

CASE STUDY

Challenge

Leading aged care provider Arvida frequently placed its ads in the puzzle section of local newspapers, a popular section for their audience. While this seemed like a strategic placement, the ads struggled to capture attention, as readers were more engaged in completing the puzzles than reading the ads. Arvida recognised that meeting their target audience where they were wasn't enough, they needed a creative approach to engage their audience more effectively and create impact.


Solution


NZME innovated their approach and provided a solution that turned Arvida's ads into a part of the puzzle-solving experience, seamlessly engaging the audience without disrupting their focus. Collaboration with local communities to identify key words that represented each location allowed us to craft personalised word searches to run in local newspapers. These engaging and interactive ads aligned with the audiences interests, offering a creative solution for Arvida.


Results


The results of the campaign exceeded expectations as the positive feedback from the target audience validated this creative approach. The campaign increased traffic and session duration on Arvida's website. Communities experienced a noticeable rise in visits, leading to higher sales, and their previously overlooked tool 'Find a community' gained traction.



 **54%**
Direct traffic

 **78%**
Mail and phone enquiries

 **9%**
'Find a community' tool

 **2x**
Average session duration



"To say the campaign worked feels like an understatement. We received a huge amount of feedback from our target audience, claiming they loved our ads, which led to an unexpected (but welcomed) increase in visits and sales."

-Arvida.