

SmartLift Systems

CASE STUDY

Challenge

After recently acquiring the business, the new owners of SmartLift Systems faced two key challenges. First, they needed to establish more cohesive brand imagery and messaging. Second, they wanted to see an increase in leads, which would provide a way to measure marketing success and ensure the business gained traction under its new ownership.

Strategy

To achieve these objectives, NZME developed a highly targeted radio advertising strategy designed to maximise brand recognition and lead-generation. By optimising digital targeting, the campaign ensured reach was focused exclusively on the New Zealand market. The strategic approach also sought to reinforce brand recall, capturing consumers' attention in everyday settings.

Results

The campaign delivered positive results. Website visits saw a steady upward trend, surpassing previous benchmarks. Notably, the campaign has passed the "pub test," with many people recalling the radio ad in casual conversations, demonstrating strong brand awareness. The campaign has generated at least 15 quotes, with multiple confirmed jobs in the pipeline. Considering the substantial investment required for house-lifting projects, this represents a strong commercial outcome.



15

Leads generated



25%

Increase in
website traffic



5.2x

Return on
ratecard value



"Both Matt and Glenn have been nothing short of amazing, and they made life very easy for us. The recommendation for a radio and digital plan has gone above and beyond given our budget. Glenn brought lots of ideas to the table and had obviously done his homework on our business, which can be quite technical."

-Patrick Keegan, Director Smartlift

Audio Ad



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

BE HEARD. EVERYONE'S HERE.