

# RADIO case study



## Radio Drives Brand Effect for Curél

### Background

- Branded integrations are one of the most powerful marketing strategies driving sales and brand effect. These promotions “surround the consumer” with local events, contesting, and product sampling, combined with online and broadcast messaging.
- Westwood One, the leader in radio ROI management, sought to quantify consumer response to a promotional event conducted for Curél Hydra Therapy Wet Skin Moisturizer, a product from the Kao Corporation, a major consumer personal care firm.
- Cumulus/Westwood One partnered with Spark Foundry (Curél’s agency) to create a platform in the Albuquerque market.

### Objectives

- Increase brand awareness Curél and Curél Hydra Therapy Wet Skin Moisturizer.
- Drive purchase intent.
- Improve perceptions across the key product attributes.

### Solution

“End of Dry Skin” in the world’s driest city (Albuquerque, NM)

- Powered by eight Cumulus Albuquerque stations, the campaign reached 351,500 people through on-air, onsite, and digital elements as part of a cohesive multi-platform program.
- Curél took over the stations through on-air announcements promoting street team appearances and a mobile hydration station.
- Listeners were encouraged to come down and interact with the brand personally.
- Online, Cumulus’ own April Aday served as a brand ambassador and mom talent in videos.
- On-air and online promotion culminated in a massive live event, an “End of Dry Skin” Concert starring pop star Rachel Platten.
- Video content from the campaign and performance was captured and used to produce a special video brand spot to be shared across digital and social platforms.

### Results

- Brand awareness grew:
  - Unaided awareness doubled for the Curél brand.
  - Product awareness of Curél Hydra Therapy Wet Skin Moisturizer tripled.
- Key product images were boosted:
  - Most significantly, those who believed the product worked in the shower grew 125%.
  - Perceptions of the moisturizer’s ability to penetrate deep into the skin’s surface grew 80%.
  - The image of the product ending dry skin grew 43%.
- Purchase intent increased:
  - Exposure to the radio program boosted purchase intent 23%.

#### Cumulus | Westwood One Albuquerque brand integration drove significant impact for Curél

##### Brand awareness

Brand recognition grew  
**100%**  
and product recognition grew  
**3X**

##### Key product images

Works in the shower **+125%**  
Penetrates deep into the skin’s surface **+80%**  
Ends dry skin **+43%**

##### Purchase intent

Campaign exposure boosted purchase intent  
**+23%**

Source: Maru/Vision Official Pre-Post Campaign Study, September 2017.

