

CREDITORWATCH

Brief

CreditorWatch was a brand new business with no competitors. It needed to introduce its services to business owners that previously didn't have access to this kind of service. Direct response was flagged as the most important aspect in developing the campaign. Clever creative was also a priority yet it had to remain professional as it is a serious business product.

Campaign Objectives

- Introduce CreditorWatch and explain the business offering
- Drive people to the website and encourage online sign ups as possible!

Insights and Solution

- Use Government-style creative to grab listeners' attention and create authenticity
- Further enhance the top and tail campaign with live reads
- It allowed for greater frequency within an initially limited budget and, a live read script that stirs the radio announcer's emotions.

Results

- 30% increase in signups (this was combined with advertising in another channel)
- During that initial three month campaign – radio was the number one driver of sign ups
- The second radio campaign, implemented after a six month break was just as effective
- The long tail effect on brand recognition and reach has been significant for CreditorWatch.



Stations

2GB, WSFM, 3AW, 6PR, 5AA, 4BC

Campaign type

Branding/Direct Response

Promotion timeframe

8 weeks

Target market

25-39 years, 40-54 years,
55-64 years

“Given the effectiveness of the first campaign in NSW, we decided to roll out a campaign nationally, tailored to each state and its target market. If you're looking for a B2B campaign I would give serious consideration to a radio campaign. Ensure you have quality creative that still delivers the correct message and find what you believe is the correct target market.”

Patrick Coughlin, Brand & Strategy
Manager – CreditorWatch