Client Objective

The objective was to:
- Dramatise what arthritis steals from people
- Provoke conversations about arthritis
- Encourage people to join Versus Arthritis and speak out against the condition

How did Radio help?

Versus Arthritis ran a campaign across all radio brands, DAX and Podcasts in April. The campaign was broken out into multiple differences.

Stolen Stories: Audio top and tailed an ad break. The first piece was those with arthritis discussing how the condition affects them, with gaps of silence to illustrate how it steals from them. The gaps were placed back in for the end so people who hear what was missing.

Tactical Bulletins: Airtime spots (strategically placed near the weather news) with bulletin style audio to focus on how different weather affects those with arthritis.

Diary Piece: Each day, across a week, listeners heard the “diary entries” of a young person with arthritis to demonstrate how the condition can affect anyone and how it can fluctuate.

LBC Special Report Week: 5 x interviews on LBC, across a week, with contributors from the charity and those with arthritis.

Takeover Day: 22 different Global talent voiced long-form trails discussing how arthritis had impacted someone they love.

Delivering over 313 million impacts and a reach of 26 million.

Did it work?

83% of listeners who recalled the activity said they were likely to consider using services offered by Versus Arthritis significantly more than non-listeners.

20% Went on to visit the Versus Arthritis website, demonstrating that utilising dynamic creative was effective.

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 campaign managed to improve key metrics for the Versus Arthritis brand. A 10-minute single wave forced exposure survey was run with n=1000 participants in April 2020.

Isolating the campaign impact

- Sample Group
  - Control
  - Global listeners
- Listeners
  - To Global services
  - Global listeners who recalled

Advertising Recall
Strong level of campaign cut-through

- 40% of consumers could recall the radio activity

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Brand awareness (Versus Arthritis)
As a key objective, radio successfully drove awareness of the Versus Arthritis charity
(Base: Control sample n=400, Test n=600, Test Recall n=237)

- Controls 30%
- Test 34%
- Test Recall 56%

Brand image
Core perceptions increased significantly
(Base: Control sample n=400, Test Recall n=237)

- I understand how arthritis impacts me
  - Control 18%
  - Test 33%
  - Test Recall 40%
  - +106%

- I should do more to support people with arthritis
  - Control 33%
  - Test 39%
  - Test Recall 63%
  - +63%

- You lose the ability to be close to your family and friends
  - Control 24%
  - Test 25%
  - Test Recall 34%
  - +36%

Brand consideration

Consideration increased further with recall of the campaign
(Base: Control sample n=400, Test n=600, Test Recall n=237, *Average result across G1b-G7d shown)

- Control 38%
- Test 53%
- Test Recall 63%

Call to action
The Global campaign drove positive action
(Base: Test Recall sample group, n=237)

- 69%

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Significant uplift (95% level)

Source: Differentology research, 2020