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REALISING BIG IDEAS

THE
BLOCK

x



The Block builds brand awareness and consideration for Catch

Challenge

Catch wanted to position Catch.com.au as a platform for regular shopping habits as opposed to ad hoc purchases, build brand awareness and ensure Catch is considered a household name, offering a proudly Australian product range, by driving traffic to the website.

Solution

The Block, Australia's longest running reality TV program and ratings powerhouse, amplified the notion that Catch makes the purchase experience easy, fast and reliable. The Block was the perfect platform for Catch to amplify their brand message as like many Australian households, the Blockheads live and breathe by their budget and Catch offers a range of over a million products at affordable prices.

Execution

Catch successfully leveraged it's Block sponsorship by utilising in program integration to demonstrate the ease of shopping online with Catch.cm.au, deliveries and unboxing across the season, bespoke challenges, 'Australia's favourite' messaging across billboard creative and 'inspired by' product collections utilising The Block IP.



Results

Over the course of The Block, in its first year as a sponsor, Catch was effective in building brand awareness, consideration increased, resulting in a significant uplift in brand preference. Importantly, this came at the expense of Ebay, providing a strategic benefit against a major competitor.

+12% PTS

ONLINE RETAILER PREFERENCE

+8% PTS

CONSIDERATION



[Find out more](#)

about how we helped Catch realise
their marketing dreams



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