

Making a Difference

Save the Children wanted to drive perceptions and consideration of their Christmas Jumper Day.

Overview

Save the Children ran radio and outdoor advertising across Global to drive perceptions and consideration of their Christmas Jumper Day. The campaign successfully drove all key brand metrics.

Audience

20-54s

Category

Charities & Government

Product



Date: December 2022



Goal

Improve perceptions and consideration.

Save the Children aimed to drive perceptions and consideration of their 'Christmas Jumper Day'.

Solution

Airtime and Roadside.

Save The Children ran a series of airtime ads across 6 Global radio brands, as well as outdoor, roadside activity.

Results

Global radio listeners, as well as those exposed to the outdoor activity were significantly more aware (+3%) of the Save The Children brand than those not exposed. Listeners and those exposed to the outdoor activity also had a better overall impression (+14%) of Save The Children than those not exposed. Significantly more listeners and those exposed to the outdoor activity (+66%) also agreed that they were likely to consider Save The Children in the future because of the campaign activity, more than those not exposed.

Awareness

Listeners and those exposed to the outdoor activity were more aware of STC, +3% against those not exposed.

+3%



Perceptions

Listeners and those exposed to the outdoor activity had a better impression of STC, +14% against those not exposed.

+14%



Consideration

Listeners and those exposed to the outdoor activity were likely to consider STC in the future, +66% against those not exposed.

+66%

