



Very: Loud and Clear

Very partnered with Global and ran a series of ads across several radio brands and DAX.

Overview

Very ran activity across radio and DAX to increase brand awareness and perception amongst their target audience of C1C2 adults. The campaign successfully drove all key brand metrics.

Audience

C1C2 Adults

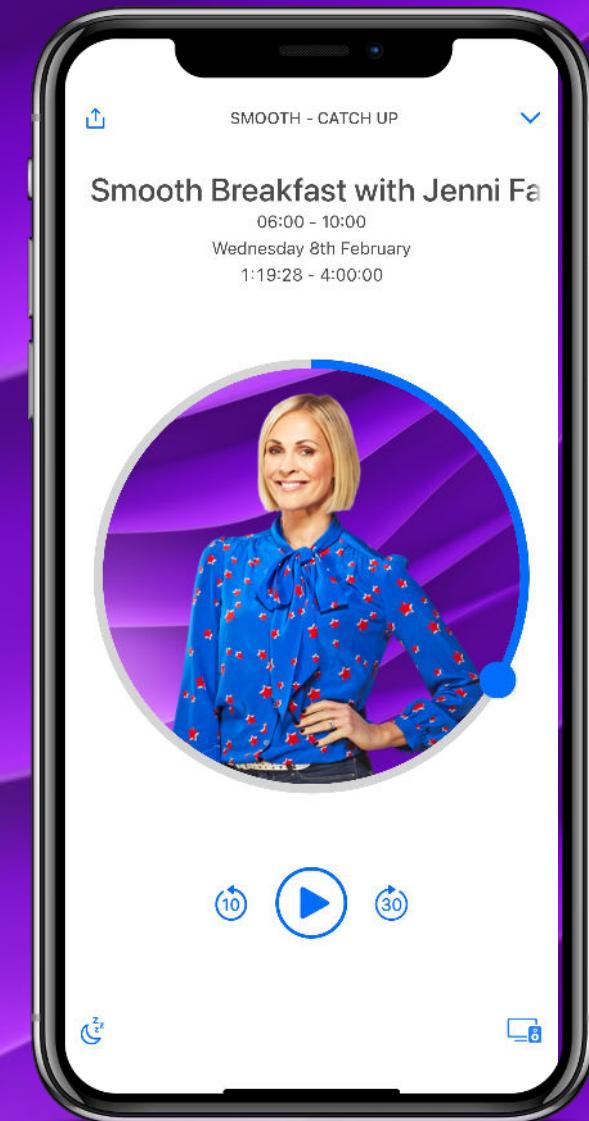
Category

Retail

Product



Date: February 2023



Goal

Increase brand awareness and perception.

Very's primary aim was to increase brand awareness and perception amongst their target audience.

Results

Heart, Capital, Capital Xtra, Radio X, Smooth and DAX listeners were significantly more aware (+11%) of the Very brand than non-listeners. Listeners also had a better overall impression (+71%) of Very than non-listeners. Significantly more listeners (+50%) also agreed that they were likely to consider Very in the future because of the campaign activity, when compared to non-listeners.

Solution

Content Solutions using multiple radio brands and DAX.

Very ran a year-long series of content solutions activity across Heart, Capital, Capital Xtra, Radio X and Smooth. Very also utilised DAX.

Awareness

+11% 

Significantly more listeners were aware of Very when prompted, +11% more than non-listeners.

Perception

+71% 

Significantly more listeners reported they had a better impression of Very, 71% when compared to non-listeners

Consideration

+50% 

Significantly more listeners said they were more likely to consider Very in the future, 50% more than non-listeners.