

Canon IXUS 200 IS

Using radio to achieve standout in a busy marketplace

 **18,000**
competition
entries.



The Challenge

Christmas remains the critical time of year for compact camera sales, and the level of competition is hugely intense over this period - there are enormous amounts of clutter in certain media channels (particularly TV, newspapers and magazines) both from Canon's direct competitors as well as general retail messaging. Canon decided that a way to raise its profile in this period could be to talk about photography in a friendly and advisory way, helping people to appreciate the camera's features and to get better photographic results. This gave the brand a distinctive positioning within this aggressively pricing-dominated market. "The use of radio really helped us to stand out during the busy Christmas period and the use of advertorials gave us the chance to get across more individual features and benefits of the product than a traditional spot ad might have done. We were so pleased with the results, we've run it two years in a row." Rebecca Etheridge, Marketing Communications Professional, Canon

Why radio?

Radio allows brands to talk to people quite unexpectedly - unlike print where readers have to make a decision to read an ad. This made radio ideal for a series of instructional "adver-torials" sponsored by the IXUS 200 IS - with help on seasonal topics like indoor portraits at

family gatherings, taking photos in low light etc. The target audience of 16-34 year olds was also radio's area of strength.

Implementation

An exclusive series of 60-second advertorials was created with Absolute Radio, voiced by one of the station's recognised voices for added credibility. The slots not only offered photography tips, they also directed listeners towards a website where they could enter a competition to win one of the IXUS 200 IS cameras.

Results

Sales results for the season are confidential but the campaign attracted attention to the IXUS 200 IS on a large scale - there were nearly 18,000 competition entries and of the people who entered, 14,000 opted-in to further communication with Canon, which obviously carries a longer-term marketing value.

Radiocentre Comment

A good example of the advantage that radio brings in crowded marketplaces - especially if the messaging brings benefits for the listener.