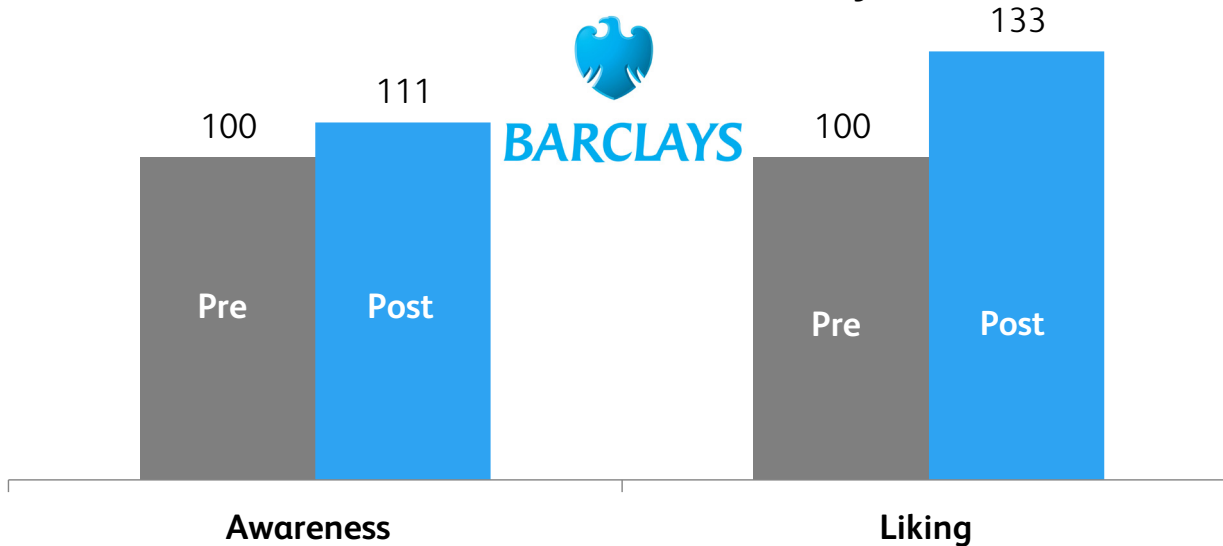


# Barclays Small Business

Getting small businesses to like a big bank better

## Radio enhanced awareness and likability (indexed)



## Background

Barclays had to overcome their “big boys’ bank” image if they wanted to grow share amongst small businesses. They set ambitious targets for increasing awareness, consideration and customer acquisition – and as a minimum the campaign had to break even.

## Why radio?

Radio has a very good reach of small business people, particularly via listening in cars and vans, and while rivals were competing for attention in the tabloid press, Barclays gained a 100% share of voice on radio. Importantly, the medium also helped them to speak in a more amicable and less corporate way with their potential customers.

## Implementation

In addition to a spot airtime campaign (focused on drivetime) a series of fourteen Small Business Tips features were created, fronted by Duncan Bannatyne, star of the entrepreneurs’ favourite TV show “Dragons’ Den”. Listeners could also click through to these tips via links on station websites.

## Results

Results exceeded the targets set, with awareness up 11% and scores for likeability (a crucial metric) up by a very significant 33%. In addition Return On Investment was calculated to be 168%.

Modelling revealed that while most of the results were driven by spot advertising, the features were actually more efficient.

## Radiocentre Comment

Changing emotional perceptions of a bank brand is not easy, and this case study shows that radio can do it. In addition, the decision to harness the 100% share of voice in radio is an inspired tactic in this crowded market.

“Not only did radio significantly move the awareness and perception metrics, it also drove account acquisition to unexpected levels. Branded content and spot advertising proved to be a powerful combination” Duff Borer, Business Director, Starcom