

# 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'.

## 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.

## Solution



### Airtime and Roadside.

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

### Awareness

+3%



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

### Perceptions

+14%



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

### Consideration

+66%



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

