

SMOOTHFM MAKES A DIFFERENCE FOR MUMS



OBJECTIVES

Despite being a world leader in at home cleaning products, Kärcher's challenge to the team at NOVA Entertainment was to improve their brand awareness in the Australian market and drive positive product and brand perception with the highly influential core female target audience. The occasion? Mother's Day.

SOLUTION

KÄRCHER MOTHERS DAY

Smoothfm created a campaign that emotionally engaged the target audience, by celebrating their mums and giving them the chance to give something back, with luxurious Pamper Packs coupled with premium product. Designed to fall at the most relevant time of year, we gave the smoothfm audience permission to share stories about their mums online then shared them on air, inspiring a deeper relationship with the Kärcher brand. This connection was then leveraged with the acquisition of a database of entrants who opted in to receive more information about the product.

Online



A dedicated Kärcher win page housed on the smoothfm website captured and shared entry content and provided an opt in platform for future marketing communication.

On Air



Integrated and inspirational content vignettes voiced by smoothfm hosts maximised reach and engagement whilst encouraging participation. To deliver variety and ensure the content was fresh, multiple versions were produced by our smoothfm production team and shared on air across the course of the campaign.



RESULTS



OVER 15,000 ENTRIES RECEIVED

Proving we connected with the target audience

CREATED POSITIVE BRAND AWARENESS

Average length of interaction on the Kärcher win page over 2 minutes



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