

BCP

THE  **TAMIs**
Ireland's TV
PLANNING 
Awards

Category: Best Use Of TV On A Small Budget

Title: BCP, Advantage Media and Sky Media

The TAMI Awards 2022

Best Use of TV On A Small Budget

Background & Objectives



BCP Asset Management is one of Ireland's largest independently owned Investment Product Providers for the advisor market. BCP have been offering investment solutions since 1969, and today manage over €3 billion in assets, providing investment solutions to more than 30,000 investors. This has been achieved through a conservative investment approach, constant product innovation and a strong focus on investors' requirements.

In previous years, BCP media budgets were channelled into press and online, but they never ventured into the world of TV advertising, with its perceived affordability limitations and big-league status.

In 2021, BCP were keen to elevate their brand and build awareness amongst a target of key decision makers with high disposable income and an interest in finance/banking.

BCP recognised that, more than any other advertising medium, TV builds brands. With this in mind, they took the creative step and developed a video that would place their brand on the TV screen in broadcaster quality content.

With their first ever TV commercial created and having already aired successfully with spot buys in live coverage of The Lion's tour and The Ryder Cup on Sky Sports, BCP were looking for a TV campaign that would develop brand awareness even further.

Strategy



Working with a limited TV budget of just €10,000, it was apparent that high ratings and mass reach was not going to be affordable. However, with a clever buying strategy, the campaign budget could be optimised, and every euro made to work harder for the client. Advantage Media & Sky Media worked closely together to develop a 'contextual alignment' TV strategy which would allow the BCP ad appear in relevant content, suitable to their niche product and target audience. Although the traded target audience was ABC1 Adults, there was a male bias which meant that Sky News offered the perfect contextual environment for the BCP ad.

The Plan



With a 30" creative execution, the campaign aired for 10 weeks from late October - end December 2021. Spots were tactically slotted on Sky News around financial updates at 09:45, 10:45, 12:45 and 16:45. They were also slotted in top of the hour news headlines from 5pm -9pm Monday -Friday, a peak Sky News viewing segment. (Fig 1)

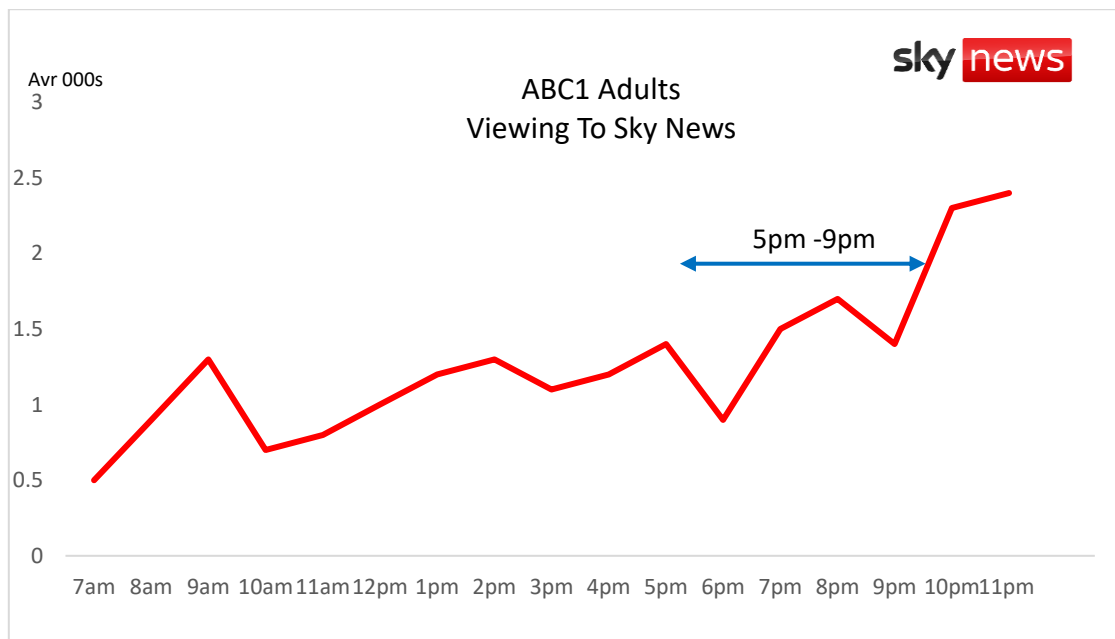


Fig 1. Source: TAM Irl, AC Nielsen, Avr 000s, Sky News, 202

The campaign was given a huge boost in the final month as the timing coincided with the launch of Sky News on the Saorview platform on November 30th.

	Sep 2021
Total TV Homes	1701

The extended availability of the channel on a new platform brought in an additional universe of 200,000 homes and the opportunity to drive reach further. (Fig 2)

RECEPTION TYPE	Sep 2021	
Sky	659	39%
Total Cable	378	22%
FTA Satellite	283	17%
UK DTT	75	4%
Irish DTT	199	12%
Web TV only	107	6%

As relevant content was the primary consideration for this campaign, ratings that were delivered over the 10 weeks were, more or less, a function of this 'contextual alignment' strategy. That said, the campaign delivered an ABC1 Adult reach of 120,000 over the period with an average frequency reach of 4.5. A solid result for a relatively small investment.

Fig 2 Source: TAM Irl, AC Nielsen, Reception Report, Sep 2021

Results



The BCP client was delighted with the campaign impact and are returning to TV with a campaign booked for Q2 2022. They saw their brand elevated in the right context, where their target audience are watching and have an interest in the services BCP provide. Achieving this in a brand safe, premium environment ticked all the boxes around their brand elevation objective.



A secondary benefit of this strategy was the halo effect for the brand within the financial management sector. Sky News plays out live on a lot of the trading floors of key financial organisations. Seeing the BCP ad being aired on a premium news channel gave the company a credibility and a talkability factor, not just amongst industry competitors, but amongst BCP customers and staff too.

John Calvert, CEO, BCP Asset Management said of the campaign “We were delighted to see a pick-up in activity across the board, from enquiries and interest amongst our industry peers, right through to new customer conversations and bolstered web traffic, all key KPI’s for us when carrying out any advertising campaigns”