

Waterford Wedgwood

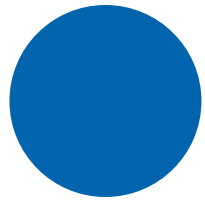
For people who want
to enjoy

anything

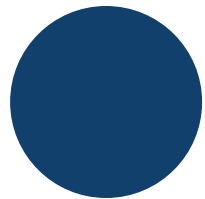
they eat



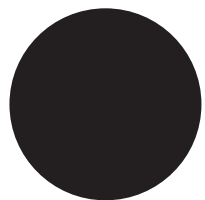
Gabrielle Cottraux, Eli Ullman, Remy Beauclaire,
Jeremy Wharton, Zeny Nguyen



Research
02-08



Strategy
09-14



**Creative &
Citations**
15-23

Executive Summary

The Waterford Wedgwood conglomerate has a rich joint history. Both fine dinnerware brands were bought by Fiskars, a Finnish home and garden company, in 2015. Despite the tradition and history associated with the Waterford and Wedgwood brands respectively, the fine dinnerware market has since taken a turn. The trend? Informal dining is in, and formal dining is simply too much hassle. Waterford Wedgwood needs to align itself with ideals that resonate with the millennial audience.

Millennials are constantly on the go. Findings show that most millennials eat out a significant amount of times per week, showing they don't spend as much time in their homes as was once believed. As a group, millennials are downsizing their homes, their cars, and even the amount of things they buy. They value experiences more than things, but they also respect brands who are able to keep up with them and enhance an experience. With a longstanding tradition of excellence, Waterford Wedgwood is up for the challenge. **The key to this campaign is showing millennials that they don't have to prepare a fancy meal in order to enjoy Waterford Wedgwood's plates.** Through their plates, Waterford Wedgwood wants consumers to . . .

Experience What's Served.

The campaign executions are centered around deconstructing the luxury associated with the brand in order to make Waterford Wedgwood more accessible to the millennial audience.

The Problem

Fine dinnerware is losing its place in the market with the millennial generation. Millennials are struggling to incorporate fine china into their fast-paced lives. This is because millennial culture is more minimalistic, and fine china is not perceived as convenient.

The Goal

The goal is to create a place for Waterford Wedgwood products in the daily life of millennials. **Waterford Wedgwood wants to make luxury a habit, not an occasion.**



**316 survey
respondents**

**10 In-depth
Interviews**

**46 Secondary
sources**

We had some questions

What are millennials spending their money on?

What motivates millennials' purchasing decisions?

How can we fit fine china into millennials' fast-paced lives?

And got some answers

Company Analysis

Waterford was founded in 1783 and has been an integral part of family tradition for 236 years. Despite the company's long-standing tradition of excellence, the company's sales have been on the decline since their 2015 merger with Wedgwood. However, as of 2015, **44 percent of Waterford Wedgwood's sales are in the United States**, which shows that there is a market for fine dinnerware in the United States.

Product Analysis

Waterford Wedgwood offers dishwasher safe collections, which align with the millennial need for convenience. The company also pioneered the iconic Lismore design, which provides brand recognition. Finally, Waterford Wedgwood has collaborated with celebrities to design limited edition collections.



Brand Analysis

Though Waterford Wedgwood sells products that align with consumer's dinnerware preferences, our secondary research found that the perception of Waterford Wedgwood's brand was lacking. Consumers believed the brand was outdated and out of touch, overly reliant on the bridal market and overall, inaccessible to the average consumer. These current brand perceptions pose a challenge for the company

Market Analysis

In recent years, people's preferences have shifted from formal dining to casual dining. Though the luxury market took a hit, the casual dinnerware market is booming. Research shows that by 2021, the market for dinnerware is forecast to reach \$12.7 billion, which tells us there is a space for Waterford Wedgwood to capitalize on this market climate.

Waterford Wedgwood was previously marketing to a dying target: white women 65 and older who have a median household income of \$150,000. These affluent individuals also have tendencies towards materialism, as research shows that wealthy individuals tend to dwell more on things than people with lower median incomes. Waterford Wedgwood was marketing a thing, not an experience.

Competitive Analysis

Consumer Analysis

Waterford Wedgwood faced competition from Lenox, though the company has yet to surpass Lenox as an industry leader. Lenox had similar marketing tactics to Waterford Wedgwood, but their company placed an emphasis on innovation where Waterford Wedgwood did not, thus appealing to a younger target. Waterford Wedgwood also faces competition from disposable dinnerware, as millennials appreciated the convenience of the product.

Strengths

- History as the highest quality
- Pioneered original design
- Dishwasher safe

Weaknesses

- Not innovating
- Marketing to a dying target
- Weak online presence

Opportunities

- Environmentalism
- Social sharing
- Foodie culture

Threats

- Emphasis on minimalism
- Oversaturation
- More affordable dinnerware

Key Findings

Millennials are willing to spend money on things instead of experiences if those things can enhance or create an experience.

Millennials gave a high ranking to color and design when choosing dinnerware. The target segment, connected bohemians, are also driven by visual stimulation.

Millennials believe that fine china dinnerware can only be used for fancy dinners.



Insights

Millennials prefer heightened social experiences.

Millennials prefer aesthetics because of the social credibility and acceptance that aesthetics can provide.

Millennials have only seen fine china used for fancy dinners.

Key
Message

*You can use Waterford Wedgwood plates
for whatever you are eating*

Objectives

Have 30 percent of millennials view the products as desirable by 2020

To increase sales by 4 percent by the end of the campaign

To increase brand awareness by 10 percent by the end of the campaign



Meet Jessica



Jessica is a graphic designer who lives in Fairfax, Virginia. She works in a studio in Washington D.C., and during her thirty-minute commute, Jessica listens to Spotify rather than the radio, because she doesn't have time to listen to music she doesn't like. As a hard-working adult, Jessica treats herself, whether she earns a promotion or nails a graphic design project. Since she works 40 hours per week at her 9-5 job, Jessica is on a first name basis with her Postmates driver. Jessica values the relationships in her life, and she enjoys bringing people together. Jessica also believes that the camera eats first, and she's quick to post her meals on her Insta stories, so long as they go with her aesthetic.

Creative Brief

Campaign Tone

The tone of the campaign will be professional and relatable. We want to remain professional in order to stay true Waterford Wedgwood's personality, but need to present it in a relatable way in order to connect to the target audience.

Brand Personality

Waterford Wedgwood maintains a personality that is based in luxury. They use this luxury personality to also maintain a high-class association.

Current Thoughts and Behaviors

The target audience does not currently see fine china as being something that is worth the investment. The target audience currently has a preference for experiences over possessions. However, many millennials are willing to spend their money on an item that allows them to have different or more enhanced experiences.

Campaign Insight

Millennials believe that they have to cook in order to use Waterford Wedgwood dinnerware.

What's the Big Idea?

Positioning Statement

For millennials, Waterford Wedgwood provides enhanced experiences unlike Lenox which simply provides microwave safe dinnerware.

Big Idea

Consumers don't have to cook to use Waterford Wedgwood plates.

Experience What's Served



The campaign headline is meant to reflect the versatility of Waterford Wedgwood plates. Based on primary research, many millennials were daunted by fine china, as they had only experienced it in a fancy setting. While millennials are engaging in increasingly informal dining, Waterford Wedgwood wants to show millennials that *fine china doesn't need a special occasion to be enjoyed.*



Instagram



Waterford Wedgwood

Sponsored ▾



[Shop Now](#) >



♥ 1.3K likes

Waterford Wedgwood Elevate your meal
[#plateanything](#) [#wwexperience](#)

As Instagram proves to be one of the top social media outlets among millennials, doing a paid promotion on Instagram will reach a widespread audience across the country and maximize exposure to Waterford Wedgwood's products online. Waterford Wedgwood is also lacking a strong social media presence, so by doing a paid promotion, the company can get a better foothold on Instagram as well.

Make your meal look
as good as it tastes



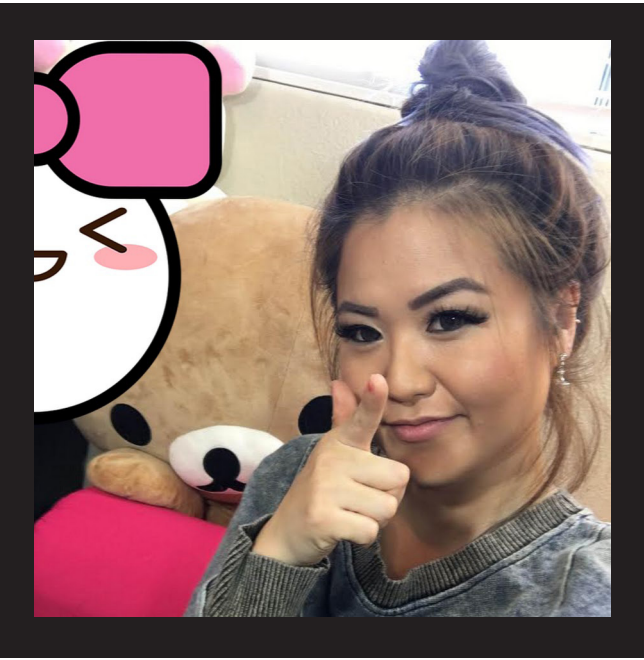
Experience What's Served

WATERFORD
WEDGWOOD
ENGLAND 1759

Though millennials have strayed away from tabloid magazines, they make up a significant portion of food magazine subscribers. By putting an ad in food magazines such as *Saveur*, Waterford Wedgwood will be tapping into a foodie millennial market, which ties in perfectly with the company's campaign headline.

To keep up with millennials' fast-paced lifestyle, Waterford Wedgwood wants to collaborate with a company who understands how much millennials valued their time as much as they do. Starbucks, which is a popular company among millennials, also sells coffees and teas, which are two things Waterford Wedgwood's products can enhance.





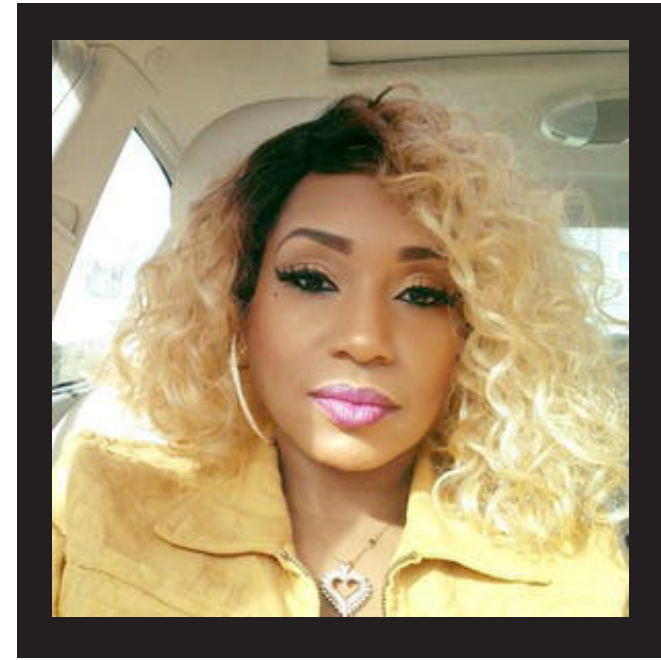
hyuneeEats
1,258,587 Subscribers

YouTube was cited as the top form of social media among the millennial demographic, so Waterford Wedgwood wants to utilize this space in an unconventional way.



Mukbang videos have been a steadily increasing trend on YouTube and are one of the most popular video categories on the site. While Mukbangers themselves are not necessarily sophisticated, the aim behind using popular mukbangers as influencers for Waterford Wedgwood's products is to show users that their products can make *any* meal an experience.

Nickocado Avocado
1,297,064 Subscribers



Bloveslife
1,745,728 subscribers

We chose these 3 YouTubers since they have a large following, with more than 1 million subscribers each, and a large portion of their audience is made up of the millennial demographic.





The target psychographic audience for this campaign is the “connected bohemian” segment, which PRIZM cites as “liking Chipotle.” Because of this, as well as the findings that showed millennials didn’t eat at home as much as initially believed, Waterford Wedgwood wants to associate themselves with a company millennials will recognize and trust. Chipotle also uses graphic designs on its bags and cups, but there is no design on their salad and burrito bowls. By printing the Lismore design on the bowl and embossing the Waterford Wedgwood logo on the tin lid, the company’s tactics will blend seamlessly with the Chipotle’s existing aesthetic while making themselves more relevant to millennials.

So What's Left?

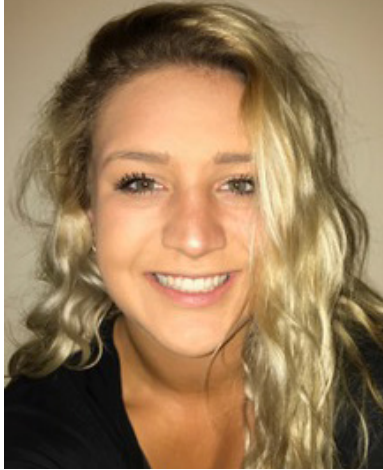
Public Relations

Because their social media presence isn't very strong, Waterford Wedgwood will also post more on outlets, such as Facebook and Twitter. Facebook was cited as the second most used social media site for millennials, and Twitter has consistently remained one of the top social media outlets for this demographic. Doing this will increase Waterford Wedgwood's owned media, as well as their overall online engagements with consumers.

Advertising

Waterford Wedgwood will also run a 30 second advertising spot on HGTV and Food Network, as these two channels are highly trafficked by millennials and they integrate well with the Waterford Wedgwood brand. This will increase the company's paid media, and will increase exposure to the millennial demographic.

Meet the team



Developing this campaign has been one of the most challenging and rewarding things we have ever done. We hope you enjoyed looking at our campaign as much as we enjoyed creating it.

Sincerely,
AlphaLaunch

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