

globaleffectiveness

Client Objective

Increase awareness & consideration of their business offering amongst small & medium businesses.

How did DAX help?

From 18th November – 31st December 2019, HSBC partnered with Global across their DAX services, advertising on a range of podcasts and music streaming services. The campaign aimed to increase awareness, consideration and perceptions of HSBC and its business account

We targeted SMEs and BDMs on DAX, and the Business & Tech vertical and Business Owner audience across podcast spot.

Did it work?



14%

Uplift in brand awareness for HSBC



97%

Uplift in consideration of HSBC Business accounts.



55%

Uplift in brand recommendations amongst DAX & Podcast listeners

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Research methodology

Differentology: Brand uplift study with 800 participants using test v control

Brand Image

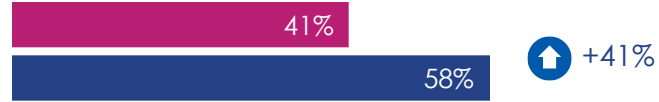
Core brand perceptions increased significantly

((Base: All respondents. Control sample n=200, Podcast & DAX =300))

Cares about charitable causes



Brings people together



Takes interest in small businesses



■ Control ■ DAX & Podcast

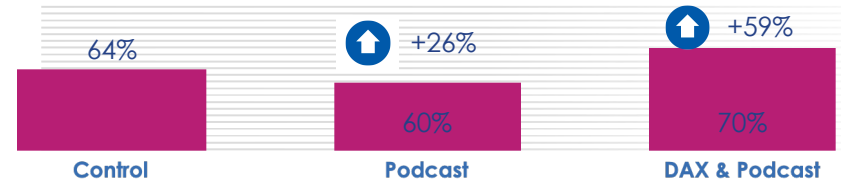
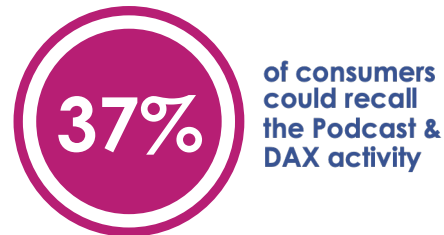
((Base: All respondents. DAX listeners n=300))

DAX helps to drive top-of-mind awareness

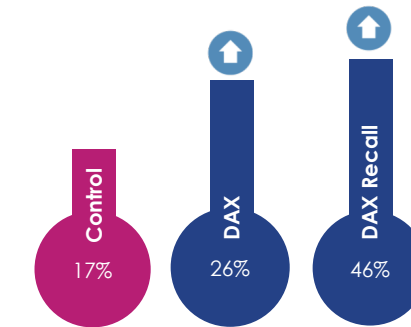
((Base: All respondents. Control sample n=200, Pod n=300, Podcast & DAX =300))

Ad Recall

Strong level of campaign cut-through



Brand consideration



Consideration increased further with recall of the campaign

((Base: All respondents. Control sample n=200, DAX n=300, Podcast & DAX =399))

Call to action

The DAX campaign drove positive action

((Base: DAX recall, n=296))

