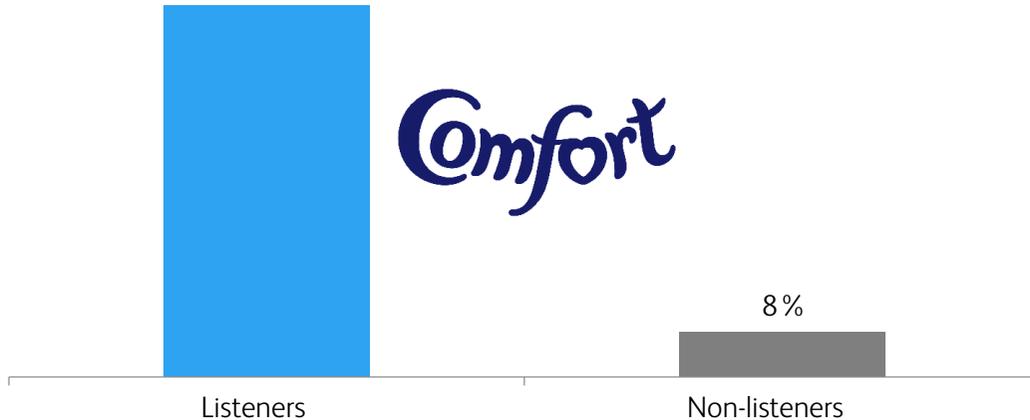


Comfort

Radio successfully multiplies the effects of a TV campaign

People who recognised the ad when it was played back to them

66%



Background

In Spring 2007 Unilever launched their TV campaign “Do the Moves”, aimed at demonstrating how their new Comfort Concentrates product range released long-lasting freshness with every move.

Five weeks into the TV campaign they wanted to further increase cut-through of the product benefit amongst mums and persuade more of them to try it.

Why radio?

Radio can talk to large numbers of mums at particularly relevant times for both consideration and purchase (when doing the laundry, before going out to the shops etc).

Implementation

The major challenge was being able to convey the concept of “releasing the freshness” in an audio-only medium. In the TV commercials the characters (from Clothworld) didn’t speak. Instead flowers were released from their clothing as they danced to a reggaeton track “Do the Moves” in order to visually demonstrate how more freshness was released as they moved.

To increase persuasiveness it was important for mums to feel that the campaign was talking to them at their level – a key communication strength for radio. It was therefore decided to set characters in the real world rather than Clothworld and to allow them to talk.

The concept of “releasing the freshness” was conveyed by the “Do the Moves” sound track which was faded in and out whenever one of the characters moved. This also provided a creative link back to the TV campaign to increase the multiplier effect.

Results

Research conducted post campaign amongst listeners vs non-listeners demonstrated scores directly attributable to radio which were way above average in terms of advertising awareness and message recall. In addition 66% of listeners recognised the ad when it was played back to them vs 8% of non-listeners – this figure is significantly above the norm for a radio campaign.

Furthermore, brand perceptions and consideration were much higher amongst mums who had been exposed to both radio and TV compared to those who had been exposed purely to the TV activity.

excellent example of radio’s ability to develop an innovative idea which would benefit both station and brand as well as enhance the listener experience.

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Radiocentre Comment

Traditionally many FMCG products have focused on visual media to convey product benefits. However this campaign clearly demonstrates how, with the right creative strategy, a product benefit such as “long-lasting freshness” can also be effectively communicated using an audio-only medium and therefore multiply the effectiveness of a TV campaign.

“These results for Comfort are outstanding. Eardrum have been fantastic to work with and from a very tight brief to drive awareness of our new concentrate range delivered a really clever creative execution of the music “Do the Moves” that is so memorable and spot on for our target consumer”

Rachael Kelly, Senior Brand Manager, Comfort.