

## **OVERVIEW**

In November 2020 Mico Wakefield invested in a 2.5 week radio advertising campaign. As New Zealand's largest plumbing, kitchen, bathroom and laundry specialists, the campaign objective was to let Kiwis know Mico Wakefield also stock a range of farm troughs. The client brief to NZME was to increase inquiries, sales and in store traffic.

CASE STUDY

## WHO WAS THE TARGET CUSTOMER?

'John', 50 years old and married with 3 kids. John owns his own farm and works hard, but enjoys catching up with his mates for a laugh and a beer after a surf.





To create an interesting and engaging radio ad, the NZME Audio Creative team asked

"What does thirsty livestock sound like?"

The delivered concept highlights the effectiveness of the Mico Wakefield farm troughs in a way that is unlike anyone else in the market.

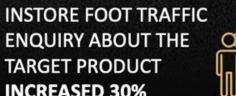
## **CAMPAIGN SUCCESS**



TARGET PRODUCT

**INCREASED 30%** 

SALES GROWTH FOR THE TARGET PRODUCT RANGE **INCREASED BY 40%** 



mico



**CUSTOMER TELEPHONE ENQUIRIES INCREASED BY OVER 100%** 

Mico Wakefield radio ad



## **CLIENT FEEDBACK**

"In my opinion the ad was well worth the expense. I will be doing this again. We have definite sales growth in this market due to the effectiveness of the ad. The results from this showed it as a definite winner"

> - Peter Hall, Branch Manager Mico Wakefield Gisborne

