

**YOUR COMMUNICATIONS
A B2B ADVERTISING CASE STUDY**



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Background and Objectives

Your Communications sought to establish itself as a serious alternative telecoms supplier to BT. In many respects it's a confusing market for businesses seeking to appoint alternative suppliers in this sector, as they can often be risk-averse and have seen many fledgling telecoms companies fail in the wake of a de-regulated market.

As a specialist telecoms supplier with strong backing and heritage (part of United Utilities group), and believing they were able to offer a more personal / bespoke approach compared to the competition, Your Communications felt they had a compelling proposition which needed to be brought to life.

Having previously done extensive on-line banner advertising utilising the likes of ft.com and thetimes.co.uk, it was decided to embark upon a significant regional TV campaign in early 2005 (other activity incorporated van and taxi branding, online advertising and PR).

Television was perceived to be the most appropriate medium to help build credibility as a key telecoms supplier and drive the business forward.

It was felt that the medium was ideal for conveying aspects of the company's key brand values and personality, enabling it to really engage with the target market in an "out of office" environment.

Targeting

Within businesses (both corporate and SME's), the campaign sought to target telecoms managers and other business decision makers e.g. financial directors and managing directors.

Whilst the campaign intended to attract new and potential customers, it was also hoped that the advertising would provide a halo effect for existing customers dissuading them from any consideration to switch to an alternative supplier.



TV Channel Selection

With its relatively strong ABC1 male profile (a disproportionate number of top converting programmes) and high content of light viewers, MediaCom North determined that Channel 4 was the most relevant choice - especially given the Channel 4 North macro-region covered more or less the target area required.



“Senior Business Decision Makers” Research

In early 2005 Channel 4 commissioned research from Continental Research to try and gain a greater understanding of media consumption habits of senior decision makers.

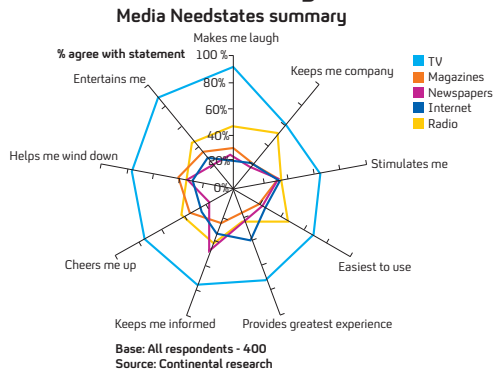
The research was carried out in January and took the form of 400 telephone interviews with a cross-section of MD's, CEO's, Company Directors and Senior Managers responsible for making key business decisions.

Whilst the perception is that this group watches little or no television, according to this study they actually view an average of 1.7 hours per day.

Television is seen as the dominant entertainment and information media source and is seen as the “most trusted”.

In terms of media needstates, television is seen to be the best at aiding mood and informing.

Media Needstates Summary



Compared to the all BARB viewing share, senior business decision makers are more likely to be watching Channel 4 and the BBC, at the expense of ITV1 and the various digital channels.

% of viewing to channels – all decision makers

Channel	Decision makers (%)	Index on all BARB share of viewing (Dec 04)
Any satellite, cable or Freeview	26%	90
BBC1	25%	108
ITV1	20%	87
Channel 4	12%	133
BBC2	11%	110
Five	6%	100

Base: All watching TV - 393/BARB homes
Source: Continental research

From a limited list, the top programmes they specially choose to watch included Location Location Location, Channel 4 News, The Simpsons, Grand Designs and Desperate Housewives.

The Campaign

The ads were created by Manchester based agency BJL. The campaign was a mix of 20 and 10 second commercials and ran for 8 weeks from the last week of February. All commercials featured the URL address.

Results

The campaign comprised the vast majority of top converting programmes over the advertising period (including Bremner Bird and Fortune and The Government Inspector), and all those top programmes identified in the Continental Research study.

Channel 4 in fact had 19 of the Top 20 highest converting programmes (Source BARB network homes, ABC1 Men / Men, C4 vs ITV /C5, min 2.5 TVRs).

The TV campaign reached some 69% of ABC1 Men (equating to 1.7m in the North of England), and an estimated 78% of "Business Spenders" with responsibility for business expenditure in excess of £20k (source BARB APC data).

Additional quantitative research amongst 200 business decision makers in the North-West region was commissioned from B2B International.

Overall, prompted awareness of Your Communications (the supplier) increased from 12% pre-campaign to 28% post. In conjunction with the other media, the TV campaign also had the desired effect in communicating the range of services (eg voice, mobile and data) the company provides. It also proved a positive talking point with customers.

A large version of the 'your communications' logo is centered on a blue background. The word 'your' is significantly larger than 'communications'. The bottom-left corner of the blue area is curled up, revealing a white surface underneath.



From the client ...

"The TV campaign provided us with a great opportunity to raise awareness in our target market, in tandem with other brand activity. We were pleased to see that TV can be considered as part of the mix for future campaign activity in a B2B environment".

Stuart Bradshaw, Channel Marketing Manager, Your Communications