

Client : Wyeth Consumer Healthcare
Campaign : The 'A to Zinc of Centrum' Competition
Stations : Jacaranda 94.2



The Big Idea

Wyeth Consumer Healthcare wanted to find a suitable medium for their product, Centrum Multivitamins, the current market leader. Although television had been extensively used, it was critical to expand into other avenues of media and exploit a broader media mix.

The medium of radio became the prime tool, as it is both interactive and educational. It was imperative that their benefits were communicated effectively i.e. educating while entertaining the listener.

The Mechanics

A promotional campaign was launched in conjunction with Jacaranda 94.2 as they appealed to the middle and emerging classes who are consumers of this upper income brand. The Morning and Afternoon Drive time shows became the main area of focus, because of their strong listenership and the radio DJs commitment to punting the brands during these slots. A recorded compilation of popular music was played on air. These were either filled with coughing and wheezing or were played at high speed, thereby highlighting Centrum's main pillars of Energy, Immunity and Health for the campaign. Listeners had to try and identify the songs.

The Results

A tremendous uplift in sales as well as increases in market share (a 1.2% share gain) has ensured that Centrum remains the market leader, continuing to outperform its competitors in the multivitamin market. Centrum enjoyed a growth of 16% vs. a market growth of only 10%.

Key Insights

Radio is a great medium as it successfully delivers the entertainment value of a promotion without compromising the importance of the message conveyed. It increases brand awareness, is interactive and should be consistent in originality and innovation.

Key Quote

"It's important that a station doesn't try to fit a brand's message, ideas or objectives into an existing format, but rather creates a fresh new format, specific to the client's needs."