

RADIO case study

Background

- Berocca Boost is a tablet, packed with vitamins and minerals. It contains caffeine, plus guarana, a herb native to the Amazon basin.
- FMCG brands like Berocca are always looking for new ways to capture consumers' imagination.
- The proliferation of e-commerce and voice commerce made audio an increasingly effective way to reach their consumers, particularly during a time of global pandemic.

Objectives

- Engage audio listeners in a conversation with the brand
- Encourage users to learn more about Berocca Boost through the voice skill and drive sales

Solution

- Actionable Audio Ads, where consumers listening to Global radio stations via their smart speaker can interact directly with the ad to buy the vitamin supplement using a simple voice command.
- Due to their personalization and connectivity, smart speakers allow advertisers to target their ads precisely, while contextual data such as time of day, day of week, and weather provide further relevance and accuracy.
- Transactions are frictionless while end-to-end attribution data allows the direct effect of ad spend on user engagement to be measured.
- The landmark campaign allows listeners to respond immediately to an ad that asks them to 'Open Berocca Boost' either by verbally requesting more information about the product, or by purchasing directly through a voice command.

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Results

- Unparalleled to ANY other audio ad, the average time spent in the Berocca Boost experience was 30 seconds.
- 23% conversion rate / listeners who bought Berocca Boost, with the average ecommerce conversion rate being 15%
- 42% asked for information about Berocca Boost