC



## Claimed Actions Taken As A Result of The Last Photo



# Results and Key Learnings

- The campaign generated **405 media placements**, reaching nearly **1 billion impressions** and sparking **5.9 million social conversations**.
- It had a direct impact, with **161 suicides prevented**.
- **Website engagement surged**, attracting **101,887 visitors**, with **80% being new users**.
- **Social media followers grew by 1,874%**, significantly expanding the potential donor base.

## Key learning:

**A well-executed multi-media approach amplifies engagement, raises awareness and drives meaningful action.**



Source:WARC



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# Case Study: Heinz x Absolut = Absolutely Heinz

## Collaboration Case Study

One  
Voice

# Heinz x Absolut – Absolutely Heinz

## Challenge/Background

After the pandemic, pasta sauce sales declined due to fewer home-cooked meals. Heinz needed to reignite consumer interest, while Absolut sought new drinking occasions beyond traditional cocktails.

## Insight

**TikTok trends influence modern eating habits. Penne alla Vodka was one of the most searched recipes, with viral roots from influencer Gigi Hadid.** A Heinz x Absolut collab could tap into this momentum and drive cultural relevance.

## Solution

The brands launched a limited-edition Heinz x Absolut Vodka Pasta Sauce, leveraging nostalgia from Absolut's iconic '80s print ads. **The campaign featured influencers, billboards, and fashion magazine partnerships to maximize social and earned media.**



Source:WARC





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FBD\_0042398

HEINZ  
ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

HEINZ  
ABSOLUTELY HEINZ.  
LIMITED EDITION  
New Heinz Tomato Mollus Pasta Sauce

ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

HEINZ  
ABSOLUTELY HEINZ.  
RIDICULOUSLY GOOD.

GREAT  
SAVINGS  
EVENT

# #ABSOLUTELYHEINZ

## INTRO

After harvesting tomatoes for 150 years, Heinz launched its first pasta sauce for the British market under the successful "Ridiculous Late, Ridiculous Good" platform. One year after, Heinz needed a fame idea to keep bringing excitement to the category and maximize engagement and sharing.

## INSIGHT

To increase cultural relevance, Heinz decided to launch a tomato vodka sauce inspired on Gigi Hadid's viral "Penne alla vodka". And what could generate more talkability than launching this trendy sauce in collaboration with Absolut, UK's n°1 premium vodka?

A win-win strategy: Heinz borrowed the 'cool factor' of Absolut, while Absolut leveraged Heinz's iconicity and wittiness.

## DEVELOPMENT

We created a series of posters for print, only 4 assets, DOH and DM which honored the iconic 80s Absolut adverts. To boost the influential idea's buzz, it was launched under a scarcity strategy: fewer units were available, on selected stores, while a few influencers and media were covering the innovation.



"A MATCH MADE IN HEAVEN"

Mirror

"TIKTOK TO A HEINZ JAR"

the Guardian

"SAUCY CROSSOVER"

Daily Mail

"HEINZ & ABSOLUT TEAM UP TO GIVE PASTA SAUCE A SHOT"

THE i160 TIMES

"FANS CAN'T WAIT TO TRY IT"

the Guardian

"1+1=3"

the Guardian

## RESULTS

The campaign went Absolutely viral.

In terms of awareness and earned media, it was Heinz's biggest partnership over the past 5 years, achieving over 0.5 billion earned media impressions in a very short time.

The collaboration generated immediate social conversation, especially on TikTok, where #absolutelyheinz reached 6.6M views. It was covered by UK major media outlets and generated 130+ titles in more than 30 countries.

The brand saw +52% sales uplift on the rest of the range, peaking to a 13% Market share during the campaign.

The product sold out immediately, making it the #1 selling SKU in the entire pasta sauce category. The retailer had to limit its purchase to 2 units per customer, and the product was later eBay for £150.

**+500M** EARNED MEDIA REACH  
**200 INFLUENCERS** PROACTIVELY REACHED OUT TO BE INVOLVED IN THE CAMPAIGN  
**+700** COMMUNICATION PIECES

**TOP SELLER** (PASTA SAUCE)  
**50 UNITS** (PASTA SAUCE)  
**6.6M VIEWS** (TIKTOK)  
**UP TO £250** (PASTA SAUCE)  
**TOP BRAND** (PASTA SAUCE)  
**BIGGEST BRAND PARTNERSHIP** (PASTA SAUCE)



# Heinz x Absolut – Absolutely Heinz

## Results & Key Learnings

- The campaign generated **500M+ earned media impressions**, amplifying brand reach.
- The hashtag **#AbsolutelyHeinz went viral**, driving massive social engagement.
- The product **sold out instantly** and became a **category leader**.
- The success demonstrated the **power of social-listening-led product innovation**.

## Key learning

**Leveraging social listening and trend-driven innovation creates cultural moments and drives consumer demand.**



Source:WARC



# 6 Key Takeaways for this Session

1. **Insight Drives Impact** – The best campaigns start with a deep understanding of audience needs and behaviours.
2. **Long-Term Commitment Wins** – Consistency in messaging (Yorkshire Tea, Guinness) leads to market dominance.
3. **Purpose-Led Communication Matters** – Brands that connect emotionally with consumers (Vanish, Red Cross) drive engagement.
4. **Invest in Brand Even in Downturns** – Cutting back on media spend in difficult times is a lost opportunity (Guinness).
5. **Multi-Channel = Maximum Reach** – The best campaigns leverage TV, social, digital, and experiential to reinforce their message (CALM).
6. **Culture & Trends Create Opportunities** – Tapping into real-time social trends (Heinz x Absolut) leads to viral success.



Source:WARC

# Final Thoughts: The Role of Media & Communications in Your Organisation

- Great marketing isn't just about what brands want to say—it's about **what audiences need to hear**.
- **Strategic, insight-driven communication** fuels engagement, growth, and long-term brand success.

How will you apply these opportunities in your own organisation?

**And finally .. Sometimes great work is just great work!**



ISBA

# Thank You

## Pete Davis

[pete@getmemedia.com](mailto:pete@getmemedia.com)

**getmemedia**.com  
find marketing *inspiration* online



# Next 101 Sessions

12.2.2025	The role of Media & Communications in your Organisation	LIVE - 101 CALENDAR
26.2.2025	Delivering Audience & Brand Insights	LIVE - 101 CALENDAR
5.3.2025	Building a Brand Purpose	RECORD
19.3.2025	The Value of Innovation and Renovation of your Brand	RECORD
12.3.2025	How to Produce & Write an Effective Media Brief	LIVE - 101 CALENDAR
26.3.2025	How to Produce & Write an Effective Creative Brief	LIVE - 101 CALENDAR
7.5.2025	Working with a Media Agency and Understanding Media Jargon	LIVE - 101 CALENDAR
9.5.2025	Understanding the Media Planning Process	LIVE - 101 CALENDAR
14.5.2025	Understanding Media Weighting, Phasing and Evaluating Media Plans	LIVE - 101 CALENDAR
23.5.2025	Delivering Accountability in Media	RECORD
6.6.2025	Understanding Marketing Mix Modelling (MMM)	RECORD