

Laurence Watkins

CASE STUDY

Challenge

Guinness World Record holder for the Longest Name, Laurence Watkins, had a goal of increasing website traffic and knew he needed a campaign that would maximise reach and engage audiences. The challenge was to develop a message that effectively created intrigue and efficiently encouraged engagement within a short campaign window.


Solution

Laurence's ad was placed across Newstalk ZB nationwide during the late-night hours of midnight to 5am, when advertising clutter is minimal. Using 15-second ad spots, the campaign strategically teased listeners by not revealing Laurence's record, instead driving them to visit his website for the full story. This approach worked seamlessly to drive website traffic, while the concise and direct messaging ensured clear communication and high impact.

Results

The campaign delivered **825** paid ads, with an additional **550** bonus ads, resulting in a notable **28%** increase in web traffic. The strategic placement and messaging successfully captured listener curiosity. Illustrating how intriguing, clear and concise messaging can be executed cost-efficiently.

 **825 Paid ads**

 **550 Bonus ads**

 **28% increase in web traffic**



"A campaign driven by fun, not sales—fantastic value for the price, with a great-sounding ad that successfully drove people to the website as intended."

-Laurence Watkins, Owner

Audio Ad



Newstalk
ZB



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BE HEARD. EVERYONE'S HERE.