



### Background

- The singing tenor Gio Compario has been the face of GoCompare since 2009, successfully building the brand over the last nine years. However, the marketplace is a very competitive one, where maintaining and increasing share of voice is incredibly important. GoCompare wanted to move its messaging on to reflect its mission of saving people money. Enter a new, greedy, money-hungry villain – Monster Bill.
- Monster Bill is a thief - the personification of over priced car insurance – who is stealing driver's hard earned cash. The campaign shows how GoCompare can help save the day, stop Monster Bill and recover money for drivers.
- The new campaign had two primary objectives; firstly to raise awareness of GoCompare and its ability to save customers money and secondly to drive consumer brand consideration.

### Plan

- GoCompare's new campaign utilised a AV combination of TV, online video and cinema, alongside radio, print and outdoor advertising.
- GoCompare wanted to extend cover of its new campaign with cinema offering an effective way of reaching a wide range of lighter TV viewers - in an environment where they are receptive and engaged.
- GoCompare bought an AGP ensuring its new ad ran across a variety of titles including *Kingsman: The Golden Circle*, *Victoria & Abdul* and *The Lego Ninjago Movie*, reaching broad adult audiences respectively.

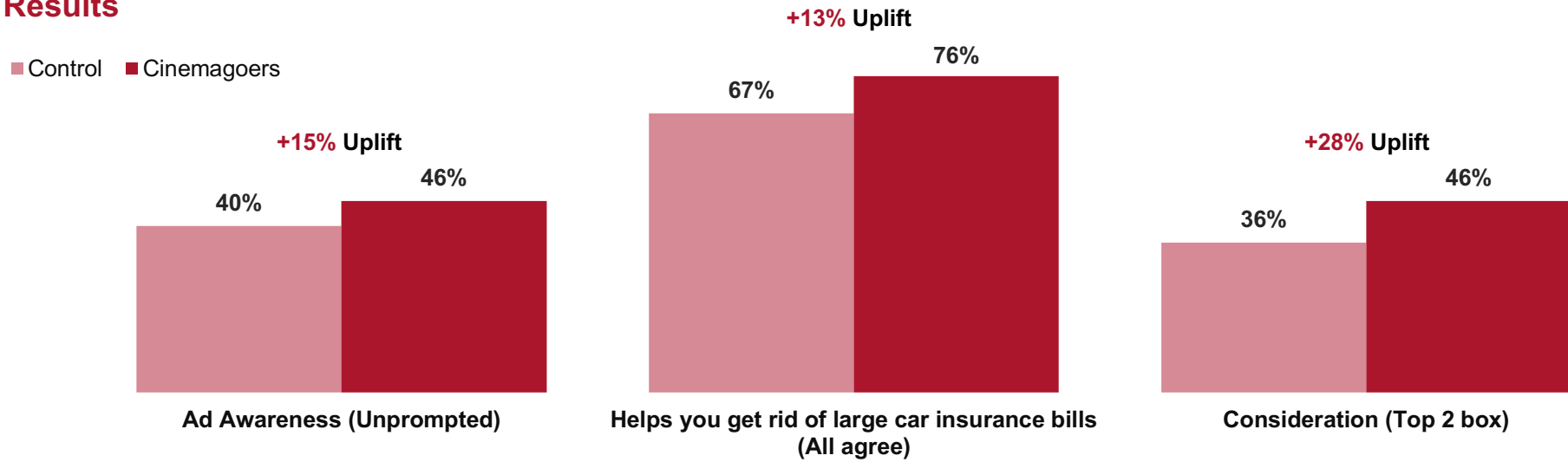


### Campaign Details

Sector	Finance
Target Audience	All Adults 16+
Package	AGP
Media Agency	CARAT
Creative Agency	Fold7
Duration	30"

## 'Monster Bill' - 2017

### Results



#### Uplift in unprompted comms awareness:

Cinema exposed are **15%** more likely to be **aware of GoCompare** advertising vs. control (no exposure in cinema)

Cinema exposed = 46%, Control = 40%



#### Driving key perceptions further:

Those exposed to the cinema activity are also **significantly more likely (22%)** to agree that GoCompare 'can save the nation billions of pounds' vs. control

All agree: Cinema exposed = 71%, Control = 58%



#### Uplift in consideration:

Those exposed to the cinema activity are **28%** more likely to **consider** using GoCompare as a price comparison website vs. control

Top 2 box consideration: Cinema exposed = 46%, Control = 36%

### Summary

Adding cinema to its AV mix has helped GoCompare successfully introduce Monster Bill, **drive campaign cut through, land key brand messages and increase consideration** of its service.

