



- The aim was to promote Danepak as the only brand of bacon to eat at breakfast and bring their **Welcome to Mornings** campaign to life.

### Activity:

- We followed a breakfast and drive-time takeover promotion on Magic 105.4FM with an Audio Visual campaign.
- This ensured that Danepak bacon was kept at the forefront of listeners' minds, giving the campaign real longevity.
- The Audio Visual pre-recorded script threw forward to online, ensuring listeners entered for yet another chance to win if they weren't lucky enough to win on-air.
- The creative again kept the Danepak family concept going, reminding the Magic audience that breakfast is for families and enjoying bacon.

### The results:

- Page clicks: 4,508
- Unique page views: 4,177
- Competition entries: 3,591
- The creative was **nominated for 2 Vox 2012 Awards**: Best Retail Commercial & Best Male Performance – Marc Silk.

