

NATIONWIDE

'Refer A Friend' - 2017



Background

- In 2016, Nationwide launched its 'Voices' campaign – a series of ads giving real people a voice on the things that matter to them, via the medium of spoken word.
- These real world experiences are linked back to Nationwide propositions, to demonstrate how the Building Society can support people's lives.

Idea

- The latest campaign aimed to increase awareness and consideration of its 'Refer A Friend' initiative – a celebration of friendship and loyalty, with Nationwide committing to give you and a friend £100 each should they join.
- The 60" ad 'Pals' features a poem by young adults Toby and Laurie in a photo booth. They talk about their unique friendship - from what they cherish to what they couldn't do without - emphasising its importance in today's society.

Plan

- Alongside cinema, AV copy also ran on TV, YouTube and VOD with wider media support from newspapers, magazines and Facebook.
- Cinema was a great fit as it allowed Nationwide to reach groups of friends together in an environment where they could be engaged by the emotive and relatable message.
- Nationwide bought a film pack in *Kingsman: The Golden Circle* and an AGP, ensuring its ad ran across a range of titles including *Blade Runner 2049*, *Thor: Ragnarok* and *The Death of Stalin*.



Campaign Details

Sector	Finance
Target Audience	25-44 Adults
Package	AGP & Film Pack
Media Agency	Wavemaker
Creative Agency	VCCP
Duration	60"



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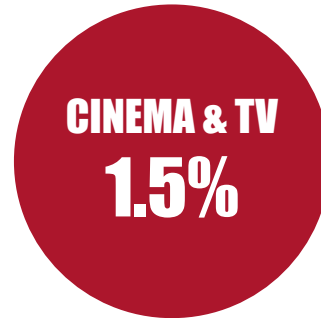


Contribution to key brand metrics among Nationwide members

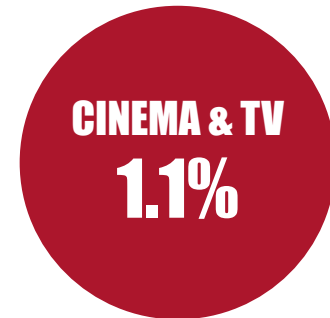
Total Unaided Awareness



In the long term Nationwide give you better value for money



Nationwide are different to other financial services providers



Summary

- **Cinema worked successfully as part of the wider media mix** for Nationwide, contributing in synergy with other channels to key awareness, association and motivation metrics among Nationwide members.
- Exposure to **cinema and newspapers led to a positive increase in the total unaided awareness** among Nationwide members
- There were **also strong synergistic effects when members were exposed to both cinema and TV** – with the activity helping drive key associations around 'value for money' and brand difference within the financial category.
- Results demonstrate how **using the receptive environment of cinema alongside TV** has helped Nationwide land its **key point of difference** and **increase key message takeout** among members.

