

globaleffectiveness

Client Objective

The objective was to drive awareness and brand consideration by making BT front of mind when people are considering their WIFI provider.

How did DAX help?

We created a high reach campaign running for 3 months – Jan-Mar 2019

BT partnered with Global for a series of advertising bursts to promote BT as a broadband supplier, particularly BT's Complete WiFi guaranteed coverage. The campaign further aimed to increase brand and product awareness, promote consideration and drive traffic to their website

The programmatic audio campaign targeted a broad ABC1 audience.

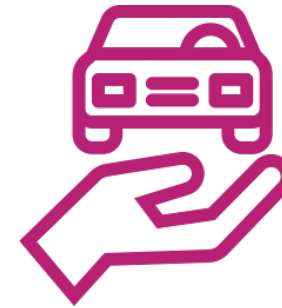
BT also ran radio across Global stations to maximise their exposure.

Did it work?



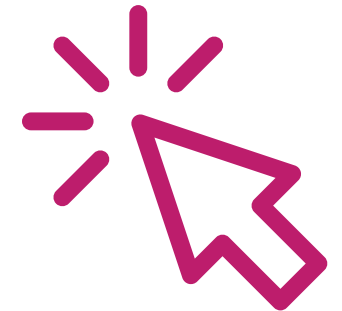
42%

Awareness
increased by 21
percentage points
(21% to 42%)



46%

Consideration also
rose by 31 percentage
points (15% to 46%)



28%

Of respondents have
visited the BT site as
a result of the
activity.

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Research methodology

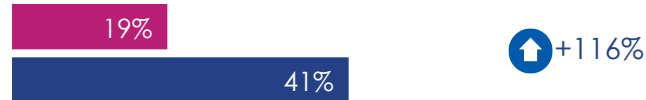
Differentology: Brand uplift study with 800 participants using test v control for Global Audio & DAX campaign.

Brand Image

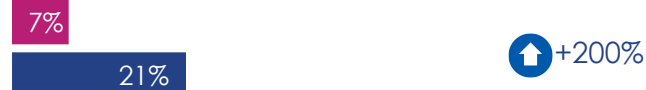
Core brand perceptions increased significantly

Base: All respondents. Control sample n=200, DAX & Audio Recall n=145)

Powered by new technology



Good value for money



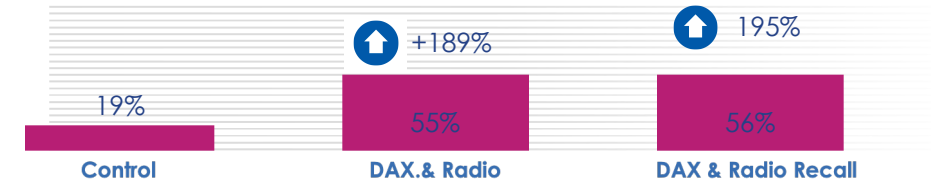
Best customer service



(Base: All respondents. DAX listeners n=300)

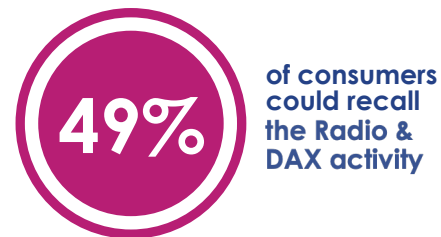
DAX helps to drive brand impressions

(Base: All respondents. Control sample n=194, DAX & Radio n=293, DAX & Radio recall n=145)



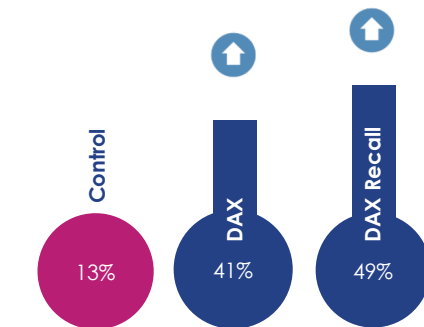
Ad Recall

Strong level of campaign cut-through



(Benchmark 42%)

Brand consideration



Consideration increased further with recall of the campaign

(Base: All respondents. Control sample n=194, Radi recall n=98, DAX & Radio Recall n=145)

Call to action

The DAX campaign drove positive action

(Base: DAX recall, n=145)

