

# The Sound of Success

The best radio case studies from 2007



# Contents

<b>Preface</b>	<b>2-3</b>
<b>Autoglass®</b> Using radio to drive business efficiency.	<b>4-5</b>
<b>Comfort</b> Radio successfully multiplies the effects of TV campaign.	<b>6-7</b>
<b>Halifax</b> Harnessing radio's ability to connect with young audiences.	<b>8-9</b>
<b>Intel C2D Processor</b> Driving excitement in new technology by association with music.	<b>10-11</b>
<b>Maltesers</b> Reinvigorating a brand through listeners' love of music.	<b>12-13</b>
<b>Nando's</b> Building brand understanding to drive business.	<b>14-15</b>
<b>Operation Trident</b> Involving a resistant audience through the listener DJ relationship.	<b>16-17</b>
<b>Powerade</b> Creating stand out in a competitive market.	<b>18-19</b>
<b>Royal Mail Special Delivery®</b> Building brand credibility through beyond the spot activity.	<b>20-21</b>
<b>Thomson Cruises</b> Using presenter endorsement to mobilise listener interest.	<b>22-23</b>
<b>Transport for London</b> Connecting with an audience at the right time and in the right place.	<b>24-25</b>
<b>UPS</b> Re-positioning a global brand amongst a local SME audience.	<b>26-27</b>
<b>Vodafone</b> Using radio programming to build a distinct brand advantage.	<b>28-29</b>
<b>3 Mobile</b> Using listener response to demonstrate a complex product offering.	<b>30-31</b>

# Preface

by Andrew Harrison

It's a terrific time to be in radio at the moment – audiences are at an all-time high; digital platforms are helping to boost radio's relevance to today's media consumer; and advertising revenue is growing. On top of all that, Commercial Radio won 20% of the 2007 Media Week Awards – a fantastic result for a medium that's clearly effective but that only accounts for less than 10% of all advertising revenue!

The case studies in this book provide excellent evidence of successful radio campaigns. All of the solutions involve a high degree of innovation, creativity, and collaboration that is not always possible in other media. Perhaps more importantly, they all demonstrate the legendary effectiveness of radio.

Whatever market you're in, I'm sure you'll gain inspiration from having a look and listen – and we hope the success of these campaigns will inspire you to consider radio as an important part of your own media plans.



**Andrew Harrison**  
Chief Executive, RadioCentre

# AUTOGLASS®

## Using radio to drive business efficiency



+21%

### Radio increased calls direct to Autoglass®

% increase in calls year-on-year

Source: Autoglass®



+150%

### Radio increased unique visitors to the Autoglass® website

% increase in visitors year-on-year

Source: Autoglass®

## Background

Autoglass® believed that their key to longer-term business growth was to reduce reliance on insurance partners and have a direct conversation with customers to help deliver ‘sales overnight and brand over time’.

From their Motorist Panel research, Autoglass® identified that ignorance and apathy were the key barriers to growth – 16.2% of motorists have windscreen damage at any one time but the majority do nothing about it until its too late.

Safety was identified as the core emotional motivator – therefore education was the driver behind all communications.

## Why radio?

The conversational nature of radio allowed the issue of car safety to be raised on an ongoing basis but allowed the brand to do so in an approachable and accessible manner.

Autoglass® focused activity into the dayparts that reached their target audience when the message would be most pertinent and powerful, in other words when they were in their cars looking right at the problem!

Low ad avoidance levels of radio were a further advantage for a relatively low interest category.

## Implementation

Autoglass® chose long copy advertising using staff testimonials to explain the safety message and showcase the brands reliability and know-how. Multiple pieces

of copy were used to demonstrate how the brand proposition was relevant in a variety of situations that the listener would recognise – they also helped to keep the message fresh.

The ongoing use of sonic branding helped build a sense of ubiquity and a large share of mind, and ensured that the listener knew who was speaking to them when the ads came on.

## Results

Test campaigns demonstrated that the activity had a significant impact on business with a 21% increase in calls direct to Autoglass® year-on-year, and a 150% increase in unique visitors to the website year-on-year.

Autoglass® awareness is now more than double its nearest competitor, with consumers rating them as the preferred brand in the sector.

## RAB Comment

This case study highlights how spot advertising on radio can work effectively as a stand alone outreach medium, driving both direct telephone sales and traffic to the website. Now in their third year of significant ongoing investment in radio advertising, the Autoglass® results speak for themselves.

*“Radio has been incredibly powerful helping us to build the emotional and rational elements of our brand, but also, and more importantly, driving our sales to a record level over the last two years. Radio has got the “magic” to engage with listeners on a different level than any other media channel, as they consume radio in their own space building a relationship with the DJs and programming”*  
David Meliveo, Head of Marketing, Autoglass

# COMFORT

## Radio successfully multiplies the effects of a TV campaign

*"These results for Comfort are outstanding. Eardrum have been fantastic to work with and from a very tight brief to drive awareness of our new concentrate range delivered a really clever creative execution of the music "Do the Moves" that is so memorable and spot on for our target consumer"*

Rachael Kelly, Senior Brand Manager, Comfort

### Background

In Spring 2007 Unilever launched their TV campaign "Do the Moves", aimed at demonstrating how their new Comfort Concentrates product range released long-lasting freshness with every move.

Five weeks into the TV campaign they wanted to further increase cut-through of the product benefit amongst mums and persuade more of them to try it.

### Why radio?

Radio can talk to large numbers of mums at particularly relevant times for both consideration and purchase (when doing the laundry, before going out to the shops etc).

### Implementation

The major challenge was being able to convey the concept of "releasing the freshness" in an audio-only medium. In the TV commercials the characters (from Clothworld) didn't speak. Instead flowers were released from their

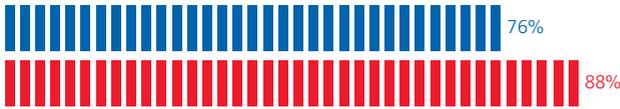
clothing as they danced to a reggaeton track "Do the Moves" in order to visually demonstrate how more freshness was released as they moved.

To increase persuasiveness it was important for mums to feel that the campaign was talking to them at their level – a key communication strength for radio. It was therefore decided to set characters in the real world rather than Clothworld and to allow them to talk.

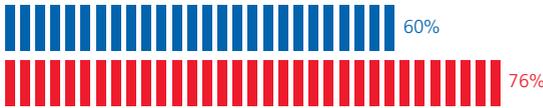
The concept of "releasing the freshness" was conveyed by the "Do the Moves" sound track which was faded in and out whenever one of the characters moved. This also provided a creative link back to the TV campaign to increase the multiplier effect.

### Results

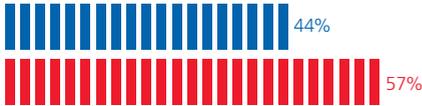
Research conducted post campaign amongst listeners vs non-listeners demonstrated scores directly attributable to radio which were way above average in terms of advertising awareness and message recall. In



SPONTANEOUS AWARENESS



RELEASE THE LONGEST-LASTING FRESHNESS



A BRAND I WOULD CHOOSE



## Radio drove brand awareness, understanding and brand preference

Source: Clark Chapman

In addition, 66% of listeners recognised the ad when it was played back to them vs 8% of non-listeners – this figure is significantly above the norms for a radio campaign.

Furthermore, brand perceptions and consideration were much higher amongst mums who had been exposed to both radio and TV compared to those who had been exposed purely to the TV activity.

### RAB Comment

Traditionally many fmcg products have focused on visual media to convey product benefits. However this campaign clearly demonstrates how, with the right creative strategy, a product benefit such as “long-lasting freshness” can also be effectively communicated using an audio-only medium and therefore multiply the effectiveness of a TV campaign.

# HALIFAX

## Harnessing radio's ability to connect with young audiences

*"This activity played an important part in helping us comfortably exceed sales targets for this campaign. Being embedded in programming not only helped to build trust with our target audience but it also gave us that all important endorsement from the stations they love"*

Tim Male, Marketing Manager, HBOS

### Background

With the student current account market dominated by the 'big four' banks the challenge for Halifax is to engage and educate a young audience about the long-term benefits of banking with them compared to the short-term incentive deals being offered elsewhere.

### Why radio?

Radio was identified as the ideal medium to engage younger consumers in the Halifax proposition. The opportunity to communicate brand messages beyond the spot enabled Halifax to benefit from presenter endorsement and achieve a higher level of involvement for what is a predominantly low interest product.

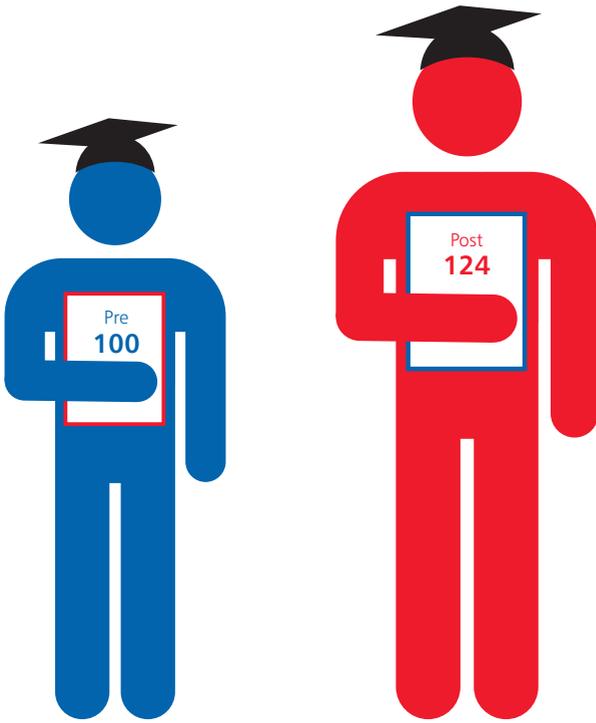
The high level of synergy between radio listening and browsing online was recognised as a valuable means of facilitating interaction with listeners in a way that is central to their lives and drive response to a specially created branded micro-site.

### Implementation

'Student Fortunes', a first-of-its-kind cross-network promotion, ran across all Kiss and Galaxy stations to coincide with the publication of A-level results – a time when school leavers would be most receptive to content about student finances.

Pre-recorded trails drove listeners online to register for a chance to play 'Student Fortunes' live on air. This was supported by informative branded content features fronted by real students talking about their experiences and offering advice on subjects such as accommodation and tuition fees.

A comprehensive website featured on-air and additional content; for example, tips on living cheaply, links to clearing sites and extra information on Halifax services. The activity was capped-off with a platform game which aimed to demonstrate to prospective students how to save money whilst still having fun.



## Radio drove positive brand perceptions (indexed)

"Halifax offer the best value student current accounts"

Source: Clark Chapman

### Results

The activity delivered a 57% increase in awareness of student account advertising amongst listeners.

Significant increases were also seen in statements which reflected Halifax's communication objectives, such as 'Halifax offer the best value student current account' (+24%) and 'Halifax Student account is easy to understand' (+13%) indicating the success of the mechanic in engaging listeners.

### RAB Comment

Engaging sixth formers about successful financial management just before they start university is never going to be easy but Halifax achieved just that with a truly original approach. By working simultaneously with two of the most popular stations amongst young people, Halifax was able to persuade listeners through entertaining and useful content that it understood the pressures of student life better than the big four banks, reflected in greater brand consideration and an increase in account openings.

# INTEL® CORE™ 2 DUO PROCESSOR

## Driving excitement in new technology by association with music

### Background

Whilst a good processor is at the heart of a great computer, Intel realised it was not the technology itself but what it could do for the consumer that would drive understanding of and interest in their latest product. As a result, Intel took the decision to position the Intel® Core™ 2 Duo processor as something that would 'multiply your music experience'.

The challenge was to emotionally associate the brand with music, in addition to demonstrating the rational benefits of the technology. Intel identified that integrating the brand into the favourite music environments of their target audience of tech-savvy music fans would build emotional appeal and could also be used to demonstrate how the Intel® Core™ 2 Duo processor was at the heart of enhanced music experiences.

### Why radio?

Music and the promotion of new bands and artists is central to Commercial Radio and was therefore the ideal vehicle for Intel to showcase the C2D and what it could do for music lovers.

The culture of response and listener interaction was crucial for this campaign which was hooked around comment,

feedback and voting, especially as online activity was to form a key element. Radio has a proven track record in driving online response.

### Implementation

Intel partnered with XFM, Classic FM and Capital to create a once-in-a-lifetime opportunity for emerging artists to become the next big thing in music, by winning the chance to support established performers at live concerts held in exclusive venues.

Aspiring artists were asked to create a profile page containing band info, videos and photos. Listeners of XFM, Classic FM and Capital then voted for their favourites. The acts that received the most votes from each station then played with a major live act. As an example, The Sea, one of the winning bands, supported New Young Pony Club and Rumblestrips in front of 5,000 fans at the Brixton Academy.

The campaign was supported by on-air DJ mentions, online advertising, flyer distribution, press and WAP. Bluetooth push messaging was also used at the live gigs to promote Intel to the audience.

Intel also partnered with Virgin Radio to create the Virgin Live Experience, the first ever interactive live streaming gig.

Virgin Live Experience put the online radio audience in control, allowing them to manipulate camera angles and post comments and questions for the band during the actual performance.

## Results

The GCap Live Sessions saw more than 490,000 individuals visiting the competition pages during the campaign. Gigs that were streamed live online were viewed by over 250,000 people, delivering 4,000,000 microsite page views.

71,000 people watched The Virgin Live Experience online – an audience greater than the concert capacity of the new Wembley Stadium.

## RAB Comment

This unique approach to associating Intel with live music harnessed radio's ability to engage a relevant audience and bring a brand's credentials to life. The multi-layered campaign delivered high levels of reach and engagement by allowing the listener to become fully involved in the activity. The listener's experience of music was enhanced by the brand's involvement, driving appreciation of the Intel® Core™ 2 Duo processor.

*"This campaign brought to life the benefits of Intel's leading-edge processor technology through the fusion of live and digital music experiences. There was genuine integration across all platforms, and the results blew away our expectations"*

Chris Hogg, Director of Marketing, Intel UK & Ireland

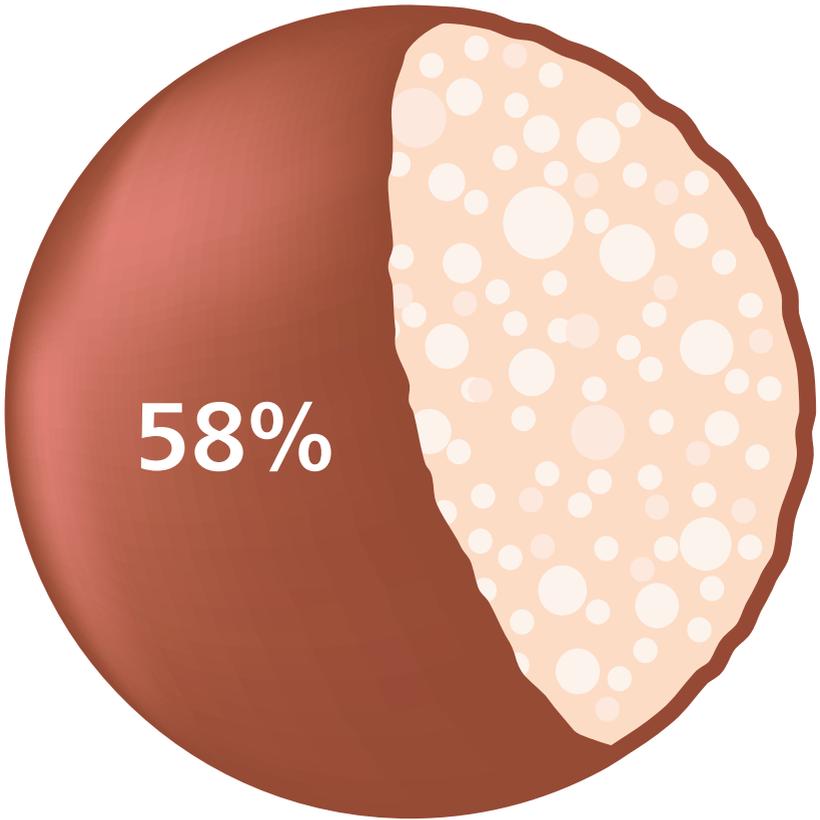


## Radio drove people online to experience the brand idea

Source: GCap Media and Virgin Radio

## MALTESERS

Reinvigorating a brand through listeners' love of music



### Radio increased consumption of Maltersers

% of listeners claimed to have eaten Maltersers in the last week

Source: Clark Chapman

## Background

Maltesers set out to reinvigorate the brand and drive sales with the key challenge being to enhance the relevance of the brand and bring it front of mind at the important afternoon snacking occasion.

## Why radio?

Consumer insight highlighted that the brand benefit derived from “adding light-hearted fun to everyday life” for the Maltesers consumer.

Radio was able to both deliver the younger female audience more efficiently than most other media and as the medium that is used to help lift people’s mood when they are engaged in everyday tasks, also provided the perfect environmental fit.

## Implementation

The heritage of Commercial Radio lies in music that connects emotionally with its audience so Maltesers developed a media property around the concept of a ‘feel-good’ sing-a-long mechanic. This was enhanced by radio’s culture of response that was essential for such a participatory campaign.

Sing-a-Long with Maltesers was a first for the industry running on 36 stations across 3 different radio groups over a 3-month period in the afternoon slot, Monday – Friday.

To take part in the ‘Maltesers Moment’ listeners had to register online explaining the reason for their choice. If chosen they were then required to sing part of their request live on air before the track could be played in full.

## Results

The activity was seen as an unqualified success with research demonstrating a huge shift in top of mind awareness amongst listeners compared to non-listeners.

Brand diagnostics for Maltesers such as ‘being a brand for someone like me’ demonstrated noteworthy increases at the post-campaign stage.

In terms of propensity to purchase 58% of listeners confirmed they had eaten Maltesers in the last week – a significant increase over the pre-campaign measure.

## RAB Comment

*This cross network activity was a first for the medium, the category and the brand and shows how well radio can capture and communicate the spirit of a brand. By closely targeting who they wanted to speak to and at what time radio was able to rejuvenate an iconic brand and deliver a significant uplift in sales.*

*“The national radio campaign was a fantastic vehicle for building brand sales and awareness for Maltesers”*

Nicola Allen, Brand Manager, UK Maltesers

# NANDO'S

## Building brand understanding to drive business

### Background

According to research, at the end of 2005 only 9% of Londoners realised that Nando's restaurants were Portuguese in origin, with a worrying 12% believing the restaurant group to be Mexican!

In creating a point of difference vs. the market, Nando's decided to educate potential customers about the Portuguese roots of the restaurant group, and communicate the unique energy and vibrancy of the restaurants resulting from this, to help drive both awareness and footfall.

### Why radio?

Radio was the ideal communications vehicle providing an irreverent environment and ability to generate excitement that was an ideal match for Nando's brand positioning. The breadth of stations available in London allowed them to speak to consumers across their whole customer base, including upmarket families, younger earners, and students.

Using detailed analysis of their London customer base Capital, Heart and Magic were selected as the stations with the most potential to attract upmarket

families and younger earners with XFM nurturing the growing student customer base. Kiss and Choice were also used to attract a younger demographic.

### Implementation

A campaign was developed around the idea of 'Portuguese FM' – with Nando's bringing the people and character of Portugal to the airwaves.

This ran on air in London for 30 weeks focussing on drive-time Wednesday to Friday in order to encourage end of week and weekend sales.

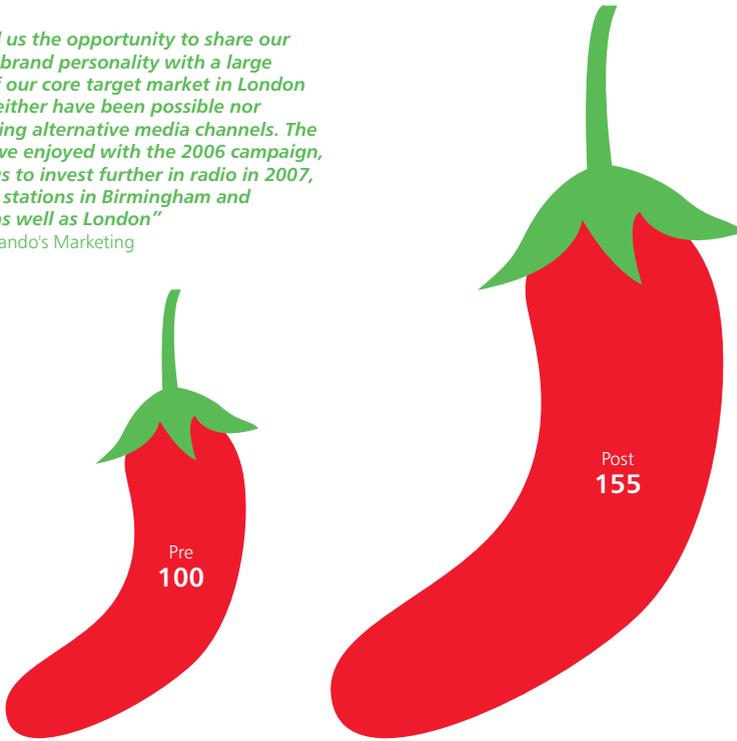
To keep the content entertaining 24 different pieces of copy were created with a maximum OTH of 2 ensuring the communication was always fresh and retained listener interest.

The ads were made more relevant by quick reaction to the news agenda and by incorporating what Londoners were talking about at the time. For example, new ads were created and on-air within 24 hours of England's defeat by Portugal in the World Cup.

The activity culminated in 'Party Portugeasy', a Christmas promotion run on Heart where listeners could win a free party at Nando's.

*“Radio offered us the opportunity to share our message and brand personality with a large proportion of our core target market in London that would neither have been possible nor affordable using alternative media channels. The success that we enjoyed with the 2006 campaign, encouraged us to invest further in radio in 2007, including key stations in Birmingham and Manchester, as well as London”*

David Manly, Nando's Marketing



## Radio increased brand understanding (indexed)

“Nando’s is of Portuguese origin”

Source: Market Measures

### Results

From a pre-campaign level of 2%, awareness increased to and was sustained at 16% during the activity – over 4 times higher than anticipated.

The number of consumers identifying that Nando’s was of Portuguese origin increased by an impressive 55% over the campaign period.

More importantly, Nando’s experienced double-digit growth year-on-year, with Portuguese FM contributing to over £1m in incremental sales.

### RAB Comment

This case study demonstrates the potential of radio spot advertising for driving business when an advertiser invests time and energy into a consistent and effective campaign vehicle. Nando’s used the medium intelligently in terms of both spot placement and creative treatment, drawing on the playful environment of radio to help establish a powerful and effective brand personality.

# OPERATION TRIDENT

## Involving a resistant audience through the listener DJ relationship

### Background

Engaging with urban 11-16 year olds is difficult, even more so if it's the police who are trying to discourage this group from getting involved with guns.

The Metropolitan Police Service (MPS) were aware that their audience would be highly cynical towards any communication from those in authority. The media approach was identified as being crucial in overcoming this cynicism and ensuring that the target audience take notice of what is a very serious issue.

### Why radio?

The MPS felt that the best way to tackle the issue of gun culture and life on the streets was to use a credible spokesperson to highlight the damaging effects of gun crime. As a respected voice within their community of listeners, often considered to be outside of the establishment, radio presenters fitted the bill perfectly.

Using presenters in this way allowed radio to generate word of mouth and take the message beyond the airwaves and out on the street. This campaign fully utilised the many digital offerings of radio that allowed young people to

engage and contribute in a forum they knew and were comfortable with.

### Implementation

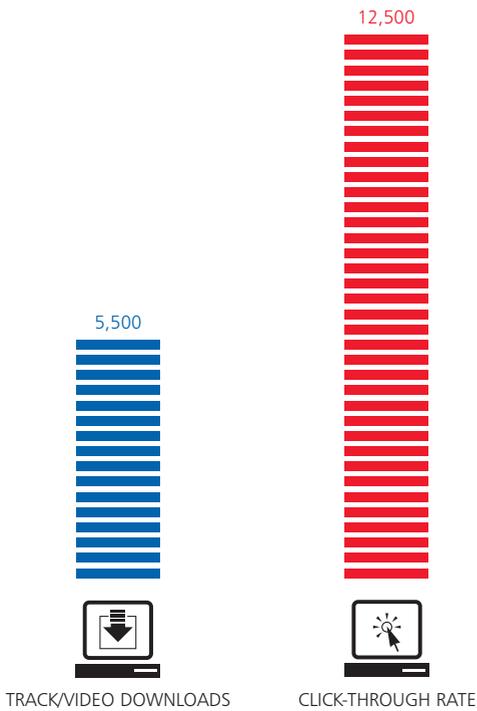
The UK Grime scene was identified as a music genre that was seen as 'real' and illustrated the toughness of life on the streets. Roll Deep, acclaimed artists in the genre, were approached to write and record an anti-gun crime track which was then promoted through stations Choice FM and Kiss FM.

Through on-air mentions, listeners were encouraged to download the Roll Deep track, and take part in a chat room debate about gun crime. Specially created ringtones, mobile wallpapers and competitions provided further opportunities for the young audience to interact with the campaign.

On-air discussions featuring respected DJs and Roll Deep helped involve the audience in the debate without alienating them. Roll Deep was also taken on tour to schools in key urban areas to raise awareness and spark further conversations.

### Results

Prompted awareness of the Operation Trident campaign reached an impressive



*“Radio proved to be a very effective tool in engaging with our audience. It provided us with the opportunity to reach our core audience in both a creative and credible way”*

Minaxi Patel, Acting Head of Publicity, Metropolitan Police Service

## Radio drove traffic to website and downloads

Source: Kiss FM, Choice FM

65% but more importantly it involved the core audience at a deeper level.

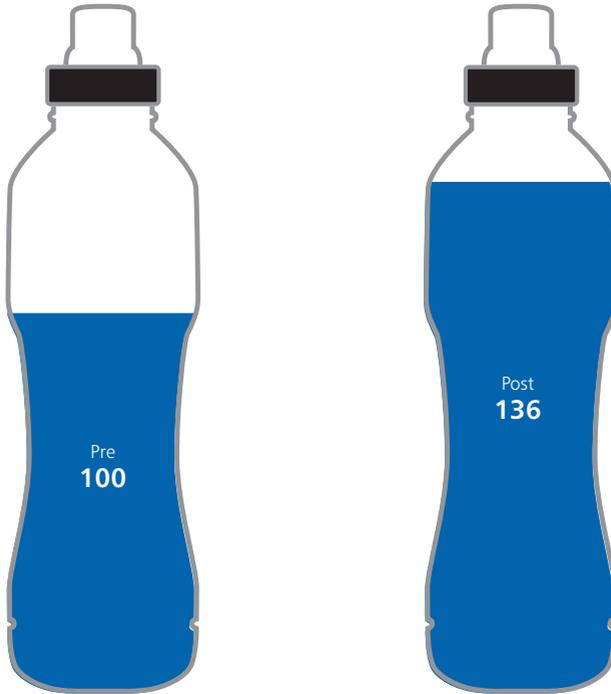
During the campaign period visits to stoptheguns.org website increased by 1000%, and micro-sites dedicated to Trident on the Kiss FM and Choice FM websites received 12,500 click-throughs. The Roll Deep track was downloaded over 5,500 times in just two weeks and the video on Youtube was viewed over 140,000 times.

### RAB Comment

The Operation Trident activity harnessed the most powerful elements radio has to offer in order to engage a notoriously difficult to reach audience. Credibility was crucial for success, so downplaying police involvement and allowing presenters and respected artists to deliver this message was extremely effective.

# POWERADE

Creating stand out in a competitive market



## Radio drove sales across the campaign period (indexed)

Source: Entertainment Media Research

### Background

Powerade was a relatively new player in the UK sports-drink market, which has historically been dominated by one competitor brand. Powerade was making in-roads into the sector, evidenced by volume sales increases, but the market remained extremely competitive.

To optimise the impact of their comparably modest budget, Powerade needed to create a clear point of difference to help them outsmart the competition and overcome the budget differential. The brand idea centred on helping sportsmen to achieve their best, and Powerade identified participants in grassroots sport as a real opportunity to gain a competitive advantage.

*"It's rare that we even meet the media owners we advertise with. However, with Virgin Radio working so closely with Vizeum it felt as though we were one seamless team"*

Beth Allen, Senior Brand Manager, Powerade

## Why radio?

Using focus groups to generate a deeper understanding of their core audience of male active team players and followers of team sport, Powerade identified radio as an essential medium for engaging directly with amateur footballers. Radio was used as an important element of a multimedia strategy that included forecourt 6 sheets, a sponsorship package with Sky Sport News and ongoing partner activity with the RFU and Football League.

## Implementation

Powerade identified Virgin Radio as a station that shared their passion and enthusiasm for grassroots football that was able to reach footballers across the country.

Using a combination of programming and online, Powerade set out to transform the fortunes of six novice football teams with professional coaching. The activity launched with coaching tips from Peter Taylor alongside live reads encouraging listeners to go online to register their team.

Each month a team was selected and matched with a professional Football

League coach, receiving four tailored coaching sessions - the highlights of which were reported back and broadcast on-air over the weekend.

The activity culminated in the Powerade Cup – the winner of which went on an all-expenses paid pre-season tour to Barcelona.

## Results

More than 1000 teams entered the promotion on Virgin from the length and breadth of the country.

Powerade volume increased more than 36% May 2006 – May 2007. By May 2007, Powerade had begun driving market growth increasing its market share by more than 23%.

## RAB Comment

This is a fantastic example of a fully integrated campaign that made optimum use of radio's ability to connect with and mobilise consumers. Using strategic focus group insight, Powerade was able to drill down into what really motivates their target audience and create a bespoke on-air and online solution to produce a real point of differentiation and deliver business results.

# ROYAL MAIL SPECIAL DELIVERY®

## Building brand credibility through beyond the spot activity

### Background

With the courier service marketplace becoming increasingly competitive, Royal Mail Special Delivery® needed to establish itself as the default service for overnight deliveries.

With this goal in mind, Royal Mail set out to persuade business people and other consumers who usually use expensive courier services when they want their mail to arrive the next day to use Royal Mail Special Delivery® instead.

This entailed using an integrated communications approach to raise awareness of Special Delivery™ Next Day and also the Special Delivery™ 9am service, and building trust and credibility in the brands by highlighting the value and security of the services.

### Why radio?

Research identified that the business audience, specifically Mailroom Managers and PAs, commonly listen to radio throughout their working day, and the cost-efficiency of radio meant that Royal Mail could reach them in large numbers. Radio was also identified as a trusted source of information, providing a valuable context for Royal Mail Special Delivery® to build their brand credentials within.

As radio can support other media, and create an uplift effect, it was used in conjunction with direct mail, press and point of sale.

Additionally, as two thirds of Special Deliveries are booked online, the fact that radio is used simultaneously alongside Internet usage was deemed to be highly valuable for converting awareness into sales.

### Implementation

Royal Mail took a beyond-the-spot approach and became the de-facto prize delivery service for all of the prizes that listeners won in on-air promotions.

All prizes given away throughout the day were referenced as being sent to listeners by Royal Mail Special Delivery® and meant audiences were reached across all main dayparts. Importantly, the key messages of delivering packages quickly and efficiently were woven into the editorial mentions every time a prize was given away.

### Results

The reach of the activity totalled over 15m UK adults at exceptionally high levels of frequency.

Bespoke post campaign research demonstrated the activity



Non-Listeners  
65%



Listeners  
75%

*"We wanted to reach listeners in a unique way, building on the close relationship and trust they have with the station and the DJ. The results speak for themselves. We've demonstrated that using radio in conjunction with other media, in a creative way can be really powerful"*  
Amanda Close, Senior Marcomms Manager, Royal Mail

## Radio increased awareness of Royal Mail Special Delivery® services at post campaign stage

Source: Royal Mail, Emap, GCap Media, and Global Radio

comprehensively delivered against objectives.

Awareness of Royal Mail Special Delivery® services amongst listeners hit 75% compared to 65% amongst non-listeners.

Awareness of the 'Special Delivery™ Next Day' brand increased by 10% and 'Special Delivery™ 9am' by 16%. 73% of listeners agreed that when a package has to get there next day they should use Special Delivery™.

### RAB Comment

This was a unique and innovative means of demonstrating a brand's key messages in a way that really resonated with listeners. By tapping into the close relationship the listener has with the station/presenter and fully utilising the immediacy and excitement of the medium, Royal Mail Special Delivery® was able to build an unprecedented level of appreciation and trust for the service.

# THOMSON CRUISES

## Using presenter endorsement to mobilise listener interest

### Background

Thomson recognised that in order to drive sales to a new level they had to appeal to consumers who don't currently go on cruises. This meant challenging stereotypes about both the type of person who goes on a cruise and the nature of the holiday experience.

Thomson believed that the opportunity lay in educating potential customers about the depth and breadth of the cruise experience they offered as an exciting alternative to a beach holiday.

### Why radio?

Thomson recognised that word of mouth would be a powerful means of challenging pre-conceived notions about the nature of cruise holidays. They identified the strength of the radio presenter/listener relationship as the ideal media opportunity to start a fresh conversation with a new set of consumers and therefore benefit from relevant endorsement.

Through research Thomson had identified their target audience as 35+ couples that were newly childfree and wanted to make the most of this new feeling of liberation. They also wanted to place a special emphasis on the North

East region from where the ships sailed. Radio, and the Magic network in particular, was able to efficiently fulfil both of these criteria.

### Implementation

The activity began with a week-long live broadcast and incorporated a competition for breakfast show listeners to win a cruise.

The key message for Thomson was that their cruises offered 'a new experience everyday' – so each day Magic presenter Mark Thorburn focused on a different on-board activity and day excursion. Passengers and crew members (including the captain!) discussed the range of attractions on offer, which meant that Thomson cruises were being endorsed live on air by people who were actually experiencing the benefits there and then.

### Results

On average, Mark Thorburn spent an average of 18 minutes a day talking about the cruise on air – an amount of daily brand coverage that has few parallels.

As a result, the competition generated over 11,000 calls and 1,500 texts –

*"We saw a marked increase in cruises departing within the North East region, and felt that this promotion on the Magic network was a very successful campaign"*

Vicky McCauslan, Campaign Manager, Thomson



## Radio drove high levels of response

Source: Magic and Thomson

more than double the Magic Network's average response.

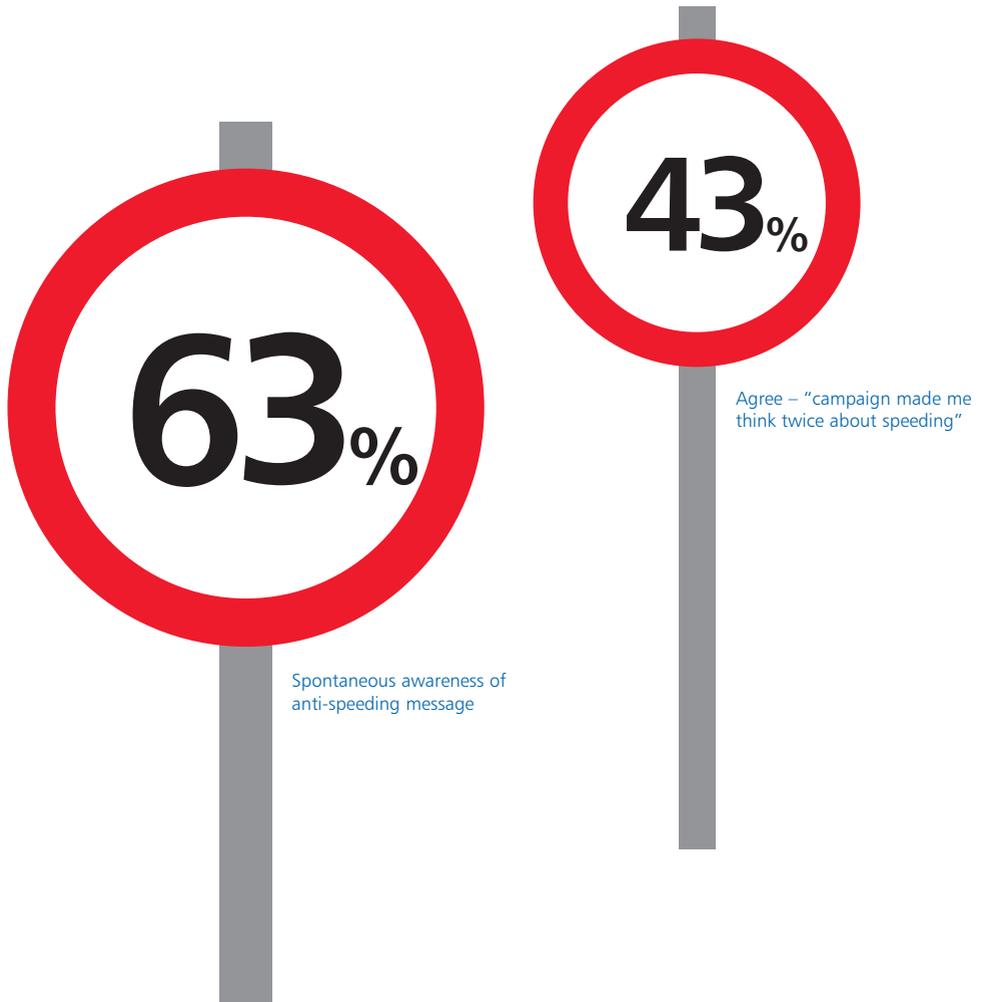
Although the activity ran in May/June brochure requests were at a higher level than in January – the traditional peak for cruise bookings – and radio was credited as being the major contributor to the £1.1m additional sales for Thomson cruises in this period.

### RAB Comment

This highlights all of radio's key strengths – talking to a specific age group within a key region; using the unique presenter/listener relationship to bring a brand to life and generate excitement; and using personal endorsement to change perceptions.

# TRANSPORT FOR LONDON

Connecting with an audience at the right time and in the right place



**Radio changes attitudes as part of a multimedia campaign (post campaign measures)**

Source: TfL

## Background

With the objective of reducing deaths and injuries on London roads by 40% by 2010, TfL conducted research into the underlying cause of speeding offences and dangerous driving. This identified that men were four times more likely than women to commit a serious speeding offence.

TfL investigated further to get to the heart of what makes potential male offenders speed. It was identified that “loss of life” wasn’t a particularly persuasive message but the “loss of freedom” (through loss of a licence) was. “Losing yourself momentarily to anger or excitement”, or “the desire to show off” was deemed to be the biggest contribution to speeding.

## Why radio?

Music is a powerful influencer of young male emotions – it can instantly raise adrenalin levels and can be a major contributory factor to people ‘losing themselves’ whilst driving. As a result, radio was felt to be an extremely important element in a multi-media campaign that included outdoor, press inserts and viral activity.

As radio plays out in real time, it was also possible for TfL to speak to their target audience when they were likely to be in their cars and in mindset to speed.

## Implementation

TfL identified moments of heightened passion – Thursday and Friday night, or weekend afternoons and evenings – and focused on speaking to people at these

times to communicate what people would be losing if they were caught speeding.

To optimise the impact and efficiency of the activity, spots were only bought after 7pm on Thursday to Friday and weekends after 11am, ensuring that TfL were speaking to young males when the roads were less busy and they were more likely to be out with their friends (and thus under the influence of ‘boy racer’ culture).

## Results

Overall the anti-speeding message achieved 63% spontaneous awareness amongst the core audience, with 43% agreeing that the campaign had made them think twice about speeding.

More importantly, over the campaign period there was a 29% reduction in the number of speeding tickets issued versus the same period for the previous year.

## RAB Comment

The ability of radio to reach people at different times and in different mindsets is well demonstrated here – there was no point in TfL talking to their core audience when they were in bed! Radio formed part of a fully integrated media programme that challenged the norms of anti-speeding messages and produced an innovative and successful campaign.

*“Radio had a pivotal role in delivering the increasingly hard to reach youth audience in a truly engaging and relevant environment”*

Victoria Sangster, Communications Director,  
Mediaedge:cia

# UPS

## Re-positioning a global brand amongst a local SME audience

### Background

United Parcel Services (UPS) wanted to prompt reappraisal of their brand and place it at the very heart of small business. UPS aimed to challenge preconceptions and demonstrate that they understood and were able to connect with local companies and deliver against small business needs, whilst continuing to position themselves as innovative market leaders.

### Why radio?

The vital role local Commercial Radio plays within the community was recognised as well as its ability to promote the services of small businesses, who often have little or no marketing budget. Additionally radio communicates with UPS's target audience of SME's and their customers throughout the working day, from the factory floor to the office.

By asking local companies to contribute their own business stories supported by the endorsement of local radio presenters, UPS were able to engender greater warmth, giving their global brand a local voice and relevance.

### Implementation

UPS demonstrated how they could help local companies 'Deliver More' via an innovative collaboration which not only harnessed station editorial but offered small businesses a prize which would directly help their organisation grow.

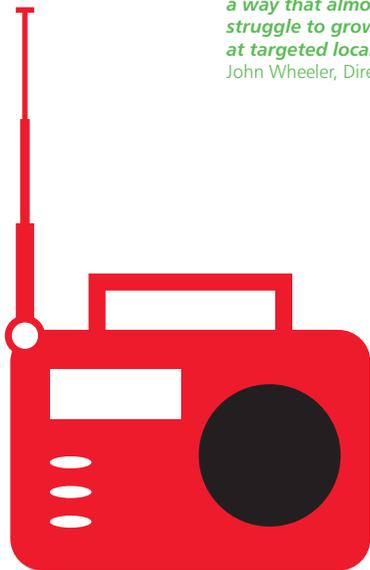
UPS partnered with 42 stations via the One Network to create a new proposition - the Local Business Awards – that recognised some of the most innovative and successful businesses in a community. It gave local businesses the chance to promote their services, deliver key messages to potential customers in a trusted environment, and enhance their local fame.

On air activity encouraged small businesses to go online and explain why they 'delivered more' to their community. Celebrity businessman and Dragon's Den regular, Theo Paphitis, was then commissioned to judge the nominations and gave helpful tips to local businessmen.

Winning firms on each of the 42 stations received their very own 4 week long radio campaign on their local station courtesy of UPS, to help their business succeed.

*"We needed to help promote UPS's overall goals of helping companies of all sizes compete and succeed in the global marketplace. And, do so at a very local level, in a way that almost creates an intimate conversation with local businesses as they struggle to grow. Radio turned out to be the perfect vehicle to accomplish this task at targeted localities and breath real life into UPS's Deliver More campaign."*

John Wheeler, Director of Communications, UPS Europe



**UPS cares about  
business up 227%**

**UPS are leader in synchronized  
commerce up 120%**

## **Radio improved awareness and brand favourability**

Source: Universal McCann

### **Results**

This 3 month fully integrated campaign reached over 15 million people and boasted UPS awareness amongst major decision makers by more than 25%.

UPS saw dramatic shifts in positive brand perceptions, for example; "UPS cares about small business up 227%" and "UPS are leader in synchronized commerce up 120%".

Over 600 small businesses entered the Awards with all 42 competition winners from across the UK collectively benefiting from a sales uplift of up to 35% as a result of their radio campaigns. Winners and unsuccessful

entrants all spoke positively about the experience and UPS created 618 brand advocates as a result.

### **RAB Comment**

Local Commercial Radio sits at the heart of a community, enabling UPS to tap into this unique environment and engage directly with the target audience of local businesses. They created a highly aspirational proposition that gave something back to SME's and their customers. By using a national network on a local scale UPS was able to bring the brand closer to consumers and build their small business credentials.

# THE VODAFONE LIVE HOUR

## Using radio programming to build a distinct brand advantage

### Background

A number of the biggest telecoms brands use live music to engage the key, but often elusive, demographic of 16-34 year olds. The challenge for Vodafone was to cut through this increasingly commoditised marketplace and create stand out from their main competitors.

### Why radio?

The heartland of Commercial Radio lies with 16-34 year old listeners so radio was the perfect route through to consumers for Vodafone in terms of size and efficiency of audience delivery.

Radio is also the main source for discovering new music, so provided the ideal environment for promoting Vodafone's new music credentials.

### Implementation

Vodafone worked with GCap Media and Emap to create a brand new property that showcased Vodafone's unique commitment to live music content for music aficionados, aired across 58 stations.

The Vodafone Live Hour broadcast weekly and consisted of live tracks, exclusive recordings, interviews, content from gigs and ticket giveaways. The network show was presented by MTV's Jo Good and supported with three bespoke regional shows with their own presenters.

Vodafone also created six live gigs called TBAs featuring the hottest acts of the moment, and later established the Live Music Awards that were broadcast on Channel 4.

### Results

In terms of audience, RAJAR demonstrated the huge success of the project for both Vodafone and the radio industry as a whole, with the programme reaching 650,000 listeners on a weekly basis.

Research has demonstrated that 36% of listeners spontaneously recalled the show and 50% felt more positive towards Vodafone as a result.

More importantly, since Live Hour began Vodafone has gone from fourth to first in 'music association' out of the four main telecoms networks.

Pre

1 Orange

2 O2

3 T Mobile

4 Vodafone

Post

1 Vodafone

2 O2

3 Orange

4 T Mobile

### Radio helped Vodafone move from 4th to 1st amongst networks in terms of music association

“Which of these brands do you associate with music?”

Source: Clark Chapman

#### RAB Comment

This revolutionary project shows how Commercial Radio can work together to create original content and appointment to listen programming. Radio Aid and UK Music Week led the way but the Vodafone Live Hour proved that using cross-group radio branded content on an ongoing long-term basis is a highly effective means of maintaining the momentum behind a core brand idea.

*“GCap Media, Emap, OMD UK and Vodafone worked together to deliver a new and exciting property that would cut through for the Vodafone brand and entertain audiences with a new radio format. The success of the show is testament to the approach of collaboratively developing a new solution rather than just working with existing properties”*

Daragh Persse, Head of Sponsorship and Engagement Marketing, Vodafone

## 3 MOBILE

# Using listener response to demonstrate a complex product offering

1,000,000  
Response

### Background

When it came to 3's PAYG 'We Pay' offer, which financially rewarded customers for answering their phone and reading texts, 3 decided to take an exciting and ground-breaking media approach to deliver high awareness and interest in the offer.

In a highly competitive market, 3 also recognised that it was important to make the offer more credible by helping customers understand how much credit they could earn.

### Why radio?

Almost 90% of PAYG's target audience of 16-24s listen to Commercial Radio,

making the medium the perfect vehicle to deliver broad awareness nationally.

In addition, 3 recognised that the station-listener trust relationship provided an ideal environment to overcome the 'disbelief factor' for the offer and convince listeners that they could actually get paid for using their phone.

### Implementation

GCap Media, Emap and Chrysalis responded to the brief by creating a one-off Saturday morning listener participation programme hosted by Justin Lee Collins (a popular comedian for the 'We Pay' consumer) and airing it on 75 local stations across the country.

*"This campaign generated the best response rate we have ever achieved as an agency for one of our clients. The main objective was to increase spontaneous awareness which we know has the biggest increase in sales for 3. Radio, used in this instance in a standalone capacity, proved to be extremely effective at boosting both awareness and purchase consideration"*  
Craig Robinson, Business Director Radio, Mindshare



Participation was simple – listeners had to text in 2p to their local station which went into a national prize pot that was given away ‘3’ times. Updates throughout the day on the prize fund helped listeners visualise how much they could earn on ‘We Pay’. To keep excitement levels high every 1000th texter was rewarded with £1000.

This was backed by a special online calculator that allowed customers to type in the number of monthly texts they send and work out how much they could earn on ‘We Pay’.

## Results

The campaign was seen as a huge success with 1m texts generated, which

in turn meant 1m bounce back texts containing 3’s ‘We Pay’ messaging.

## RAB Comment

Whilst radio has a significant uplift effect when used in conjunction with other media this campaign demonstrates that radio can be used with great effect as a solus medium. It also proves how an innovative approach can allow a brand to assume a disproportionately large share of mind over competitors, relative to spend.

# A NEW RESEARCH OFFERING FROM THE RAB

RadioGauge is an ongoing research project, funded entirely by the Commercial Radio industry, designed to help a broad range of radio advertisers understand the specific effects they have achieved as a result of their radio advertising campaigns.

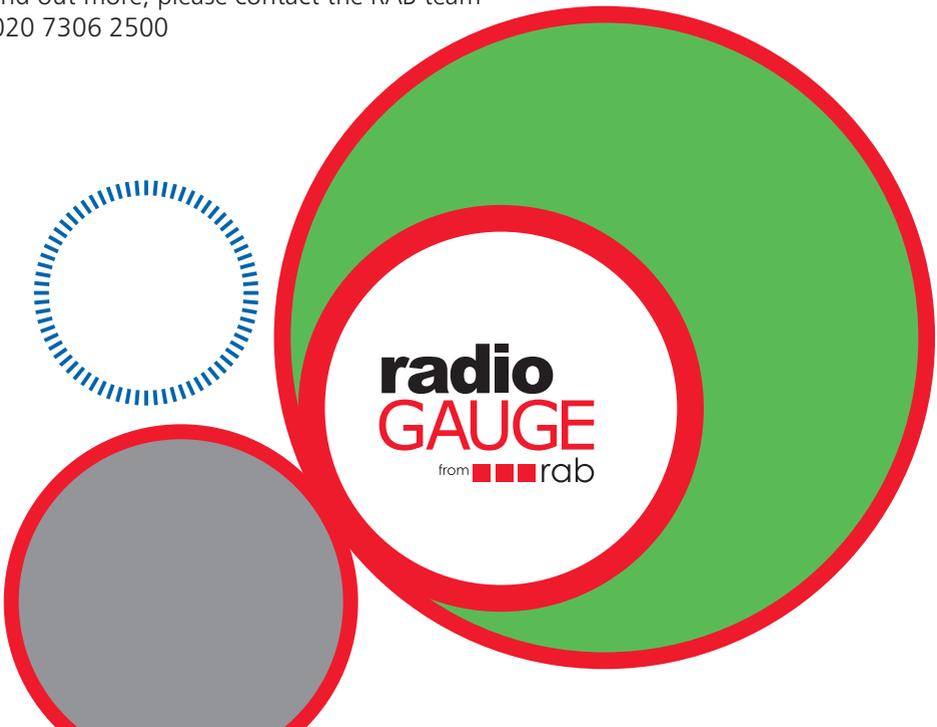
## What can it tell me?

**Campaign effects:** RadioGauge provides a measure of how radio advertising has driven advertising awareness and brand consideration, as well as two brand diagnostics bespoke to each participating advertiser.

**Relative performance:** RadioGauge reveals how each campaign performs in relation to the broader market by comparing individual campaign performance to a pool of relevant campaigns from other advertisers.

**Creative analysis:** RadioGauge quantifies the relative strength of radio creative execution, and seeks to demonstrate how results can be improved next time around by highlighting best practice creativity.

To find out more, please contact the RAB team on 020 7306 2500





# The Sound of Success

## The best radio case studies from 2007



**The Radio Advertising Bureau**, part of RadioCentre Ltd, is funded by the UK Commercial Radio industry to encourage national advertisers and their agencies towards more effective use of radio as part of their communications mix. For further information, go to: [www.rab.co.uk](http://www.rab.co.uk)