



BARCLAYS BUSINESS & BAUER MEDIA

Thanks to inspiring content that delivered national reach with local depth, this partnership successfully engaged with audiences and encouraged them to get involved



**THE CAMPAIGN WAS
A GREAT SUCCESS
AND ENABLED US TO
BOOST THE BUSINESS
IDEAS OF 10 BRITISH
BUSINESSES**



CLAIRE HILTON, HEAD OF ADVERTISING,
MEDIA AND CONTENT, BARCLAYS

Brand awareness/engagement • drive purchase/consideration



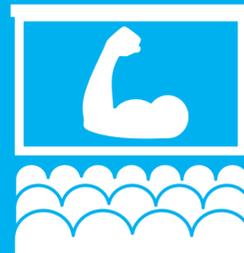
Take one small step

BARCLAYS



RESULTS

Those exposed to the campaign are twice as likely than those not exposed to consider Barclays as their main bank for their future financial needs



Those exposed to the campaign favour Barclays over competitors and it's particularly strong among the target audience

Barclays' position in being seen as supporting and championing local businesses has been enforced by the campaign, with almost a 10% difference between listeners and non-listeners agreeing with the statement

**10%
DIFFERENCE**

THE CHALLENGE

To generate awareness, excitement and engagement among consumers and encourage them to enter the Barclays Business 'Take One Small Step' competition.

OUR APPROACH

With research showing us that people were finding it difficult to start up or expand their business in the aftermath of the recession, it was a crucial time to drive this initiative forward. Together with our media partners, we needed to offer aspiring and existing entrepreneurs a financial support solution. Teaming up with Global Radio and Newslink guaranteed us regional coverage across the UK.

THE IDEA

The Barclays Business 'Take One Small Step' competition aimed to help people get their business idea off the ground or take their existing business to the next level. In line with these aims, Barclays awarded £50,000 to the best business idea within nine UK regions. A panel of Barclays experts picked a shortlist in each region with the general public voting for their favourite. Working with Barclays Business Managers, the winner was then able to make the best use of the money to boost their business idea. A further £50,000 was distributed among the runners-up and winners of the 'Special Awards' at a gala dinner.

EXECUTION

High-frequency airtime supported by breakfast promotions and station-led advertorials ran across 32 stations and Newslink to promote the campaign. Using a variety of formats allowed us to maximise engagement and involvement at key phases of the campaign – recruit, reveal, vote.

We also amplified the campaign by mobilising our own connections with local businesses in the community. On-air features provided local, real-life stories of other small businesses in the area and canvassed and promoted the shortlist entries. Using local voices to illustrate credible real-life experiences helped to make a connection with 'people like me' that our listeners could relate to. To deliver a visual presence to the campaign, a 'Barclays Bus' toured the country throughout the recruitment phase and supported small businesses/start-ups with a seminar programme.

“ The campaign was a great success and enabled us to boost the business ideas of 10 British businesses. We're looking forward to seeing all the great start-up and expansion ideas out there ”

Claire Hilton, Head of Advertising, Media and Content, Barclays