



**Brand: KiC**

**Sector: Wellness**

**Primary Objective: Podcast downloads**

**Formats Used: Audio**

### **Background and Overview**

Kic, a prominent well-being platform, aims to empower individuals to reach their best selves through a comprehensive offering of fitness classes, mindfulness programs, and nutritious recipes. At the heart of Kic's marketing strategy lies content, and their key objective was to elevate their podcast presence on the LiSTNR app, a pivotal content distribution partner in Australia. Recognizing the pivotal role of relevance in advertising success, Kic sought to enhance their podcast downloads to establish themselves as thought leaders in the well-being industry.

The challenge was clear: increase podcast downloads on LiSTNR effectively. To tackle this challenge head-on, Kic partnered with NumberEight, a company specializing in behavioral intelligence. Together, they devised a strategic solution. By harnessing behavioral intelligence, Kic targeted specific listener segments with strong fitness and well-being interests, those engaging during their morning routines, and those seeking relaxation. A total of 340,000 impressions were distributed across these precise cohorts and moments, optimizing campaign performance.

The outcomes were nothing short of remarkable. Kic's campaign on the LiSTNR app, launched in August 2022, achieved an impressive 24% average uplift in podcast downloads. This case study underscores the potency of behavioral intelligence-driven advertising in achieving tangible results while solidifying Kic's position as a thought leader in the ever-competitive well-being industry.

### **What was the role of digital within the media mix?**

Digital played a pivotal role in the media mix as the campaign was exclusively run on the LiSTNR app, focusing on digital audio advertising. This strategic choice leveraged the digital platform's capabilities to effectively target and engage specific listener segments. By harnessing behavioral intelligence and precise audience targeting, Kic optimized its campaign performance, achieving a



remarkable 24% uplift in podcast downloads. In summary, digital within the media mix was the driving force behind the campaign's success, showcasing the effectiveness of digital audio advertising in achieving the desired results.

### **What results did you attain? What was the biggest achievement?**

The campaign's most significant achievement was a remarkable 24% average uplift in podcast downloads on the LiSTNR app. This substantial increase demonstrated the campaign's effectiveness. The success can be attributed to strategic behavioral intelligence and audience targeting, specifically focusing on fitness enthusiasts, morning routine listeners, and relaxation seekers. This precise targeting boosted downloads and elevated Kic's thought leadership in the competitive well-being industry.

### **What's the killer headline?**

24% Surge in Podcast Downloads: Kic's Digital Audio Campaign Delivers Remarkable Results on LiSTNR App leveraging NumberEight's Behavioural Identity solution