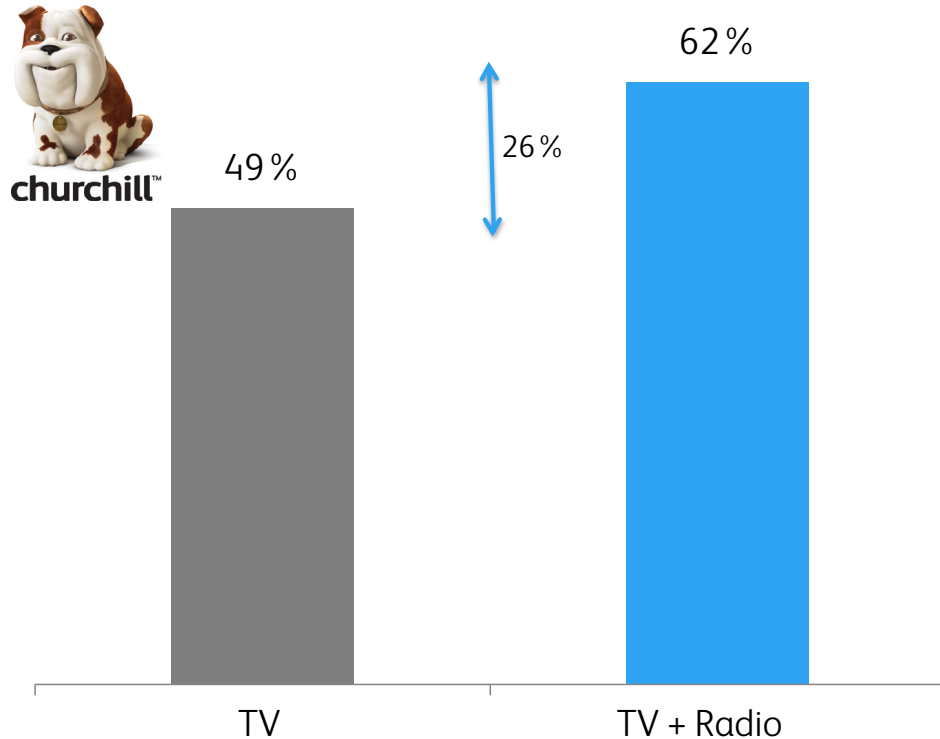


Churchill

Using radio to multiply the effect of TV



Background

There is no more competitive marketplace than insurance, and many consumers now use comparison websites to either make a choice or to create a shortlist. So the challenge for Churchill was to make sure that the brand was considered even if the comparison sites didn't put it on the shortlist.

Why radio?

The Churchill bulldog is recognisable by his catchphrases ("Oh yes... oh no"), which means that on radio he can instantly evoke the brand and its appeal with just a couple of words.

In addition radio offered the opportunity to create immediate national coverage and cost-effective frequency of messages.

Implementation

The campaign used Newslink, allowing the brand to enjoy solus spots next to news bulletins during the peak morning hours (6am to 11am). The campaign ran across four weeks, divided equally between home and motor insurance.

Results

Results were impressive, with significant gains in brand consideration. For example while 49% of those who had seen the campaign on TV planned to follow up online, this figure rose to 62% amongst people who had also heard the radio. On the RadioGauge metrics, some gains were even steeper, with consideration amongst listeners reaching 33%, compared to 21% amongst non-listeners.

Radiocentre Comment

Churchill have a highly effective radio property, used to excellent effect here to drive brand consideration.

"We are pleased with the positive effect that the research indicates radio has had on consideration of Churchill insurance. We are keen to investigate further how we can amplify our brand messages by harnessing the ability radio has to increase consideration in conjunction with other media" Lucy Brooksbank, Marketing Manager, Churchill