

UPS

Re-positioning a global brand amongst a local SME audience



Agreement that
“UPS cares about
small
businesses”
up

227%

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.

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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.

Radiocentre 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.

“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