

Wilkinson Sword

Using a regional campaign to test radio for a new advertiser



77%



of listeners agreed that the radio campaign encouraged them to buy the Wilkinson Sword Xtreme 3 razor.

Background

Wilkinson Sword has a series of key issues that they wanted their campaign to address. They were keen to raise brand awareness amongst men aged 15-44 and ultimately change brand perceptions and propensity to purchase.

Why radio?

The recency of radio provided the perfect solution for Wilkinson Sword as it enabled them to reach men at the key morning period when they are likely to be having a shave.

Implementation

As a new advertiser to the medium, Wilkinson Sword undertook a regional, medium-weight month-long airtime campaign running only between the key 6 - 10am daypart.

Results

Those exposed to the campaign were twice as likely to spontaneously mention the brand in comparison to those non listeners. 77% of listeners also agreed that the radio campaign had encouraged them to buy the Wilkinson Sword Xtreme 3 razor.

(Source: Clark Chapman)

Radiocentre Comment

Efficient modal targeting is an important aspect of this particular campaign's success in driving increased brand saliency. The campaign is also a valuable illustration of an advertiser taking advantage of radio's regional flexibility to run a local test prior to investing on a national level.