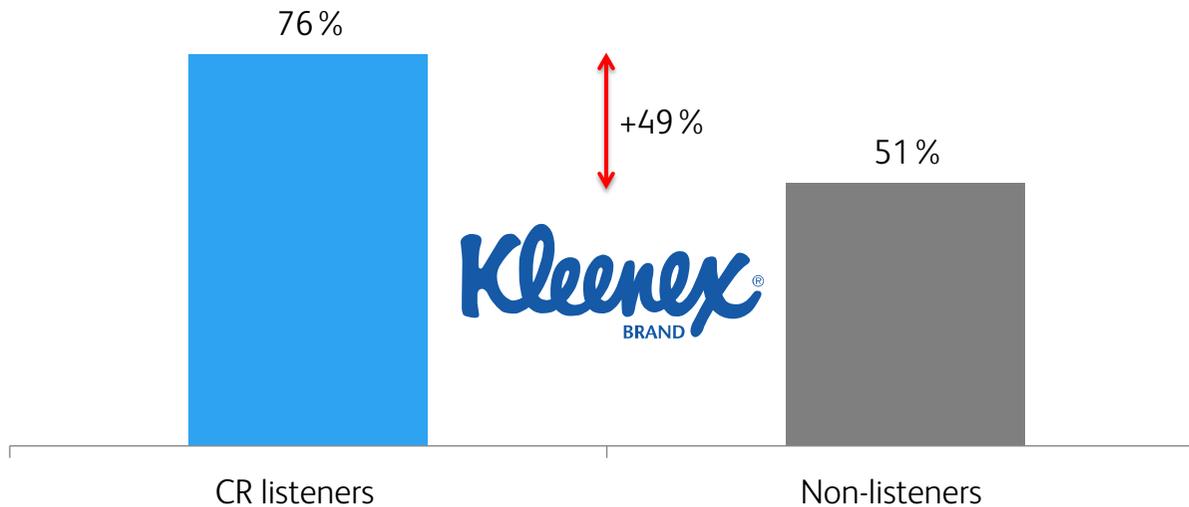


Kleenex

Using radio to target buyers at key “mum times”

% of people who agree “Kleenex Anti-Viral kills 99.9% of cold and flu viruses in the tissue”



Background

In order to drive its rate of sale during the cold and flu season, Kleenex Anti-Viral needed to build awareness of its core benefit (“kills 99.9% of cold and flu viruses in the tissue”) amongst the core audience – these are young mothers with children aged 3-14 years.

Why radio?

Radio was selected because it not only offered rapid coverage build and high levels of message frequency for this target audience, it also offered a low entry cost in terms of media and production.

Importantly it also reached mums and kids at critical times of the day – “mum times” (e.g. driving to the shops) and joint listening times (such as on the way back from school).

Implementation

The campaign focused on morning and afternoon airtime, using a combination of spot advertising and the ongoing weather sponsorship. In addition, the “He-roes” creative strategy was picked up by the presenters, with Capital Radio’s breakfast team notably creating their own version of the Kleenex Anti-Viral song and posting it onto YouTube.

Results

The key campaign message, that Kleenex Anti-Viral kills 99.9% of cold and flu viruses in the tissue, was measurably well communicated, with 76% of radio listeners in agreement with the brand claim, compared with the 51% norm.

Radiocentre Comment

Using radio at “mum times” is an intelligent planning strategy, as is creating joint awareness and interest amongst mothers and children.

“The radio advertising was a key part of our winter campaign – it enabled us to reach mums during the school run where the message of protection against the spread of cold and flu was particularly relevant” Marc Zander, Marketing Manager, Kleenex UK & Ireland