

Smart Study: Crisis UK, MacMillan & NSPCC

Interactive campaign voice



Objective With the pandemic causing a decrease in donations, a series of charitable partners (Crisis UK, MacMillian Cancer Support and NSPCC) wanted to make it easier for people to make charity donations via Alexa, a voice assistant housed within smart speakers. The goal was to create interactive, actionable audio adverts for the charities as well as raise awareness and drive charitable donations.

Idea and execution Octave partnered with Say It Now, to enhance the powerful combination of digital targeting capabilities with the proven benefits of radio advertising by creating a unique voice-enabled experience within the Alexa platform for listeners to engage with and submit donations.

Alongside this, Octave Audio harnessed the real time data and enabled the charities to utilise the benefit of digital audio advertising by adapting the campaign to focus the Actionable Audio Adverts during favoured time slots among users.



Results A record number of radio listeners were targeted through actionable audio adverts. The campaigns achieved high rates of positive intent, donation intent and opt-ins to learn more. The results were overwhelmingly positive and enabled the charity campaigns to effectively raise awareness of their cause and drive immediate donations. The campaign received the AOP award for ‘Best use of audio’ and the Campaign Tech Award in the ‘Tech For Good’ category, evidencing the effectiveness of the technologies used and execution of the campaigns.

81%	Of those who ‘activated’ (or engaged with) the NSPCC advert showed a positive intent	22%	Of those who listened to the Crisis advert moved to a donation intent
1.5	Minutes on average were spent in the experience of the NSPCC advert		