

AMA Case Study:



The award-winning partnership: AMA, Mediacom and Cancer Research UK

After a tough couple of years which saw physical events being heavily impacted by Covid, in 2022 CRUK's Race for Life was back, bigger and better than ever. Race for Life series is CRUK's flagship fundraising event and we needed to transform our approach to make the comeback epic.

The charity conducted its own research and found that runners were not willing to travel more than 10 miles to attend a race. Additionally, the research found that event sign-ups tended to over-index on female runners. As a result, they wanted to create a nationwide campaign that highlighted local races for its audience and drive more registrations within the charity's key target audiences, whilst minimising media spend wastage.

CRUK worked with AMA and Mediacom to create a hyper-localised campaign using postcode targeting to call out a listener's local Race for Life. By recording ad variants in both male and female voices with regional accents it enabled the charity to match the gender and accent of the voice over to that of their audience, creating more resonance with the listener.

The campaign was a huge success and achieved all of Cancer Research's objectives, with audio emerging as a particularly strong channel and providing strong uplifts versus the control group, according to research by Unmissbale.

Audio delivered a **100% increase in brand awareness** (vs 26% for video and 18% for display) and a **15% increase in participation intent** (vs -6% for video or 3% for display). Sign up intent was **6x greater than the 2% benchmark** for males aged 18-55 - the key audience that Cancer Research UK was trying to penetrate. Additionally, there was a **reduction in wasted media spend of £634k** across the campaign, which allowed 40% of the total budget to be reinvested into key race locations and any lower performing events.

This campaign won '[Best Use of Audio](#)' at the Digiday Marketing and Advertising Awards.

DATA POINTS



Sequence/Rotation



Location



Date/Time

DYNAMIC AD VARIANTS



Version 1



For my dad



Swansea / Welsh Accent



23rd July



Version 2



For my best friend



Leeds / Yorkshire accent



14th May