

Honda

Radio's influence among drivers increases dealer visits



Raised propensity
to buy a
hybrid car
by

43%

Background

In a cluttered and competitive market, Honda wanted its advertising to stand out and be as innovative as possible in order to reflect one of its own key brand propositions.

Why radio?

Radio gave Honda the opportunity to target 'in car' listeners. Additionally through the new Brand Integration opportunities, they were able to create content which would differentiate themselves from their competitors and that was built around the Honda brand.

Implementation

Smooth were able to offer a great audience fit for Honda who wanted to be in dialogue with the 40+ audience (and with very little wastage). A bespoke campaign was created for Honda which included the sponsorship of the drivetime programme and other content across a variety of platforms which included the Smooth website, vodcasts, podcasts and competitions. This

allowed both listeners and online users to experience the brand and product in a different space. For example, in one promotion, Smooth DJ Terry Underhill undertook a UK road trip to showcase the spacious interior of the Honda Jazz whilst picking up DJs, cyclists etc. on the way.

A series of bespoke advertorials were also created which focused on the levels of innovation associated with the Honda brand which further secured their de-sired positioning in a competitive market.

Results

Consideration of Honda was 27% higher amongst Smooth listeners in comparison to non-listeners and propensity to buy a hybrid car was 43% higher. The key messages that Honda wanted to communicate also resonated more, with agreement that Honda is 'innovative' and 'reliable' 26% and 10% higher respectively for Smooth listeners.

Radiocentre Comment

Honda's partnership with Smooth was a perfect fit that enabled them to build an emotionally engaging and effective campaign. It also demonstrates the benefits of using radio (and the new brand integration opportunities) across a sustained period of time to build a relationship with a key audience.