

SKINNY FRIENDSHIP WITH

Jono & Ben

CASE STUDY



Skinny

THE
HITS

OVERVIEW

In November 2021, we wrapped up an enormous 15 months of 'Friendship' with Skinny who have been the very special and first show sponsor of Jono & Ben on The Hits.

Since its inception, Skinny's sponsorship of The Hits Jono & Ben show has played out more like a tit-for-tat high school friendship than your standard media partnership.

Throughout the friendship, 16 integrated campaigns were rolled out, all making sure, Skinny was put top of mind for The Hits listeners.

“ Ally Young, Chapter Lead, Brand at Spark/Skinny

“The Jono & Ben on The Hits partnership with NZME was a roaring success for Skinny. Every week our little gang got together to plan & drive each activation forward with meticulous precision. Our measurements proved what we were all doing was working, which in the end led to an extension of our contract. Thanks for the hard work NZME – we had such a great experience working with you all so closely.”

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

PROMOTIONAL SUCCESS:

\$5,817,457

Total value of campaign

41,456

Page views on the Jono & Ben show page that included Skinny artwork and messaging

WON SILVER

At the Pressie Awards for 'Best Sponsorship/Media Partnership'

NOMINATED

For two New Zealand Marketing Excellence Awards for 'Best Use Of Sponsorship' and 'Best Collaboration'

RESULTS:

Skinny ran independent consumer research to measure the impact of The Hits Jono & Ben activity with consumers. Across the 12 month partnership all benchmarks were exceeded:

- Client awareness grew by **21%**
- Credibility by **20%**
- Consideration by **12%**

'Rate The Hits' asked listeners if they were to switch providers, would they switch to Skinny? Across the 14 month period, this number **grew from 7% to 27%**.

