

Smart Study: Gousto

Brand effectiveness



Objective

Reach out to food interested audiences, raising brand awareness
Drive sign ups and increase purchase intent

Idea and execution

The campaign ran for around three months using Octave's audience segment 'Wellness Gurus', 'Fervent Foodies' and 'women 35-55 in particular'. Listeners were then surveyed and asked questions in a quiz-based format ie. 'What foodie type are you?'

The exposed and non-exposed audiences will then go on to answer all the questions related to the client brand.

Results

Results showed an uplift in both purchase intent and brand awareness amongst exposed listeners.

10%

Purchase intent up 10% after hearing the ad

+6%

Brand awareness was 6% higher after hearing the ad

