

dentsu - CCPC How to be good with money



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Entrant details

Company Name Dentsu

Entry details

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Summary Paragraph

dentsu and CCPC partnered to deliver a unique AFP with RTE and Indie Pics called How to be good with money. Our combined mission was to empower the Irish public to make informed financial decisions and promote financial well being.

Background and Objectives

The Competition & Consumer Protection Commission (CCPC) is an independent body that enforces competition and consumer protection law in Ireland. Given the nature of their work, they do not fall into the same competitive set a traditional advertiser would. CCPC's mission is to use their knowledge, skills, and statutory powers to promote competition and enhance consumer welfare. The Irish public's financial wellbeing and their empowerment to "make informed financial decisions" is a crucial part of that mission. In order to fulfil this mission, we needed to increase awareness of the CCPC's tools, information and helpline that are available to consumers. However, in a world where financial advertising can be seen as boring and stuff, we chose the alternative; to offer our audience something useful and meaningful to consume, with RTE TV show How to be Good with Money. On air since 2019, presented by Eoin McGee, the show has grown in popularity each year and season 4, the final series, concluded in Jan 2022. Our role for comms were identified as: 1. To educate consumers about CCPC and help them understand what we do for them 2. To drive high brand engagement amidst the financial clutter

The Strategy

The Strategic Solution

As previously mentioned, the topic's that CCPC discuss with their audience can be seen as difficult subject matters to tackle. With much of advertising involving talking at your target audience to try and sell a product, we wanted to spread awareness amongst the audience of the services available to them. Most of our target audience, the squeezed middle, are unaware that there are simple things that they can do to save money. It doesn't have to be a big sacrifice. With this idea in mind, we felt that it would be difficult to align this message and tell this story with simply associating the brand to an already established financial programme. Instead of this, working alongside indie pics and RTE, we created the content specifically with our audience's needs in mind and how CCPC could meet those needs. We wanted the audience to drive the content and be part of the conversation, rather than talking at them!

Our biggest challenge was the category consumer apathy. Financial advertising can be quite dry so the tried and trusted model of interrupting consumer behaviour with advertising messages hoping that we could make them stop what they were currently doing and go to our website for financial advice seemed unlikely. CCPC is statutory body, they are not there to sell any financial products, they exist to make things better for consumers. This sparked an interesting thought for us, we asked ourselves; “what if, just like CCPC itself, our media could make things better for consumers? What would it look like if our media didn’t just interrupt consumer experiences but added value to them?”. This debate led us to our platform: Creating Utility Through Media Instead of using TV for advertising, we used TV to deliver our content in long form. Instead of media pulling people away from things and into the client’s website, we pushed content through media to enhance the consumer experience and deliver a seamless message delivery.

The Plan

The Plan

We sponsored the primetime RTE One Series “How to be good with money”, on TV and the RTE Player. An entertaining and engaging financial education series presented by Eoin Magee, helping a real mix of households and individuals with a variety of financial issues. Each episode would be wrapped with the CCPC branded stings to drive awareness of CCPC, we and CCPC decided to partner with a show that literally explained created a series of additional content videos with Indie Pics to extend the theme of the show and as a tool to point consumers directly to CCPC’s Money Tools section of their website.

As the series is an AFP it would create a unique opportunity to weave in the brand’s own narrative and really the entire content of How to be Good with Money would be based on CCPC’s objectives; i.e. educating people on their financial wellbeing.

We worked with independent production company, Indie Pics on their production How to be Good with Money, broadcast over a 6-week period in January-February 2022 on RTÉ One. Each week, financial planner Eoin McGee helped a household to manage their money better and achieve their financial goals.

The households were a mixture of those in financial trouble and those facing a significant financial outlay in their near future, like having a new baby or saving for a deposit on a new house. In casting participants, Indie Pics considered the findings of the CCPC’s Financial Capability and Well-being Study. In each programme viewers met a family or individual, who were given very practical financial information and solutions (in keeping with the financial information on ccpc.ie) that they could apply to their own lives. We were then brought through the advice they were given, the steps they took to address the challenge, and most importantly we saw the final outcome, not always provided in shows of this genre!

The Results

1) Viewership figures

- The show continued to attract viewers with an average of 336,000 adults watching each episode of HTBGWM in 2022; up 110% from 160,000 when the first season aired in 2019
- The sponsorship reached over 1.4 million viewers & 33% of the total adult viewing audience throughout the series.

2) The level of engagement on social media (both CCPC and RTÉ platforms)

- Largely driven by promoted videos on Facebook (19,804) Instagram (4,127) and YouTube (1,407)
- RTE Player delivered 185,000 impressions vs planned of 180,000.
- Youtube delivered 2,395,580 impressions vs planned of 2,000,000.

3) Visits to, and engagement with, CCPC online content and tools

- Page views of the Money Hub landing page were up 1,579% during 8-week period of 2022 vs previous 8 weeks
- 61,000 page views of the HTBGWM landing page were generated.

Client budget was relatively modest but delivered over 600% additional value.

Brand Awareness Survey

Dentsu Consult were commissioned to carry out brand awareness surveys both pre & post HTBGWM season 4. 750 participants, weighted to be nationally representative by gender, age and region took part in the online sample survey.

Topline takeaways were:

- No substantial gender, age, or regional differences in those who watched the show (even proportion within each bracket).

- Over one third of all watchers of HTBGWM were able to name CCPC as the sponsor of the show when prompted.
- Over three quarters of people who watched this year have changed or are considering changing their financial behaviours.
- Half of those who have seen HTBGWM have used tools on the CCPC website.

The survey further demonstrated that the content of the show is relatable to people across all demographics & financial life stages, that the CCPC partnership was an indelible part of the show's messaging, and that the content of the show resonated with the public, prompting them to rethink their financial decisions, aided by CCPC planning or comparison tools.

The client was extremely happy with the success of the partnership which has lasted 4 years. Longevity of this kind is not always seen with TV partnerships, which is testament to its ongoing success. They have also just finished running a popular spin-off on social media called the 'money clinic' roadshow where members of the public can drop in to have their burning financial questions answered by financial guru & CCPC brand ambassador, Eoin McGee.

Client Involvement

Testimonial:

"Working with Dentsu, who are very experienced in this area, to help plan our communications strategy and execute the activation plan was highly beneficial. Dentsu already had good relationships with all stakeholders which allowed for smooth communication and enabled us to avail of the best value for elements such as content production and negotiation of additional rights to activate our campaign. The assets that Dentsu produced for the sponsorship were very high quality and on message and the combination of all our expertise and insights meant the sponsorship delivered beyond all expectation."

Clodagh Coffey, Head of Consumer Communications & Financial Education CCPC