Client Objective
TalkTalk partnered with Global to build brand awareness, engagement, fame and ultimately consideration for the brand. Aligning with Heart allowed TalkTalk to reach their target audiences at scale, frequently & with content that would emotionally resonate & active associations with TalkTalk as a trusted & fair provider.

How did Global help?
TalkTalk’s partnership was anchored in sponsoring Heart Breakfast allowing for high frequency messaging to speak to families daily to strengthen their brand positioning of ‘fairer broadband for everyone’ & product offerings. Sponsorship idents centred on common scenarios that families consume broadband in the home, whether that’s gaming, shopping or binge watching your favourite TV show. This put TalkTalk at the forefront of being a provider that can keep busy family homes connected no matter what their requirements were.

A daily benchmark feature ‘Wake Up & Win’ was created giving listeners the chance to win £2,000 cash allowing TalkTalk to align with amazing feel good winning moments within the show each day, while driving key messages around their ‘fibre broadband’ offering.

Driving engagement & fame for TalkTalk was another strand of the partnership which resulted in the creation of a content series called ‘Show us Your...’ focused on getting listeners to share their feel good family moments at various times across the year like Summer, Halloween & Christmas. The series was supported on-air, digitally, CRM & social, with talent getting involved to share their family moments to drive inspiration & engagement too.

Did it work?
- 57% of listeners who recalled the Radio activity said they were likely to consider TalkTalk, significantly more than non-listeners.
- 71% Of those that recalled the campaign said they had a better impression of TalkTalk as a result, an uplift of 97% from the control.
- +183% Uplift (versus control) against the brand statement ‘TalkTalk is fair and transparent’, demonstrating the extent to which the campaign’s key message cut through with Heart listeners.

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

Source: Differentology research, 2020
Research methodology

Independent research agency Differentology conducted a robust online tracking survey to investigate how well the Global Radio campaign managed to improve key metrics for the TalkTalk brand. 4 dips of research were conducted across the year after key bursts of activity. Each dip consisted of 800 respondents, a total of 3,200 respondents across the year.

Promoted Brand awareness (TalkTalk)

As a key objective, radio successfully drove awareness of TalkTalk
(Base: Control sample n=300, Test n=500, Test Recall n=212)

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>Test</th>
<th>Test Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>86%</td>
<td>86%</td>
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</tbody>
</table>

Brand image

Core brand perceptions increased directionally
(Base: Control sample n=300, Test Recall n=212)

- Is fair and transparent: 8% +183%
- Makes things simple to understand: 9% +122%
- Does things in new and different ways: 6% +88%

Brand consideration

Consideration increased further with recall of the radio campaign
(base: Control sample n=300, Test n=500, Test Recall n=212)

- Control: 30%, Test: 46%, Test Recall: 65% +117%
- Control: 30%, Test Recall: 46% +53%

Word of Mouth

The Global campaign drove recommendation
(Base: Control n=300, Test Recall n=212)

- Control: 7%, Test Recall: 22% +71%

Isolating the campaign impact

Listeners

<table>
<thead>
<tr>
<th>Sample Group</th>
<th>Target</th>
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<tbody>
<tr>
<td>Control</td>
<td>☑️</td>
</tr>
<tr>
<td>Heart listeners</td>
<td>☑️</td>
</tr>
<tr>
<td>Heart listeners who recalled</td>
<td>☑️</td>
</tr>
</tbody>
</table>

Advertising Recall

Strong level of campaign cut-through

43% of consumers could recall the radio activity
(Base: Test sample n=4941)

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Source: Differentology research, 2020