

# How does a brand stand on top of Everest?

20 AUG 2019

We know that Berocca is perfect for helping to tackle tough moments daily, and for helping to support your energy\* but MediaCom UK and Berocca wanted to change those outdated perceptions but to change well-founded ideas, you need to create something memorable and extreme.

Our response to this challenge was for [Berocca](#) to ad-fund [Channel 4](#)'s programme *Extreme Everest*, starring adventurer and ex-soldier Ant Middleton. Alongside this, we centred Berocca's new creative platform, 'No day too tough\*', on injecting positivity into tough moments. To bring everything to life, we worked with Channel 4 and Middleton to envisage the toughest day imaginable; climbing world's tallest mountain,

Everest.

Ant Middleton's credible voice and challenging journey showed consumers that Berocca could help them face life's most physically tough moments too,\* while also driving product understanding, while demonstrating Berocca's benefits of supporting energy release and mental performance\*\*, building relevance among consumers and driving branded fame.

Airing during peak-time on Channel 4 at 9:30pm on Sunday 11th November, the episode delivered the biggest audience of any C4 AFP. Berocca featured in the show's promotion, and we supported the broadcast with a series of video diaries (including an immersive 360° video shot by Ant en-route). Ant's social posts delivered further reach, and the show even featured on Gogglebox.

And the results spoke for themselves:

- The show reached 1.7 million individual viewers (+53% vs slot average for ABC1Adults) and was rated 3-5 stars by 96% of viewers.
- It trended 4th on Twitter on the night (ahead of David Attenborough)
- Awareness of Berocca was 84% among viewers (13% higher than non-viewers); Purchase intent grew by 17% and consideration by 30%
- The stores where we activated the campaign experienced a 308% sales uplift
- 2/3 of the viewers and 95% of people exposed to the supporting content took action.

\*Berocca contains vitamins B1 and B2, which support energy release.

\*\*Berocca also contains vitamin B5, which supports energy release and mental performance.

Credit:

[Paul Kershaw, Partner](#)

[Paul Tremain, Managing Partner, Joint Head of Mediacom Beyond Advertising](#)

[Daniel Wood, Managing Partner, Head of Partnerships](#)

[Huong Nguyen, Associate Director](#)

[Louise Wright, Business Director](#)

[Andrew Gifford, Broadcast Sponsorship Manager](#)

[Rory Graham, Associate Director](#)

[Kelsey O'Neal, Associate Director](#)

[Anna Townsend, Senior Planner](#)

[Ewan Killeen, Media Executive](#)

[Lauren Day, Partnerships Planner](#)

[Luke Bennett, Connect Manager](#)

[Nikolas Postinger, Social Media Manager](#)

[Dominic Pearson, Paid Social Planner Buyer](#)