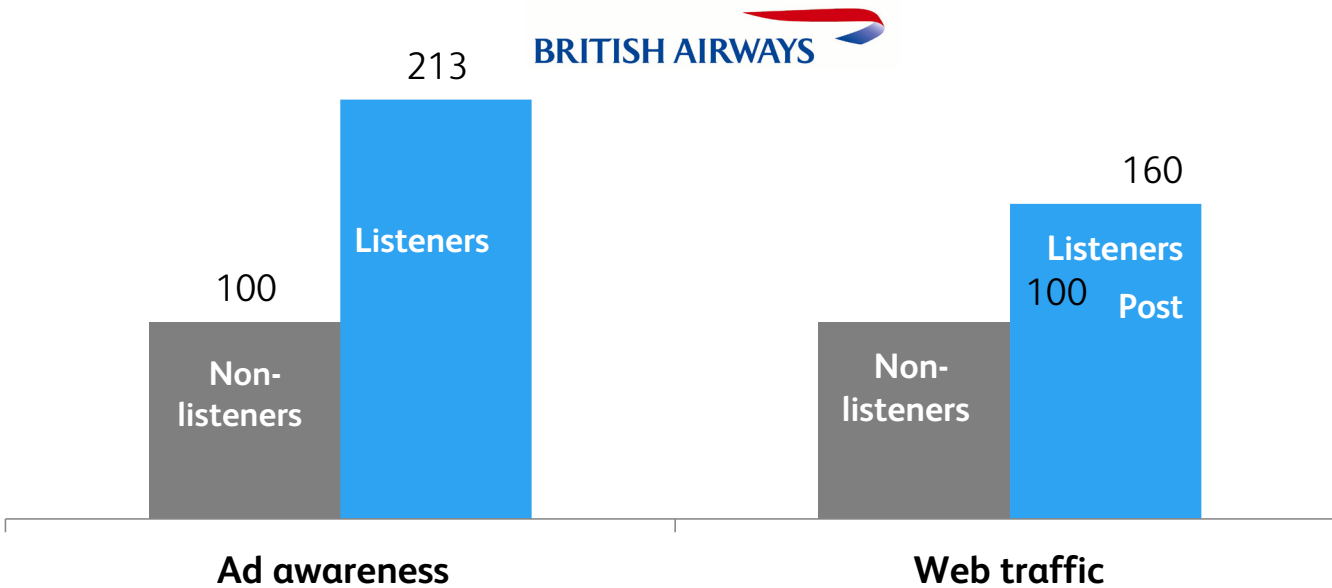


British Airways

Radio advertising helps BA's web traffic and online ticket sales 'take-off'

Radio drives ad awareness and web traffic (indexed)



Background

From the beginning of 2009, British Airways (BA) ran a tactical 'leisure' airtime campaign designed to stimulate immediate web traffic and sales.

With a greater impetus on driving short term metrics in tough market conditions, BA was keen to get a better understanding of how radio could drive people online to the ba.com website and ultimately deliver sales. Additionally BA wanted to learn more about how their radio creative could improve effectiveness scores going forward.

Why radio?

BA identified radio as an important media channel to drive web traffic because of its high incidence of combined radio and online usage (20% of online occasions are accompanied by radio listening), and

proven ability to influence people's web behaviour.

As a real time medium BA used radio modally to engage listeners at relevant times – in this instance, Friday to Tuesday, when people were more likely to go online and book holidays.

Implementation

The BA radio campaign ran from late December 2008 to the end of January 2009 in London and the South East. BA used a variety of executions to highlight the different places that they fly to and the "must do's" for each destination. The ads aimed to whet the listener's appetite for places such as New York, Orlando, and Pisa; and drive people to ba.com for more details.

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Results

Results demonstrate the important role radio played in increasing top of mind awareness (ad awareness more than doubled) as well as positive perceptions of BA at an important time for online travel searches and ticket sales.

This resulted in radio successfully achieving BA's core business goals for the campaign of increasing traffic to the BA website and stimulating online ticket purchases – further proof of radio's ability to influence consumers at all stages of the purchase funnel.

Radiocentre Comment

This bespoke study clearly demonstrates how radio can drive ROI and have a demonstrable effect on a brand's bottom line. Not only does radio shift measures such as awareness, perceptions and consideration but it also delivers significant uplifts in response – in this instance, directing listener's to ba.com and ultimately driving ticket purchases, the lifeblood of a business like BA.

"The RAB worked with us to understand the contribution that radio can make to direct response campaigns. It's as important as ever that we maximise the return on our marketing investment and pieces of research such as this really provide some great insight into channel and creative effectiveness" Anna West, Planning & Media Manager, British Airways