Client Objective

Moonpig wanted to raise awareness and consideration of their greeting cards and flowers by building their association with key occasions and retail moments on air.

How did Radio help?

Moonpig’s sponsorship of Heart Daytimes integrated them seamlessly into their target audience’s day, through always-on messaging. This allowed Moonpig to tap into key retail moments on-air, from Valentine’s Day to Mother’s Day whilst being integrated into the show as a whole.

Strategic bursts of on-air trails alongside the sponsorship enabled Moonpig to connect with new and existing customers at relevant times. By highlighting the ease of using the app or website as well as showcasing the variety of cards, flowers and gifts available, we enabled Moonpig to reach their objectives of increasing frequency of purchase from existing customers, as well as attracting new customers.

Weekly features and live reads throughout the day drove engagement, as well as adding a conversational layer to the campaign with presenter engagement. Furthermore, the competitions on the Heart website reinforced the “I know” message that “it’s never been more convenient to make someone feel special”, thanks to the convenience and ease of the Moonpig website or app. The weekly features, online page, competitions and sponsorship ultimately contributed to Moonpig’s objective of driving sales.

Did it work?

57% of listeners who recalled the Radio activity said they were likely to consider Moonpig, significantly more than non-listeners.

+33% Consideration of Moonpig greetings cards and flowers was boosted significantly by the campaign.

+48% Brand perceptions saw an average increase of 48%, demonstrating that impressions of Moonpig were improved as a direct result of the campaign.

For more information, contact the Global insight team, insight@global.com

Source: Differentology research, 2020
Research methodology
Independent research agency Differentology conducted a robust quantitative online study to investigate how well the Global Radio campaign managed to improve key metrics for the Moonpig brand. A 10-minute post wave survey was run with n=550 participants in April 2020.

Prompted Brand awareness (Moonpig)
As a key objective, radio successfully drove awareness of Moonpig
(Base: Control sample n=200, Test n=350, Test Recall n=138)

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>Test</th>
<th>Test Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listeners</td>
<td>71%</td>
<td>83%</td>
<td>75%</td>
</tr>
<tr>
<td>Heart listeners</td>
<td></td>
<td></td>
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<tr>
<td>Heart listeners who recalled</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Brand image
Core brand perceptions increased significantly
(Base: Control sample n=200, Test Recall n=138)

- Makes life more caring
  - Benchmark: 35%
  - Control: 30%
  - Test: 49%
  - Test Recall: 55%
  - +63%
  - +57%

- Is good value for money
  - Benchmark: 34%
  - Control: 34%
  - Test: 52%
  - Test Recall: 52%
  - +53%
  - +53%

Brand consideration
Consideration increased further with recall of the radio campaign
(Base: Control sample n=200, Test n=350, Test Recall n=138)

- Control
  - Consideration: 67%
  - Recall: 71%
  - +4%

- Test
  - Consideration: 68%
  - Recall: 78%
  - +10%

- Test Recall
  - Consideration: 87%
  - Recall: 87%
  - +10%

Call to action
The Global campaign drove recommendation
(Base: Control n=200, Test Recall n=138)

- Control: 33%
- Test: 67%
- Test Recall: 86%

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Source: Differentology research, 2020