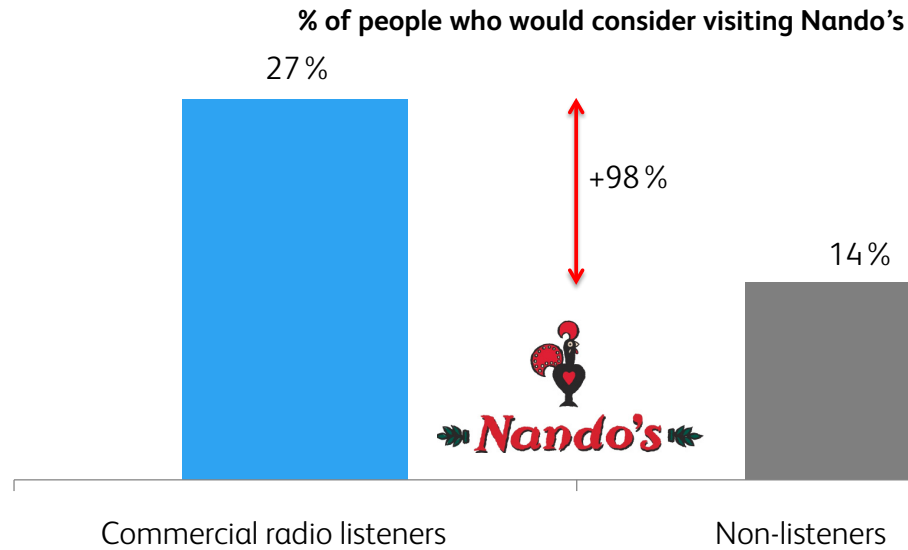


Nando's Restaurants

Using radio to change people's minds



The Challenge

Many people find Nando's a little hard to understand as a restaurant - there are Latin and African cues in the music and decor, and the service is different from other restaurants. The fact that it's Portuguese doesn't resolve the problem. So it can fail to make it onto people's candidate list for restaurants. Yet it's clear that when people try Nando's, many of them love it. The challenge here was to increase trial by positioning Nando's as an accessible choice which was very relaxed and welcoming.

Why radio?

Radio's reach of the ABC1 16-34 target was very good, but radio also offered the flexibility to minimise wastage by targeting only certain

localities and concentrating airtime on certain days of the week. In addition, because radio can work at an emotionally engaging level, it allowed the "Spirit of Nando's" to be brought to life - this was key for making the brand accessible.

Implementation

The activity was devised as a conventional spot advertising campaign, using 30" and 60" ads concentrated between Thursday and Saturday when most visits are likely to take place. In addition, some areas also used press advertisements, but the core of the activity (88%) was concentrated on radio.

Results

The results of the advertising were measured in detail using the RAB's radioGauge methodology, and changes in consideration scores showed a very positive shift. For example, when asked if they would consider visiting Nando's, 27% of commercial radio listeners reacted positively versus only 14% of non listeners, representing a 98% jump. In addition, econometric modelling by Data2Decisions concluded that radio had generated a return on investment of over £7 per £1 spent.

Radiocentre Comment

This is a conventional spot-airtime campaign but the results clearly show that this is an effective and business building way to use the medium. It also demonstrates that radio is an effective medium for changing the way people feel about a brand at an emotional level.