



AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

Best Use of Digital PR Including Content Creation



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Campaign

Chadwicks Group – Under Construction with Chadwicks Podcast

Description of Campaign

'Under Construction with Chadwicks' is a new concept to Irish podcasting. It's a well-structured, tightly produced, entertainment podcast specifically for tradespeople. Delivering; fun, laughter, and insights straight into the vans of our target audience. It strengthens Chadwicks' brand authority, reputation for quality, and personable relationship with the trade.



Public Relations Consultant

Teneo



Client

Tara Brennan, Marketing & Development Director, Chadwicks

Background to the Campaign

Chadwicks Group is Ireland's leading builders' merchant with 40 branches nationwide and a presence in more communities in Ireland than any other builders' merchant. The company employs over 1,400 colleagues nationwide.

The key target audience for Chadwicks Group is tradespeople (plumbers, builders, carpenters) aged 25 + known as 'White Van Man'. This is a time poor audience who work long hours, have a very physically demanding job.

When construction returned in June 2021 our trade audience were busier than ever, favouring 'call & collect' orders to save time as they caught up on their backlogs. With shorter visits in branch, the Chadwicks team was getting less interaction time at the counter. Not only that, but the uncertainty of the effectiveness of more traditional marketing tactics during Covid-19 meant it was time for Chadwicks to try something new to stay top of mind, finding a new way to interact and ultimately engage with customers.

After careful analysis, Teneo identified a gap in the market for a podcast speaking directly to tradespeople in Ireland.

It was also identified that this audience would struggle to commit regularly to long podcasts so a new multitopic, short and snappy version was created in 'Under Construction with Chadwicks'. This podcast set out to strengthen Chadwicks' personable relationship with the trade, reputation for quality and brand authority through relevant and engaging material. To break the mould with the right.

Statement of Objectives

Teneo's objectives were as follows:

Drive deeper engagement with the trade audience during a time where connection was difficult.

Goal: Generate content with a dwell time for 80% (in line with 2020 average podcast listenership stats) – Reach a min of 150 downloads per week – Reach 1,500 – 2,000 listens for the season.

Position Chadwicks Group as a best-in-class retailer and industry leader in its commitment to knowledge sharing with its colleagues, customers, and local communities.

Goal: Ensure that each episode of the podcast left listeners with a key nugget of information to assist in their day-to-day job. Generate high level awareness of the podcast among our core demographic across digital channels.

Goal: to reach 1 million people across Ireland, with 50,000 reach per social post.

It was particularly important that campaign objectives were reflective of the wider business objectives and upheld the mission and values of the Chadwicks Group. The following business objectives were implemented as part of the campaign;

1. Educating the primary audience of tradespeople about our commitment to keeping our people and our communities informed.
2. Creating an attitudinal change towards shopping with Chadwicks.

Programme Planning and Strategy

Planning

Key to the success of this podcast would be in the planning. We needed compelling and relevant content, the right host, a catchy name, and it needed to be the right broadcast length. Based on Chadwicks Group research, the average length of a tradesperson's commute is approx. 30 mins from job to job. With that in mind, the podcast was designed to be half an hour long so it could be listened to in the van going from one job to another.

An in-depth pilot programme was conducted to ensure that the podcast was fit for purpose. Tests included different host combinations, segments, and topics. The pilots were shared with focus groups made up of the trade, Chadwicks employees and suppliers, along with avid podcast listeners.

Host

Based on the pilot testing, Aidan Power and Fred Cooke were selected as the hosts of the podcast. Aidan's role was to leverage his professional radio presence with a cheeky personality to anchor the show. Keeping the technical/editorial side of the podcast tight and on-track. Fred's role was to bring humour and comic relief which is such an essential part of the trade's life and added contrast to Aidan's straight-talking role.

Guest Selection

Each episode featured guests selected to give opinions or expert views on topics shaping the construction industry – from category managers within Chadwicks, to key suppliers, stretching all the way through to TV personality Pete the Builder, Wexford GAA hurling manager Davy Fitz and even musician and DIY-enthusiast Niall "Bressie" Breslin.

Compelling Content

There is never a dull moment during the show, as each episode features different segments spanning between 5-7 minutes each, 3-4 per show. This allowed for key topics to be discussed, product placement and features from our Chadwicks product experts to be included, all the while injecting some excitement via light-hearted content such as our 'joke of the week.'

A market first, 'Under Construction with Chadwicks' is currently Ireland's only podcast dedicated to construction and trade audience. The podcast format included:

Listener Participation: Something which very few other podcasts do is a focus on encouraging listener participation. We achieved this through several recurring segments.

Listener Photo of the Week – One thing we did that nobody else does was the listener photo of the week. The photo was displayed in app each week for listeners to view and accompanied by a sound bite of the tradesperson who had submitted, giving them the opportunity to showcase their work and explain the process / story to how it came about.

Listener Joke of the Week – Each week jokes were submitted via What's App by our listeners. The best jokes were played on the show and rated out of 10 by our hosts, who awarded the grand prize of the *Tool of your Dreams* at the end of the series.

The Weekly Pod-Quiz – Guests played on behalf of listeners to win a specially written comedy song for their voicemail from Fred Cooke!

Job & DIY Stories – Listeners also share their job and DIY stories as part of the show.

Show Introduction: Listeners were introduced to what was coming up on the show via the intro sequence which acted as a teaser and hooked listeners in.

Weekly Guest Segments: High-profile guests joined the show, each time matched with a Chadwicks expert to keep conversations well balanced.

Additional Branding: each segment featured branded Chadwicks stings to further drive awareness.

Measurement

VOD equated to 2.6 million impressions, with 5,586 clicks and 0.21% CTR (well above the 0.06% benchmark).

The success of this campaign was beyond expectations. The show remained within the Top 10 of the Apple Home and Garden podcast chart for its entire first season. It placed **No.1 for three weeks** and remained in the Top 3 for the first month.

Within the chart, 'Under Construction with Chadwicks' regularly outperformed 'Dirt with Diarmuid Gavin' and many podcasts from the BBC. Making sure the target audience was hit was a massive priority. Qualitative data from Spotify and Apple Podcasts shows 'Under Construction with Chadwicks' has attracted a healthy balance across age and gender. In terms of listenership 28–44-year-olds drawing in 65% of listens, with 23–27 accounting for 9% and 45–59 accounting for 19%.

Overall listeners were 68% male & 32% female with 89% listening in Ireland, all of which were in line with what was set out to achieve and mirrors the customer target. Chadwicks has made an excellent start in communicating with customers and the industry through podcasting. The format allowed the brand to continue nurturing relationships with customers during the Covid-19 pandemic, aligned brilliantly with their ongoing digital transformation.

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