



JUST FOR MEN'S 'MASTERS OF MAN TIME' SHOW & ABSOLUTE RADIO

Innovative branded content, talent and editorial allowed Just for Men to be fully integrated within Absolute Radio for a second time



**ABSOLUTE RADIO'S
INNOVATIVE BRANDED
CONTENT, TALENT AND
NATURAL EDITORIAL FLAIR
IS SECOND TO NONE**

CHARLIE OATES, UK BRAND MANAGER,
COMBE INTERNATIONAL'S JUST FOR MEN



Brand awareness/engagement • drive purchase/consideration



MEDIA GROUP



MASTERS OF MAN TIME

WITH DANNY WALLACE & PETE DONALDSON

“ Absolute Radio’s innovative branded content, talent and natural editorial flair is second to none and we’re really excited to hear Danny Wallace and Pete Donaldson back our ‘Masters of Man Time’ campaign ”
Charlie Oates, UK Brand Manager, Combe International’s Just For Men

RESULTS

Over a third (35%) of Absolute Radio listeners recalled hearing a ‘Masters of Man Time’ airing



There was 26% awareness of Just For Men’s sponsorship of ‘Masters of Man Time’

Significant uplift in spontaneous awareness of Just For Men among exposed respondents (28% unexposed vs 48% exposed)



Likelihood to purchase Just For Men increased among those exposed to the campaign (22% unexposed vs 49% exposed)

THE CHALLENGE

Our initial campaign saw us running an ad-funded comedy panel show, ‘The Manuscript’, on Absolute Radio in association with Just for Men, a men’s hair and beard dye product. Research showed great results, with the show’s content being enjoyed and significant increases in recall across its key messages. We therefore needed to build on this success and again produce ground-breaking, standout, branded content for the company that would appeal to its 25-44-year-old male audience and modernise its brand.

OUR APPROACH

Based on insight, it’s important for men to focus on themselves and have time and space to do so. Men want the freedom to enjoy this time, making themselves the masters of their own ‘Man Time’. Whether they spend these hours with their partner, mates, kids, at work or at home, it’s up to them. We wanted our campaign to give them the ideas, tools and confidence to stop and indulge in ‘Man Time’ – with one of their priorities being grooming their grey. It’s not about unrealistic-looking models, but about ‘Just You’ – real, authentic men. We wanted to produce a new show that was similar to ‘The Manuscript’, that had a humorous take and was seen by listeners through a comedy lens.

THE IDEA

We created the ‘Masters of Man Time’ show, an hour-long programme broadcast on Absolute Radio every Thursday from 8–9pm for 13 weeks and repeated every Sunday from 7–8pm. The show was presented by Danny Wallace and Pete Donaldson and discussed the latest news in movies, gadgets, gaming, music and sport, with additional ‘man advice’ and a reviews section – content that would appeal to Just for Men’s core ‘modern man’ audience. The ad-funded show culminated in a live studio show broadcast on Absolute Radio.

EXECUTION

Each week, ‘Masters of Man Time’ invited listeners to send texts, tweets and Facebook messages to the show. The programme ran a series of features to find the ‘Top 5’ – for example Xbox games, aftershaves or tools every man should have in his house. The top suggestions each week won tickets to the live show and went into a draw to win a ‘Man’ bundle that included Just For Men products. Online, the show was supported by a fully mobile optimised hub, which hosted content and information about the show, with full information about Just For Men. There was also a separate element to the series, where ‘Masters of Man Time’ encouraged listeners to nominate the ‘Manliest’ place in Britain. The final ‘Masters of Man Time’ was broadcast in front of a live audience made up of all those who were nominated.



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