



MediaCom Gets Commuters Conversing

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Here at MediaCom we champion smarter working. We understand the changing workplace, the need for agility and new thinking within business. For this reason, we were thrilled to take on Powwownow's latest campaign: Call and Conquer.

Over recent years, Powwownow have utilised key formats across the capitals transport network, building up conversation with commuters and offering some light relief to the time of day that causes the most angst for Londoners. The Call and Conquer campaign was very much an extension of this conversation, but this time around communication was very different...

Prompted awareness of the Powwownow brand amongst our target audience has steadily increased in line with investment, however top of mind consideration has been a hard metric to shift. For this

reason, activity in 2017 required a focus on delivering cut through both creatively and through clever media execution.

One core truth underpinned the creative strategy – In business, making a call over any other form of communication can often be the most productive way to conquer a task. Taking this, the Call and Conquer platform was born. Using eye catching, relevant headlines and tactical media placements gave depth to the campaign, whilst the ability to quickly react to news stories ensured impact, humour, and intelligence from the brand that was seemingly instantaneous.

Creative messaging was tailored to the context of the media placements booked, making our activity work even harder. OOH, Rail, Underground, Online Display and Radio activity ran, each with the Call and Conquer tag line present. The simple nature of the creative meant that numerous iterations could be executed through media. This kept the campaign fresh and allowed for diversity in the matters we could respond to

Our ability to be truly reactive came to life using press. With a crack team scouring the press daily, looking for stories that could both deliver impact and alignment the result was high impact media placements surrounding some of the biggest breaking news stories.

Brexit – “Leaders bring people together” – appealed to the public who were thinking about the effects of leaving the EU. This ad ran in multiple locations across the UK.

The Rail Strikes– “Strike Back – Use a line you can rely on” – was a regional phenomenon, which focused on commuters who were feeling the strain of unreliable trains.

How successful were the ads? Well, we’ll let the numbers do the talking.

This campaign delivered an increase across all core brand metrics. with Powwownow’s significantly up against the market average on every score

Spontaneous brand awareness increased 18% across the call and conquer campaign. As the core KPI of this campaign this was an incredible achievement, with prompted ad awareness also increasing by 13%.

Although London commuters are considered the most time-precious demographic to capture, around 51% or 1.3m of them – on a media spend of less than £500k – said they had seen the campaign during their commute. What's more, 28% – or 800,000 people – we're able to recall the reactive print ads – a component to our plan that cost less than £10,000

The activity delivered the most significant uplift for the brand that we had ever seen from a campaign. In terms of hard metrics, the business recorded the highest daily averages for free pin ever recorded.

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