

globaleffectiveness

Client Objective

Santander had a strong share of the overall mortgage market, but under indexed against 'First Time Buyers' – making them a massive growth opportunity. The main aim was to improve specific product awareness of their mortgage offering, and overall consideration of them as a mortgage provider amongst the first-time buyer audience.

How did DAX help?

The podcast environment was perfect for Santander, with research showing they generate up to 4.4x better brand recall than other digital formats.

Santander ran a 6-week campaign, targeting users across DAX and DAX Podcasts. The DAX activity specifically targeted segments who were in-market for a home and a mortgage.

The DAX Podcast activity then targeted a wider bespoke 'Property Audience', bringing DMP data to the podcast environment.

To maximise media effectiveness the audio was also synced to the locations of the outdoor poster sites.

Did it work?



+12%Pt

Increase in awareness amongst FTBs (66%-78%)



+15%Pt

Increase in consideration



67%

had a positive emotion provoked by the campaign

globaleffectiveness

Research methodology

OnDevice: First time buyers, listen to podcasts, over 18, Sample - 300

Brand Image

Core brand perceptions increased significantly

(Base: All respondents. Control sample n=150, Exposed n=150)

For people like me



Has lots of ways to help first time buyers



can help me own my first home

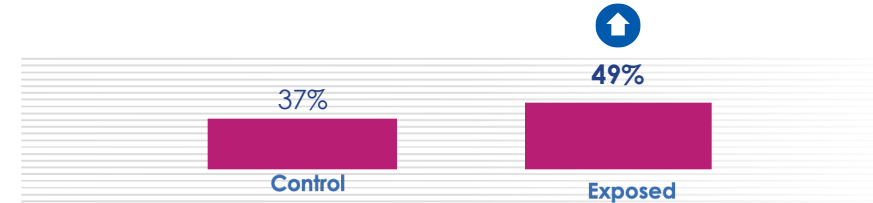


■ Control ■ Recall

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

DAX helps to improve impressions of a brand:

(Base: : All respondents. Control sample n=150, Exposed: 150)



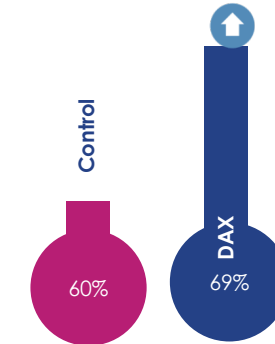
Brand Awareness

Strong level of campaign cut-through



Uplift in unprompted ad awareness for Santander for exposed listeners

Brand consideration



Consideration increased further with recall of the campaign

Base: : All respondents. Control sample n=150, Exposed: 150)

Call to action

The DAX campaign drove positive action

(Base: DAX recall, n=63)

