

# giffgaff

Using radio to help drive awareness and understanding of a new brand

## Listeners recognising the sponsorship



## Background

There After only launching in early 2011, giffgaff's SIM only phone proposition still had relatively low awareness. giffgaff's agency wanted a high profile partnership that would build awareness of their brand, key 'Set Yourself Free' proposition and messages of flexibility, choice and control to their core 18-30 audience.

## Why radio?

Utilising radio in the post-Broadcast Code era meant that giffgaff could become totally ingrained in the key editorial content of a station and truly bring their 'Set Yourself Free' proposition to life. Radio's ability to extend beyond just airtime or promotions was also key in bringing the giffgaff name and proposition to the streets of the UK.

## Implementation

Kiss developed the concept and launched 'The Kiss Chosen One, unlocked by giffgaff' which would result in the winner becoming the host of their own show on Kiss. A 9 week campaign split into three search phases (audition, selection and reveal) ran across all of the Kiss' platforms. giffgaff's 'Set Yourself Free' proposition was communicated through promotional trials and online copy with all on air messaging also tagged with their brand name. The underlying premise of the search was all about 'unlocking potential, talent and being set free' replicating the key brand messages of giffgaff.

The 'Kiss Chosen One' search also extended beyond the airwaves with auditions taking place at four high profile shopping centres across London and allowed giffgaff to have a high footfall and ground presence to get their SIM cards in the hands of an even wider audience. Video content from across the search process was also uploaded to YouTube, Facebook and the Kiss website all of which featured giffgaff branding and communication within them.

## Results

Prompted brand awareness of giffgaff doubled over the 9 week campaign period with 61% of listeners recognising the sponsorship (up from 38%). 55% of listeners also said that the radio campaign has made them more likely to consider giffgaff.

## Radiocentre Comment

The development of content which revolved around the key brand proposition "set yourself free" was key to the success of this particular campaign and again an excellent example of radio's ability to develop an innovative idea which would benefit both station and brand as well as enhance the listener experience.