

Maximizing Communication

Objective

Our client was supplementing a mainstream media campaign with communication through non-traditional vehicles, and needed to understand how best to use the innovative channels for maximum media synergy.

Background

A nicotine replacement product was advertised nationally using TV, print, and radio. The client chose to supplement this activity with non-traditional media in one region (Region 1). A survey conducted after the first burst of additional activity showed that the incremental benefit from the non-traditional campaign was minimal.

Analysis

Analysis of the non-traditional campaign identified the individual executions which were most effective. The best performers were those which achieved strong brand integration and exploited a unique connection between the vehicle and the message. Ashtrays, for example, reminded smokers of the stop-smoking aid as they were in the act of puffing. Executions carried on the sides of buses also resonated with the target. Respondents said that their size and visibility grabbed their attention, and the memories they evoked of panting hard while running to catch a bus underscored the message of the hazard smoking posed to their lungs.

Recommendations

We recommended that the next burst of activity incorporate the learning from the initial survey. Messages should be matched with the most relevant medium, and the brand should be strongly integrated with the message.

Action

After the suggested refinements were made, a second round of activity occurred, followed by a second wave of research.

Results

Results from a survey following the second burst of non-traditional activity showed that the revised campaign scored significantly higher on relevance, branding, and persuasion. Spontaneous awareness of the client's brand in Region 1, which had previously been on par with the other regions, had increased. Awareness of the overall multi-media campaign – including the traditional channels – was also significantly higher in that region, suggesting that the desired media synergies were achieved.