

FCA Co-Branded Campaign with LBC

FCA partnered with LBC to raise awareness and consideration of their website, ScamSmart, to help prevent pension scams.

Overview

FCA created a branded campaign with LBC to raise awareness and consideration of their website, ScamSmart, aimed at preventing pension scams. The campaign successfully drove awareness, consideration and perceptions.

Audience

Pension
Holders

Category

Finance

Product



Goal

Increase awareness and consideration.

The FCA wanted to increase awareness and consideration of their pension scam prevention website, ScamSmart.

Solution

Content Solutions on LBC.

LBC brand tailored ads, live reads & on-air interview.

Global ran co-branded content with the FCA across with LBC.

Results

LBC listeners were significantly more aware (+15%) of ScamSmart than non-listeners. Listeners also had a better overall impression (+17%) of ScamSmart than non-listeners. Significantly more listeners (+20%) also agreed that they were likely to consider ScamSmart in the future because of the campaign activity.

Awareness

Significantly more LBC listeners were aware of ScamSmart when prompted, +15% more than non-listeners.

+15%



Perceptions

Significantly more listeners reported they had a better impression of ScamSmart, +17% when compared to non-listeners

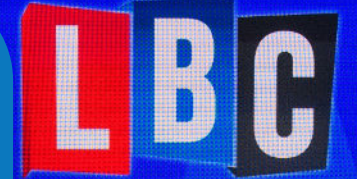
+17%



Consideration

LBC listeners said they were more likely to consider ScamSmart in the future, +20% more than non-listeners.

+20%



LEADING BRITAIN'S CONVERSATION

RADIO MOBILE "PLAY LBC"

