

Smart Study: Manilife Brand effectiveness



Objective

ManiLife is a new start-up, challenging the peanut butter market. The goal was to use new channels to promote their brand and ideally grow their email customer base.

Idea and execution

Octave partnered with Voice agency VOZLAB, who developed a voice skill framework that would allow ManiLife to access and create a unique voice experience around giveaways and competitions. The competition code given via smart speaker, allowed people to enter to win a lifetime supply of peanut butter.

Alongside social activities, Octave Audio enabled ManiLife to utilize the unique benefits of digital audio Advertising by targeting Radio listeners on smart speaker devices and during breakfast time only.

Results

Results were impressive, with high rates of brand recall and large uplifts in purchase intent. There's also the interesting balance between social and audio when it came to code usage, this was split equally across the channels, showing that people actually recalled the audio ad more effectively, given the amount invested in social.

89%

Of exposed listeners remembered at least one brand message

+51%

Uplift in purchase intent

45%

Of all users that activated the skill agreed to receive marketing messages from ManiLife. A 50% uplift compared to the online opt-in benchmark

50/50

Social posts stimulated more activations, however promo code usage was split even – meaning that users remembered the Audio code better

