



BIMA AWARDS 2023

BEST USE OF DIGITAL MEDIA

WHAT IS YOUR PODCAST PERSONALITY?



01

BACKGROUND

BBC World Service work across 46 language services globally to proliferate the most relevant, impartial news into each of these services in language. In addition to breaking news, the BBC also have a vast array of evergreen, long-form content across multiple mediums.

For example, BBC World Service has over 15,000 hours of high-quality podcasts but engagement rates across international markets were extremely low. As the global digital agency for BBC World Service, our team was tasked with raising awareness of the podcast offering, particularly amongst younger audiences, within the chosen regions, with the overall objective of driving download and engagement.

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OBJECTIVES

A key objective to the campaign was to raise specific awareness of podcast content about the natural world, environmental issues, science, fiction and sport. In addition to this there were several hard performance indicators we were expected to reach:

PERFORMANCE INDICATORS
WE WERE EXPECTED TO REACH

DRIVE

750,000

UNIQUE VISITORS TO OUR PODCAST CONTENT

DRIVE

27,000

PODCAST PLAYS

COST PER PLAY OF

£2.20

PROJECTED ENGAGED SOCIAL REACH OF

3.4m

03

RESEARCH PHASE

Before our media and content plans were developed, our team started an investigation phase to ascertain which of the international markets would meet the objectives of the brief. Accordingly, our team undertook in-depth platform market research to determine market share of podcast consumption, percentage of English speakers per region and interest across paid media platforms such as Meta, Google and Spotify.

Our research found Nigeria and India to have the highest potential to drive podcast consumption. We also discovered that while older generations in these countries traditionally had low interest levels in topics such as sustainability, it was a fast-growing area of curiosity for under 25s.



OUR APPROACH

Following the research phase, the Multipod campaign as it was known internally, had a clear goal of targeting 18–34-year-olds in India and Nigeria with the aim of bringing more people into the BBC World Service's world of podcasts, by exposing them to what BBC has to offer and create a meaningful connection to different types of content.

Our strategic approach was divided up into two phases:

Phase One was focused on increasing brand awareness with both digital and ATL and Phase Two was geared towards consumption. The campaign was concluded with a custom-built podcast personality quiz which had the objective of influencing consideration and engagement.

PHASE ONE

The digital element of the campaign was run across several platforms in India and Nigeria namely Facebook, Instagram and YouTube. Primarily it was directed at existing podcast listeners and leveraged retargeting, lookalike, and custom audiences to ensure that a qualified users were reached.

To align ATL efforts with digital activity, our team created a microsite that was built to be the primary landing page for the campaign and can be seen [here](#).

Above the line promotion led by Oban International, used QR codes on OOH banners which directed users to the site. The digital promotion ran in parallel using the same campaign creative for consistency and sent users to the microsite which welcomed them by promoting the three lead podcast titles we felt would resonate with the target audience best.

One of the lead podcasts promoted was “30 Animals That Made Us Smarter” which focuses on how animals have aided human thinking across a range of areas such as how the electric eel may power medical implants in the future to how manta rays could provide a long-term solution to ocean pollution.

Included within the landing page was a custom quiz that was developed by our team called “What is your podcast personality”.

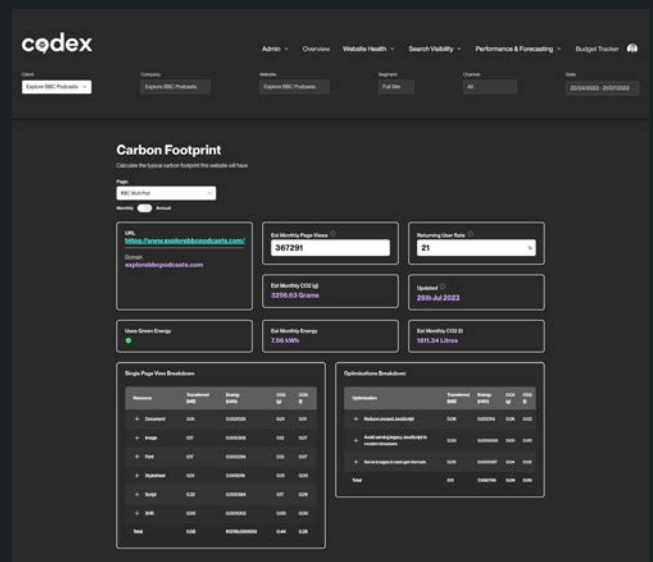
WHAT IS YOUR PODCAST PERSONALITY?

Our research period suggested that users within the target countries enjoy listening to podcasts to feel connected with the world and the podcast communities surrounding it. As it is very difficult to get users to sample a podcast immediately, we created a Podcast Personality Quiz that served as a tool to facilitate a connection between users and BBC WSE's range of podcasts.

Seven questions guided the user to gain insight into what kind of podcast listeners they are. Upon completing the quiz, a bespoke podcast playlist encouraged them to explore titles that match their personality. The option to share results to social media added the aspect of connecting with a wider community. Ultimately, the objective of the quiz was to improve brand perception, engagement, and consideration.

Sustainability for this project was a vital during the design and development. We understood that target users would often have under powered devices and slow internet. With these limitations, we focused our approach to ensure a streamlined experience for all with fast load times, which in turn kept the carbon footprint of the microsite low.

This was tracked using our on internal tool and a snapshot can be found opposite.



PHASE TWO

Within the second phase of the digital campaign, we targeted users focused on consumption and re-targeted users who had been exposed to the ad in the first phase to lead them directly to the podcasts on BBC Sounds via a range of networks including Facebook, Spotify and Display activity.

This allowed us to tailor the ad to the user interest in specific topics from the wide range of podcasts, leading to a higher uplift in consumption.

[Campaign Overview Video](#)

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RESULTS

A key objective to the campaign was to raise specific awareness of podcast content about the natural world, environmental issues, science, fiction and sport. In addition to this there were several hard performance indicators we were expected to reach:

GOING BACK TO THE ORIGINAL OBJECTIVES, THE CAMPAIGN SUBSTANTIALLY OVERACHIEVED:

DROVE

1.1m

UNIQUE VISITORS AGAINST THE TARGET OF 750,000

DROVE

174,000

PODCAST PLAY VERSUS A TARGET OF 27,000

COST PER PLAY OF

£0.37

VERSUS A TARGET OF £2.20

TOTAL ENGAGED SOCIAL REACH OF

8.6m

VERSUS A TARGET OF 3.4 MILLION



THANK
YOU

