

GTN PRIMESIGHT CAMPAIGN RESEARCH LUCOZADE CASE STUDY



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BACKGROUND & SAMPLE PROFILES

Lucozade campaign syncs outdoor and radio advertising

17 Jun 2015 | [Ellen Hammett](#)

Lucozade synchronises digital outdoor ads with radio spots as part of £14m brand revamp

81 Shares      

Lucozade is matching digital outdoor ads with radio spots across the UK as part of the first major push for its Energy brand since it was acquired by Suntory in 2013.

Ads for the drink appear across Primesight's new 48-sheet network in tandem with radio spots hosted on GTN stations such as Global, Bauer and Absolute Radio, allowing drivers nationwide to see and hear promotions while they're traveling.

It will run during the latter half of June and aims to generate sense of immersion for Lucozade Energy's 'Find Your Flow' messaging for 'Everyday Strivers' - the business devised from detailed TGI data.

The move is part of a wider multi-million bid to make the Lucozade Energy brand more relevant to everyday energy lulls. A core part of this will be in-store promotions at GreyShopper London as its first shopper marketing agency to help build relationships with retailers.

Lesley Stonier, marketing manager for Lucozade Energy, said: "The move is part of a wider multi-million bid to make the Lucozade Energy brand more relevant to everyday energy lulls. A core part of this will be in-store promotions at GreyShopper London as its first shopper marketing agency to help build relationships with retailers."

In a UK media national real-time outdoor ads sync

Between 17 and Primesight's new meaning that drive messaging while

Radio ads will also bulletins on all major Absolute Radio and

"This campaign shows time marketing opportunity said Nigel Fung, group

"OOH is one of the most has to offer."

Gill Reid, head of out-of-home to push the boundaries in and relevance.



New Lucozade campaign synchronises radio and billboards

Posted By: News Desk on: June 17, 2015 In: Beverage, Functional, Industries, Innovation, Marketing [Print](#) [Email](#)

Lucozade Energy has launched a national real-time marketing campaign that will see digital outdoor advertisements synchronised using syndicated commercial network supplier GTN's Network Drive.

The partnership between Lucozade, GTN and advertising companies Primesight and MediaCom will seek to connect more platforms and messages using innovative technology. Out-of-home (OOH) advertising will appear across Primesight's digital 48-sheet network in tandem with radio spots across the Network Drive package, meaning that drivers will both see and hear Lucozade Energy's Find Your Flow advertisements while they are travelling.

Launching today and running until 26 June, the campaign will seek to make Lucozade Energy more relevant to everyday energy lulls. The radio advertisements will be broadcast alongside GTN's traffic and travel bulletins on major radio groups and stations including Global, Bauer, Absolute Radio and TalkSport.

CAMPAIGN BACKGROUND



- **17th – 26th June 2015**
 - **Spots between 4-7pm, Monday - Friday only**
 - **Medium-weight**
5 OTH @ 40% across the campaign period
- **17th – 26th June 2015**
 - **Spots up-weighted at specific GTN spot times between 4-7pm**
 - **Nationally running on Primesight's 48 sheet network**

RESEARCH BACKGROUND

- In June 2015, Lucozade Energy ran a campaign through Mediacom, synchronising digital outdoor ads from Primesight’s new digital 48 sheet network, with radio spots on GTN’s Network Drive.
- Post campaign research was designed to look at the individual and combined impact of these media:

QUANTITATIVE STAGE

- Samples of motorists aged 16-54 were sourced and split by their potential media exposure:

Radio & Digital OOH	Regularly listen to a station carrying Network Drive & (between 4-7pm, Monday - Friday only) regularly drive by digital OOH site
Radio only	Regularly listen to a station carrying Network Drive (between 4-7pm, Monday - Friday only) but do not drive by digital OOH site
Digital OOH only	Regularly drive by digital OOH site but do not listen to a station carrying Network Drive
Control	Do not listen to a station carrying Network Drive & do not drive by digital OOH site
- Across each sample group, outline quotas have been set by area, sex, age and socio-economic grade to gain balanced, matched samples.
- **QUALITATIVE STAGE**

Telephone mini-depth interviews were carried out amongst 16-54 year old motorists who were identified from the quantitative stage as being aware of both elements of the Lucozade campaign.

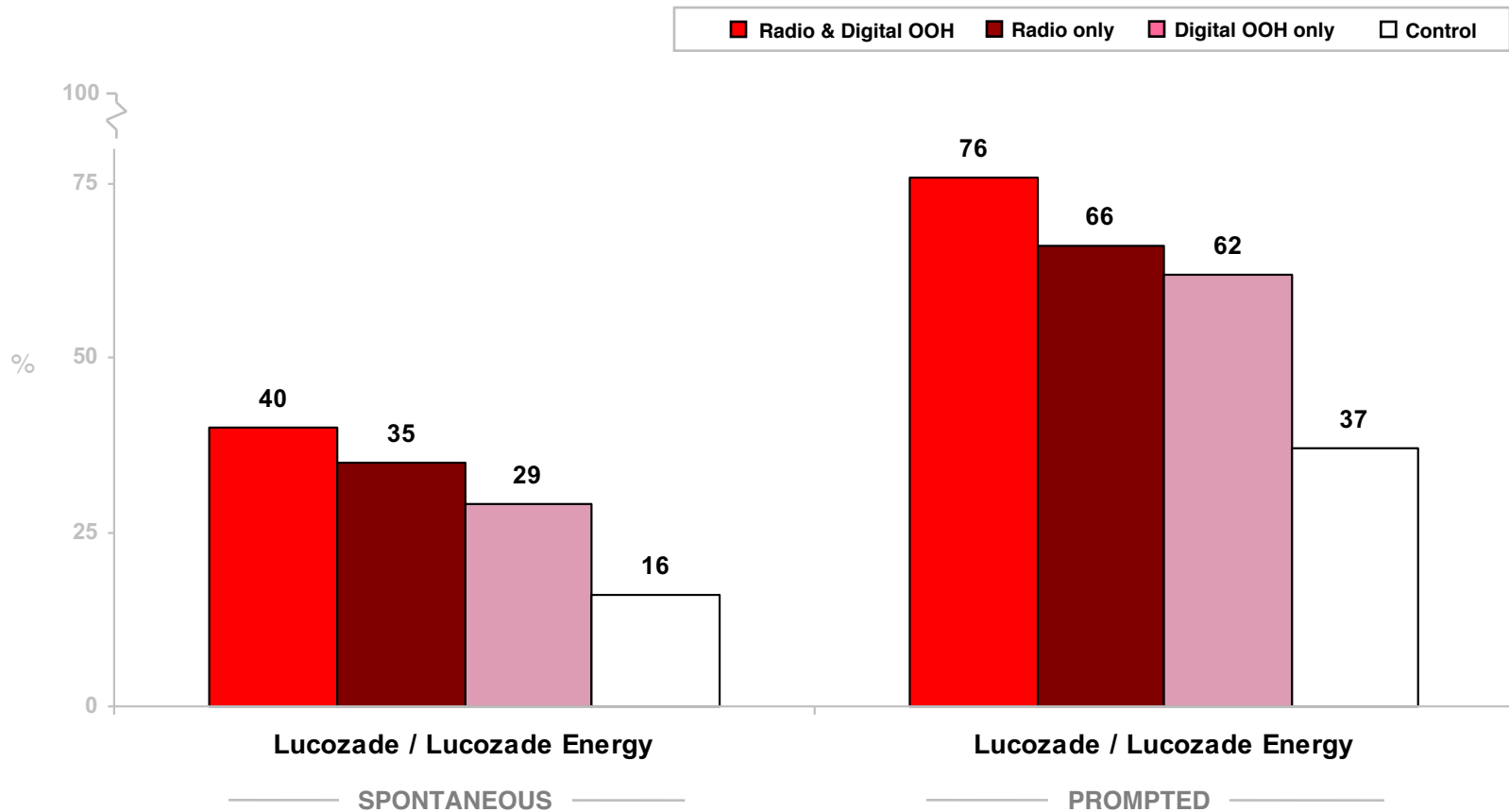
SAMPLE PROFILES

		RADIO & DIGITAL OOH	RADIO ONLY	DIGITAL OOH ONLY	CONTROL
		202	204	201	104
		(%)	(%)	(%)	(%)
GENDER					
	Male	52	49	50	52
	Female	48	51	50	48
AGE					
	16-34	48	49	48	47
	35-54	52	51	52	53
S.E.G.					
	ABC1	57	55	55	54
	C2DE	43	45	45	46
AREA					
	Birmingham	39	40	40	38
	Edinburgh	30	28	30	30
	Glasgow	31	32	30	32
NETWORK DRIVE STATION LISTENING FREQUENCY					
	5-7 days a week	76	75	n/a	n/a
	2-4 days a week	24	25	n/a	n/a
DIGITAL OOH SITE DRIVE-BY FREQUENCY					
	5-7 days a week	35	n/a	38	n/a
	2-4 days a week	65	n/a	62	n/a

QUANTITATIVE: ADVERTISING METRICS

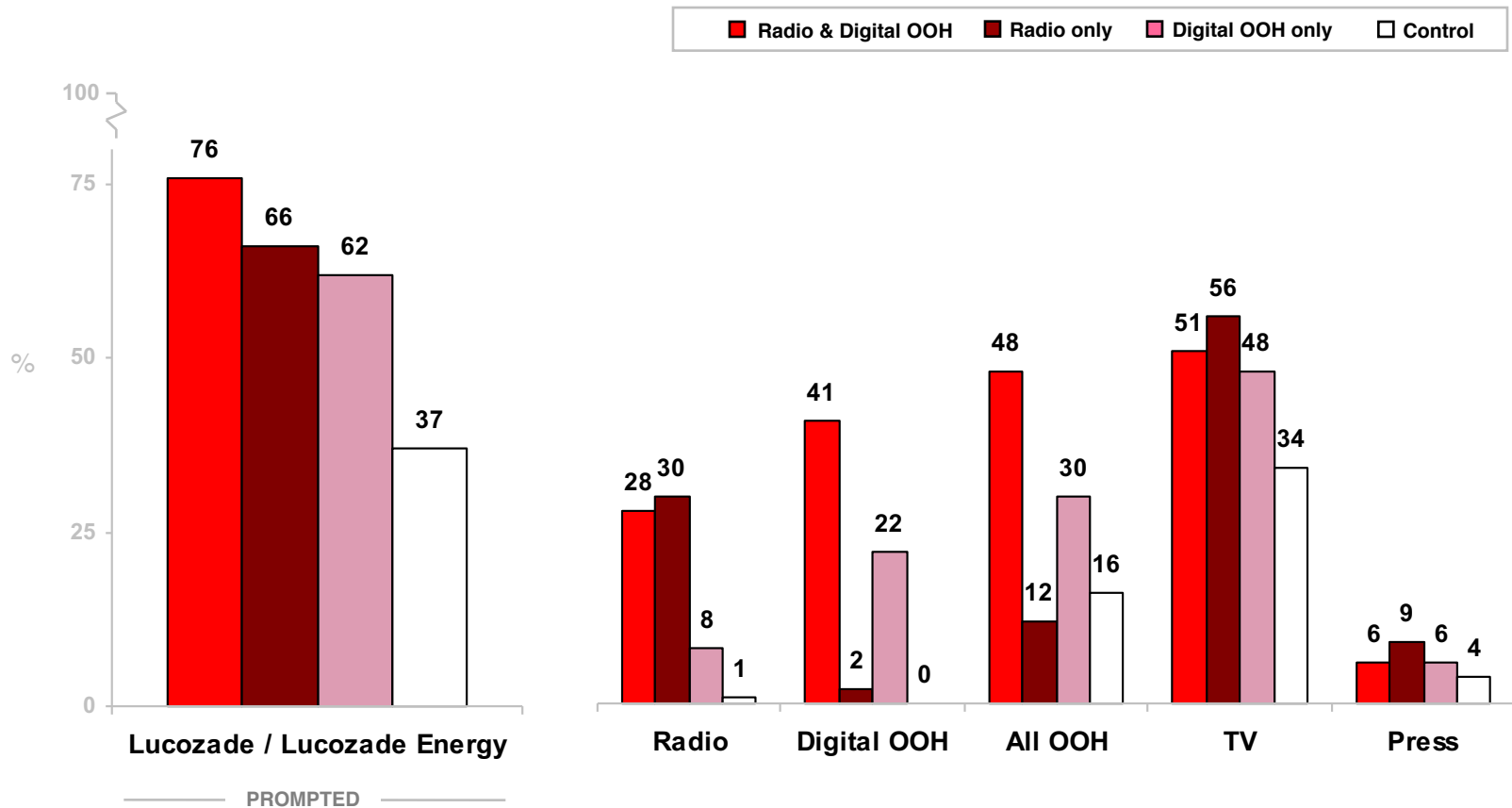
ADVERTISING AWARENESS - SPONTANEOUS & PROMPTED

- Q Have you seen or heard any advertising in the last week or so, for any brands of energy drinks?
- Q Have you seen or heard any advertising for Lucozade Energy in the last week or so?



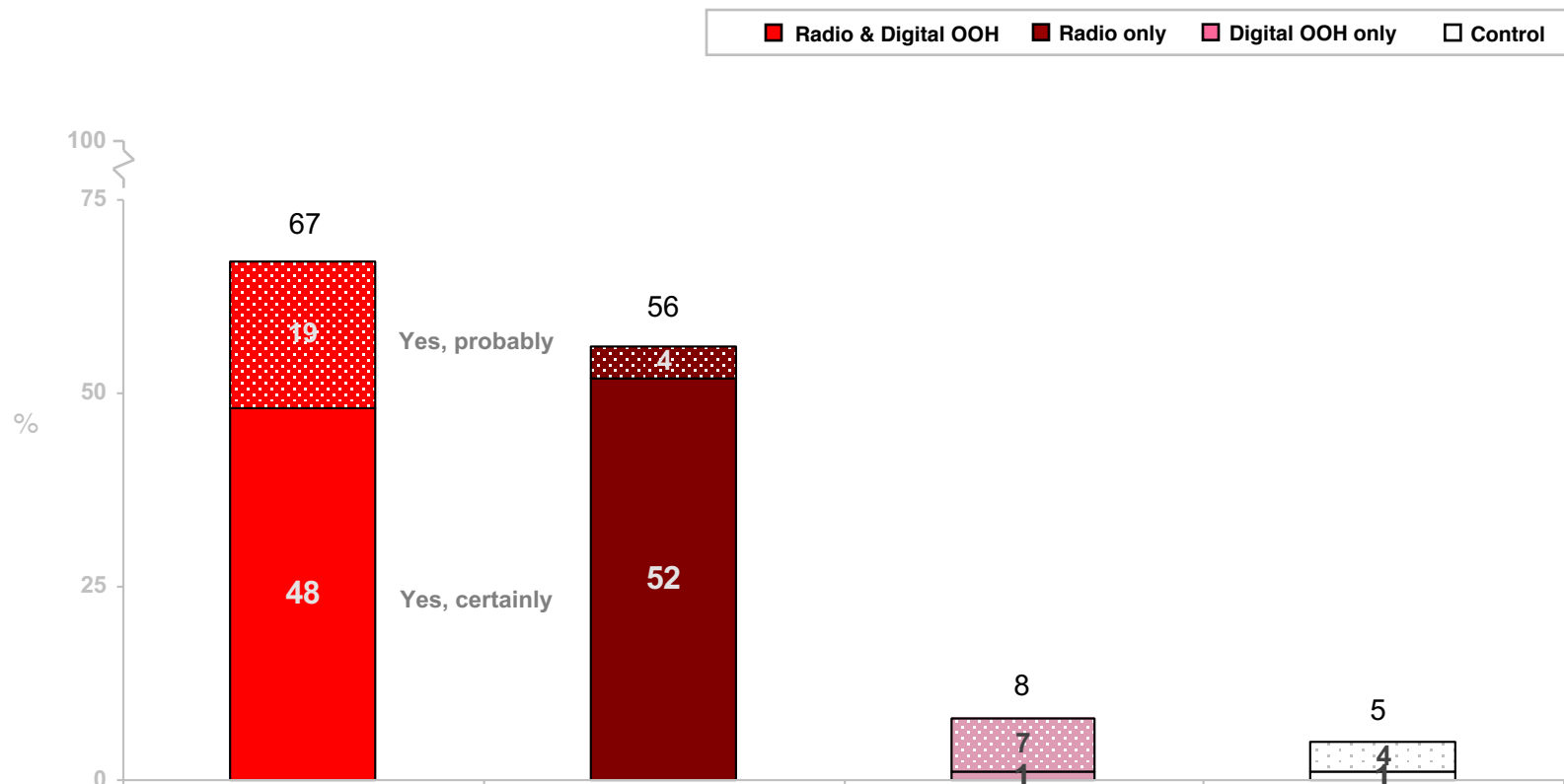
ADVERTISING AWARENESS & MEDIA ATTRIBUTION - PROMPTED

- Q Have you seen or heard any advertising for Lucozade Energy in the last week or so?
- Q Where have you seen or heard the Lucozade Energy advertising?



NETWORK DRIVE ACTIVITY RECOGNITION

Q Please listen to this radio clip. Have you heard this radio advertising recently?

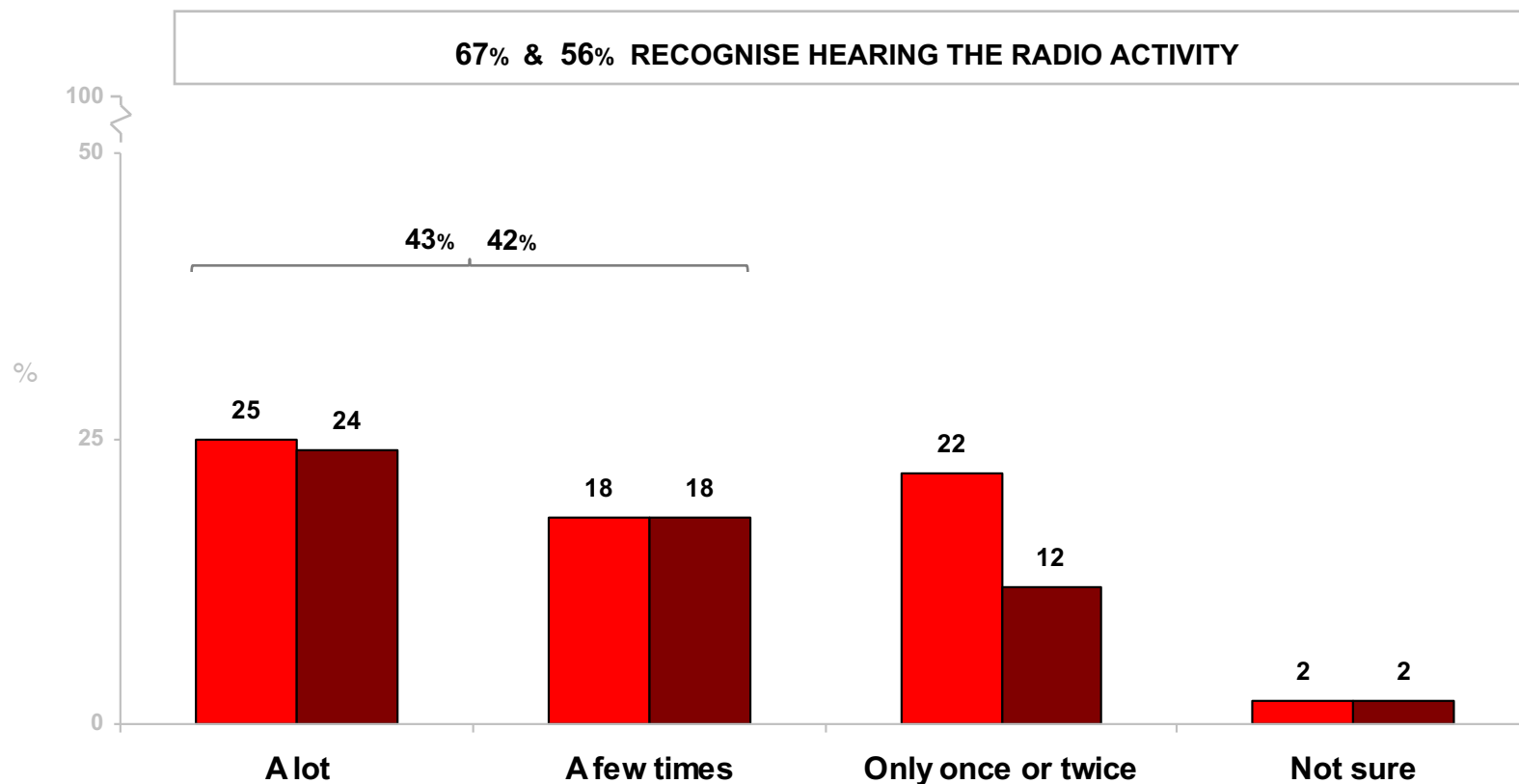


Base: All

NETWORK DRIVE ACTIVITY FREQUENCY OF HEARING

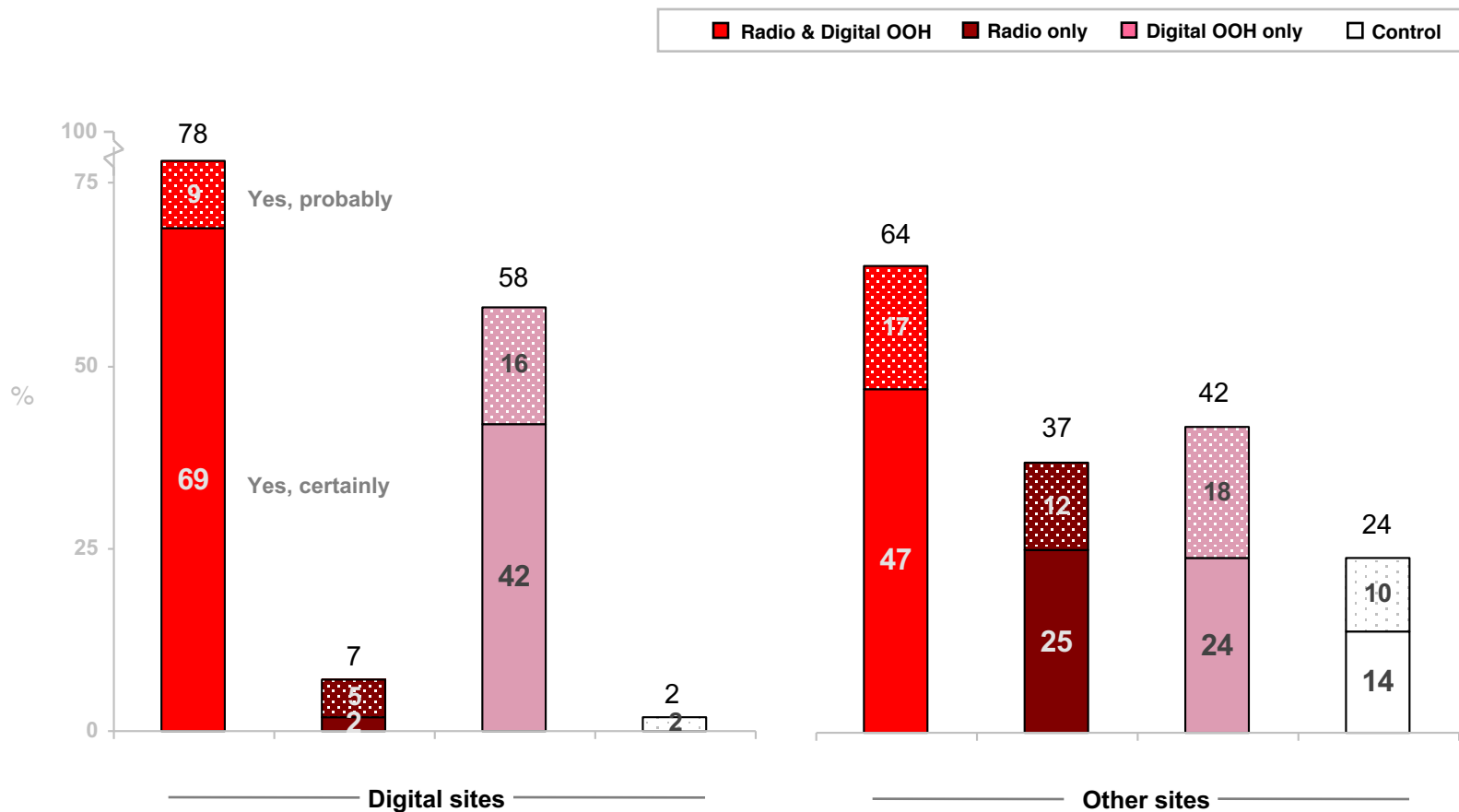
Q Have you heard much of this radio advertising recently?

■ Radio & Digital OOH ■ Radio only



OOH ACTIVITY RECOGNITION

- Q** Please have a look at this digital poster advertising. Have you seen this poster advertising recently...
 i) ...at the specific digital sites?
 ii) ...anywhere else ?

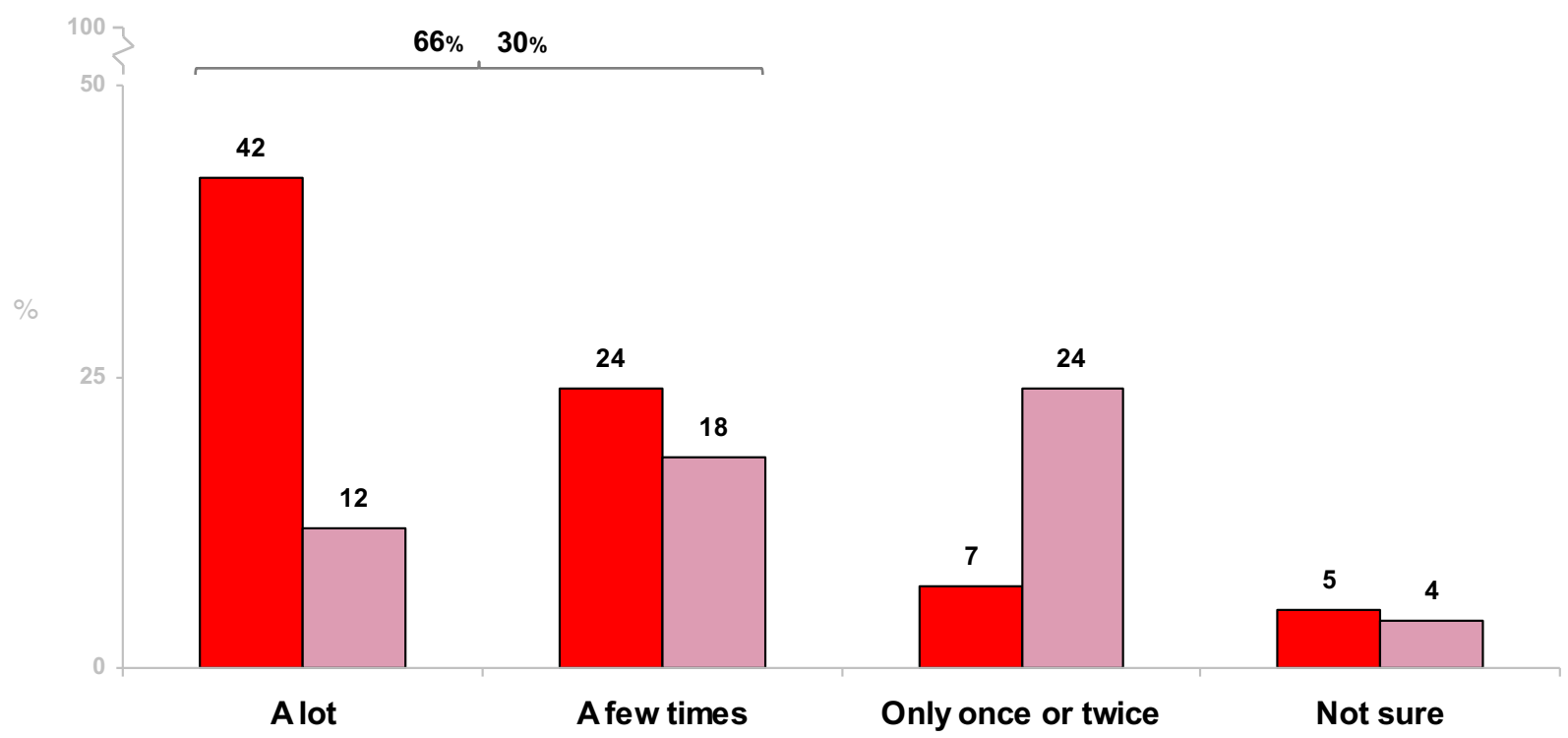


OOH ACTIVITY FREQUENCY OF SEEING

Q Have you seen much of this advertising on the digital posters recently?

■ Radio & Digital OOH ■ Digital OOH only

78% & 58% RECOGNISE SEEING THE DIGITAL OOH ACTIVITY

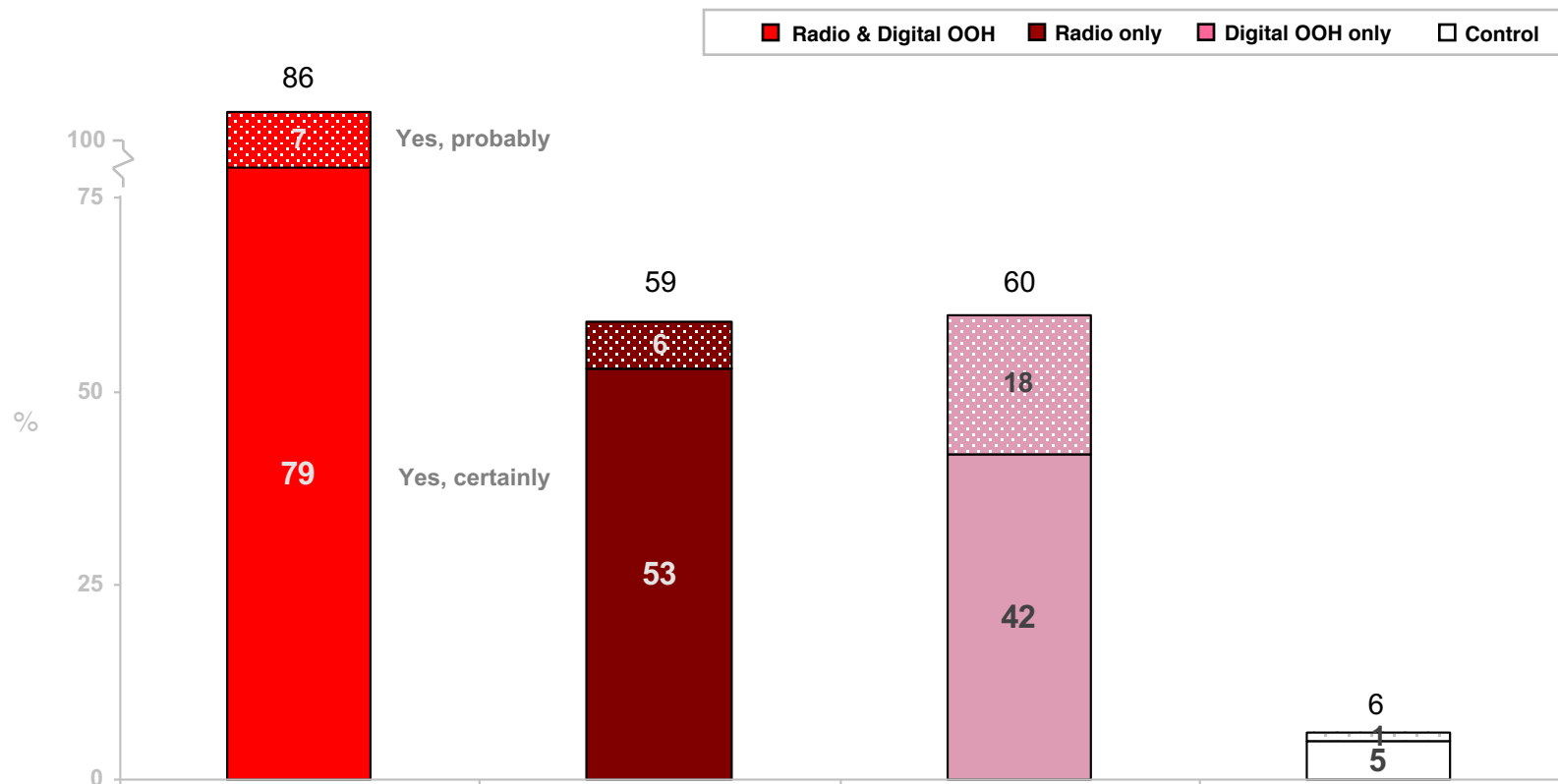


NETWORK DRIVE & DIGITAL OOH ACTIVITY RECOGNITION - NET TOTAL

Q Please listen to this radio clip. Have you heard this radio advertising recently?

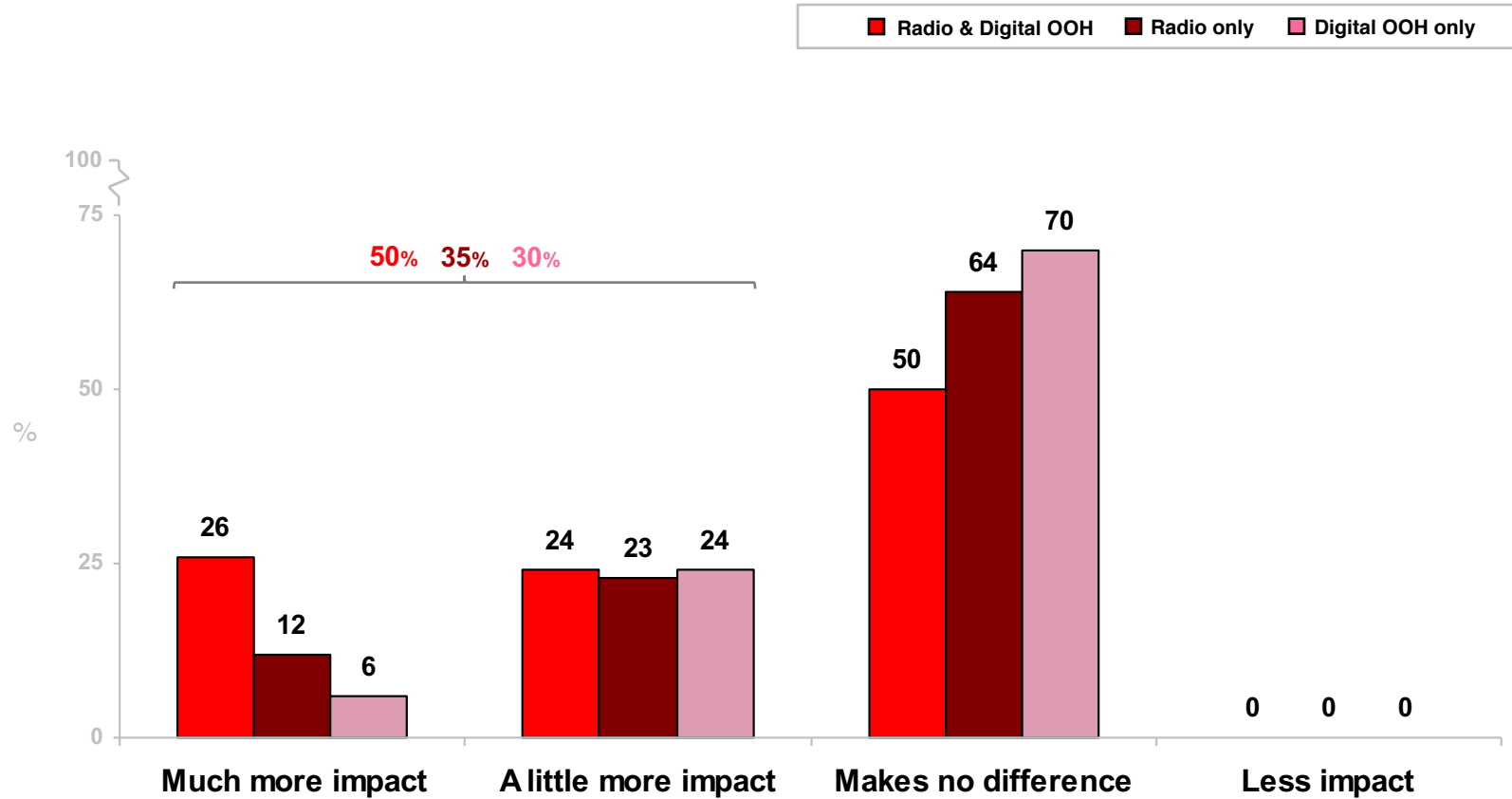
&

Q Please have a look at this digital poster advertising. Have you seen this poster advertising recently at the specific digital sites?



NETWORK DRIVE & DIGITAL OOH ACTIVITY ADVERTISING EFFECT - DUAL EXPOSURE

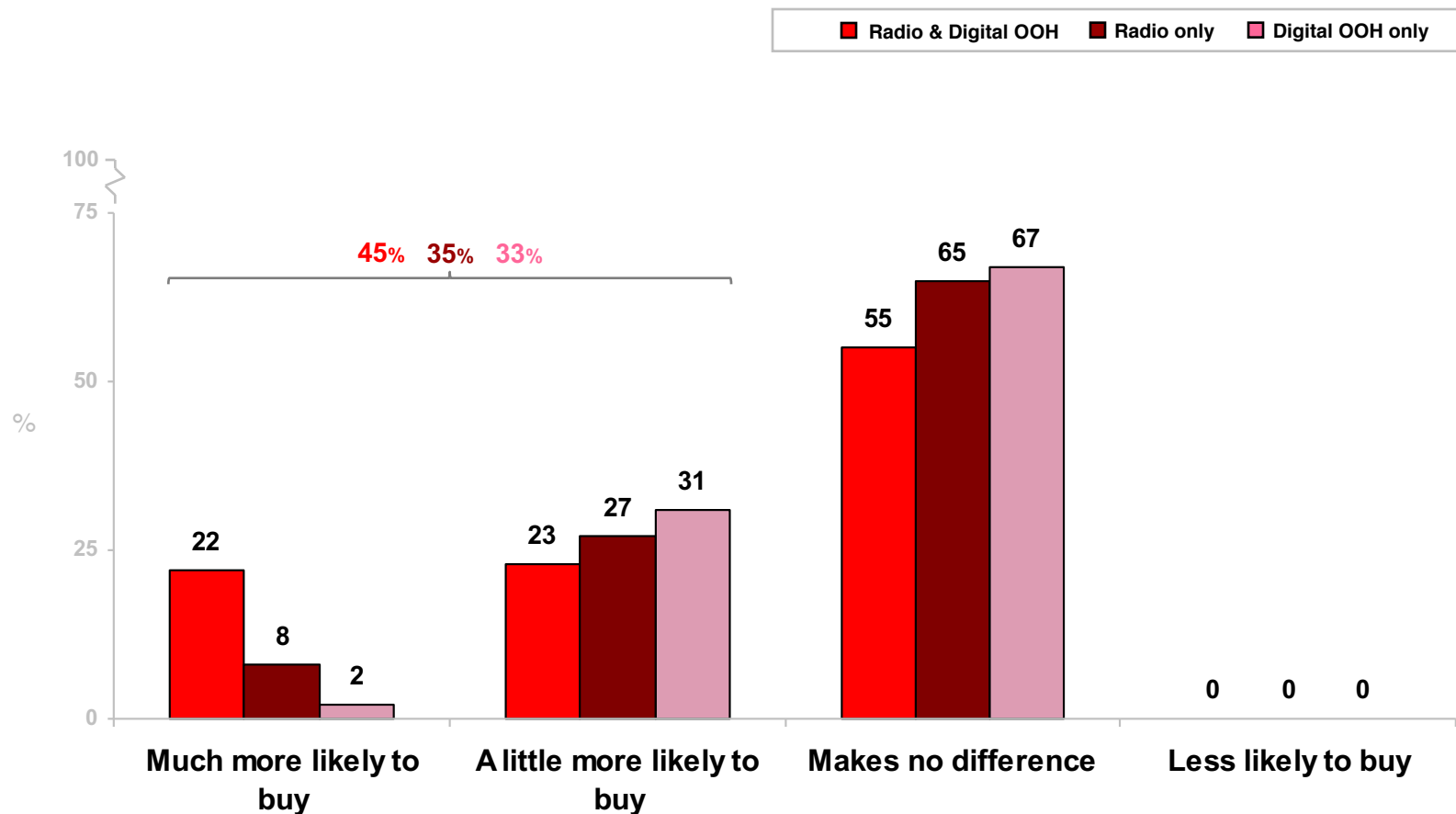
- Q** If you were to see the Lucozade Energy digital poster whilst hearing the ad on the radio in your car...
a) ... do you think the advertising would have more or less impact?



NETWORK DRIVE & DIGITAL OOH ACTIVITY

ADVERTISING EFFECT - DUAL EXPOSURE

- Q** If you were to see the Lucozade Energy digital poster whilst hearing the ad on the radio in your car...
 b) ... would it make you any more or less likely to consider buying Lucozade Energy?



QUALITATIVE: INSIGHTS

MOTORISTS/LISTENERS NETWORK DRIVE AND OOH DIGITAL SITES

- Both specific media products are recognised as having stand-out qualities ...
 - Network Drive...
 - “Yes, I listen in the rush hour mainly. When it comes on I turn the radio up a notch. Important because I travel widely and it’s critical – if there’s a 10 minute delay it’s really problematic.”
 - “It’s one of the reasons I switch the radio on as soon as I get in the car.”
 - “I do (listen to Traffic & Travel bulletins) because the M8 is always on, there’s always something going on and you need to know about it.”
 - “I instinctively listen for traffic info, I put the radio up when it comes on and shush the kids if they are in the car, it’s very important for me.”
 - Digital OOH...
 - “Yes, just one of the landmarks you get used to and I like to see what’s new when there’s a new advert on it”
 - “Clever place for them as I’m always stuck in a jam there.”
 - “There’s a big billboard near the mosque, I use it to know where to turn off.”
 - “You can’t bloody miss them! I always see the big poster and know I’m about half way there. Actually I’m past the worst of the journey on the way home.”

NETWORK DRIVE & DIGITAL OOH ACTIVITY

REACTIONS TO THE NETWORK DRIVE & OOH DIGITAL CAMPAIGN

- In terms of cut-through, for both the radio and the OOH activity, the creative and the medium are acknowledged ...
 - Network Drive...
 - “I heard it half a dozen times, I always have the radio on in the car. It comes on automatically in the travel news. Comes across because it’s catchy”
 - “They are very noticeable because you listen out for the travel news but they are also good fun and I like the rapping thing going on, makes you remember it.”
 - “I hear all the ads I think, but I like the Lucozade ones, they stick out from the rest, I like the rhyming style, it’s fun”
 - Digital OOH...
 - “It’s bright, you are drawn to it and I’m always driving along here so I do see what is advertising on this poster.”
 - “They’re in two good sites and they’re very eye-catching. It’s boring driving down those roads so a good place to put them.”
 - “They were in a brightly coloured square pattern, some with just a few squares some with lots. I’m pretty sure the colours are different flavours. You notice the big ones first and then start seeing all the smaller ones.”

NETWORK DRIVE & DIGITAL OOH ACTIVITY

IMPACT OF THE COMBINED RADIO AND DIGITAL OOH ADVERTISING

- **Motorists/radio listeners were easily able to imagine the combined impact created by the Network Drive and digital OOH campaign ...**
 - “I know it has more impact because I knew I was getting more about Lucozade, it was on the radio, it was there when I was driving, radio and posters. And when I was just out and about. I’m looking out for the new flavours”
 - “I had noticed that they go together well. I started seeing the poster and, not exactly doing the rap from the radio, but thinking about it at least.
I hear the advert in my head when I see the poster”
 - “The more ways they use the more me and my kids will notice it. But I’ll be listening out for the traffic bulletins and I suppose I use big billboards when I’m driving around, so yes, they’ll get me this way.”
 - “If you hear the radio ad and then see the poster you’re more likely to choose that drink. When we stopped I bought the new pink one, otherwise I’d have just gone for another soft drink. I had my Mum with me and I bought her one as well. She enjoyed it so she’ll probably buy it in future.”

SUMMARY

SUMMARY

- ▶ **After the Network Drive and Primesight digital 48s campaign, levels of awareness are particularly strong and within this, those exposed to the two media elements show significantly ahead of those who were exposed to only one or other medium.**

	Radio & OOH	Radio only	OOH only	None
Awareness of Lucozade Energy advertising (prompted)	76%	66%	62%	37%

- ▶ **This advantage continues with a greater proportion of those exposed to the two media feeling the dual effect would lead to their being more likely to buy:**

More likely to consider buying as a result of hearing & seeing the Lucozade Energy advertising	45%	35%	33%	n/a
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- ▶ **In terms of the qualitative response to the campaign (amongst those having seen and heard the two media) the extensive and generally enthusiastic comments indicate far greater engagement than might usually be expected.**

Consumers recognise the importance of both media in their motoring lives and show an understanding of the greater impact the two media together will bring:

“The more ways they use the more me and my kids will notice it. But I’ll be listening out for the traffic bulletins and I suppose I use big billboards when I’m driving around, so yes, they’ll get me this way.”

THANK YOU

clark chapman
advertising and media research

