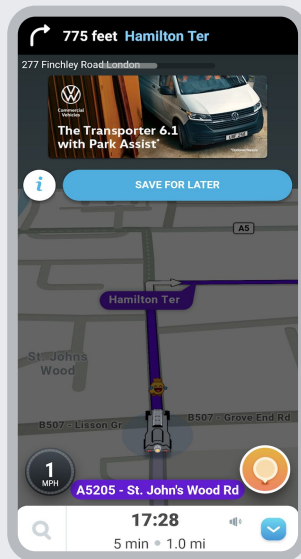


Strategy

Aligning Waze with Radio
in conjunction with
ongoing branding



Takeover

Radio

GTN's Network Drive and Newlink's solus spots provided a premium advertising opportunity across 250+ UK radio stations



Waze

Waze easily aligned the dedicated radio slots with its in-app advertising



Dual exposure campaign to boost brand sentiment and consideration

Results

Shifting perception with synchronised channels

The power of a synchronised plan across both traditional and modern media channels influenced awareness, brand sentiment, and brand consideration — a huge win for VWCV.



+3pts

in prompted awareness

88%

of van drivers exposed to Waze and Radio say they would like to have vehicles from VWCV in their fleet

2-year record

Highest peak in brand sentiment

“Working With You’ our brand mantra, it separates us apart from our competitors and this campaign did exactly that. Off the back of the 2020 campaign we experienced a two year high in brand sentiment and are exceptionally pleased with the results. We continually challenge PHD to push their media planning to drive results for the business, this campaign proves testament to that ambition.”

– Laura Bignall, National Communications and PR Manager, Volkswagen Commercial Vehicles