

Smart Study: Co-op

Brand awareness



Objective

Co-op had a campaign objective of raising awareness of how the supermarket supports local communities.

The survey objective was to measure how the audio activity raised awareness of the Co-op brands as well as measuring purchase intent of respondents.

Idea and execution

With an official target audience of those who are food lovers, Co-Op utilised Octave's audience segment, 'Fervent Foodies'.

Listeners were then surveyed and asked questions in a quiz-based format i.e What is your overall opinion of Co-Op? The exposed and non-exposed audiences then went on to answer all the questions related to the client brand.



Results

Overall, the campaign had a positive impact on awareness, favorability and intent. This was evidenced by a strong intent to shop at Co-Op among those who shop at competitors, as well as respondents associating Co-Op with helping communities.

+13%

Lift in favourable perception of Co-Op among our total audience

+13%

Increase in shopping intent at Co-Op among those who shop at competitors

+13%

Increase in shopping intent at Co-Op among our Fervent Foodies audience

70%

Of respondents associate the Co-Op with helping communities

