

GOLD



CASE STUDY

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.

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.



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

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



SALES GROWTH FOR THE
TARGET PRODUCT RANGE
INCREASED BY 40%



CUSTOMER TELEPHONE
ENQUIRIES INCREASED
BY OVER 100%

INSTORE FOOT TRAFFIC
ENQUIRY ABOUT THE
TARGET PRODUCT
INCREASED 30%



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