



IHEARTRADIO DRIVES ONLINE ENGAGEMENT

The Alcoholic Anonymous radio ads reached the right audience in the right way

Challenge

To increase the number of people attending at Alcoholic Anonymous support meetings in the Waikato. To advertise in a way that didn't judge or preach – we needed to make taking that first step easy.

What Did We Do?

We created a series of 15 second commercials centred around sound effects and empowering calls to action to drive listeners to the AA website when listening on iHeartRadio.

The campaign ran for 4 weeks across iHeartRadio on all brands, targeting niche audiences with outstanding results. Adopting the mobile technology Shake Me, meant listeners could be transferred directly to the AA website simply by shaking their phone.

2800%

Increase in traffic to the AA website

850%

Increase in AA webpage engagement



CASE STUDY: Alcoholic Anonymous Waikato (NZ General Service Board)

Commercial: Nikki Verbeet, Alex Harden **Sound & Vision Creative:** Tracy O'Halloran, Leanne McDonald

BE SEEN. BE HEARD. EVERYONE'S HERE.