

Question

Resources

Results



Assignment

Achmea

Objective

Position Achmea as an attractive employer.

Communication message

Join Achmea to make an impact from your heart.

Doelgroep

Ambitious and college (hbo+)-educated.



The power of pre-rolls: all attention to the message

Podcast pre-roll

A targeted single-medium approach with high contact frequency. The expression was tailored to this medium and the target audience.



Listen to the pre-roll



NRC podcasts

The NRC podcast listener is young, ambitious and affluent.



3.200.000
listens per month

Branded content

Podcast pre-roll

Boost in print

Seventy per cent of college-educated people listen to podcasts. Podcast are a personal and instant on-demand medium.

Rollout

500,000 impressions over four weeks in March 2022.

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Increase in brand consideration



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Increase in advertising awareness*



Index 193

High message awareness*



69%



Branded Content

Impact measurement

NRC pre-roll effectmonitor

- Together with Mindshare Business Intelligence, Mediahuis NRC conducted a pre-roll effect measurement.
- The central question was: Is this pre-roll campaign capable of achieving significant communication effects in a relatively short period of time with limited media pressure (500,000 impressions)?

"The group that hears Achmea's message more often scores significantly higher on brand and advertising awareness."

Source: Mindshare Business Intelligence, april 2022.

XTR branded content

Question

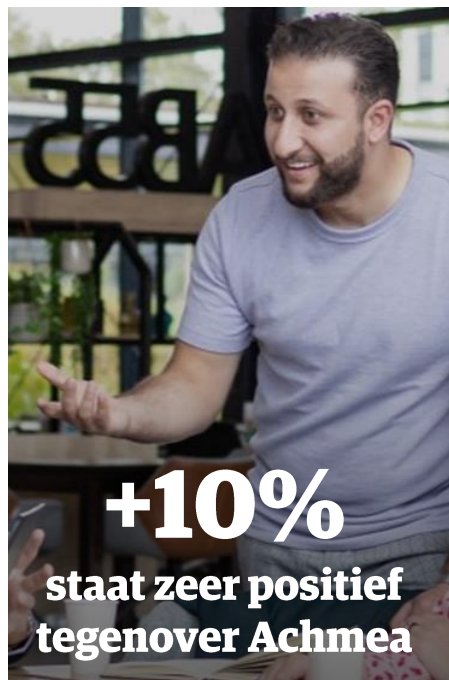
Resources

Results

Increase on image aspects



Aandeel luisteraars dat zeer positief tegenover Achmea staat nam significant toe.



Highly rated pre-roll



7,5

"Throughout the campaign, **associations became more positive, and significantly more people felt the image statements aligned with Interpolis."**

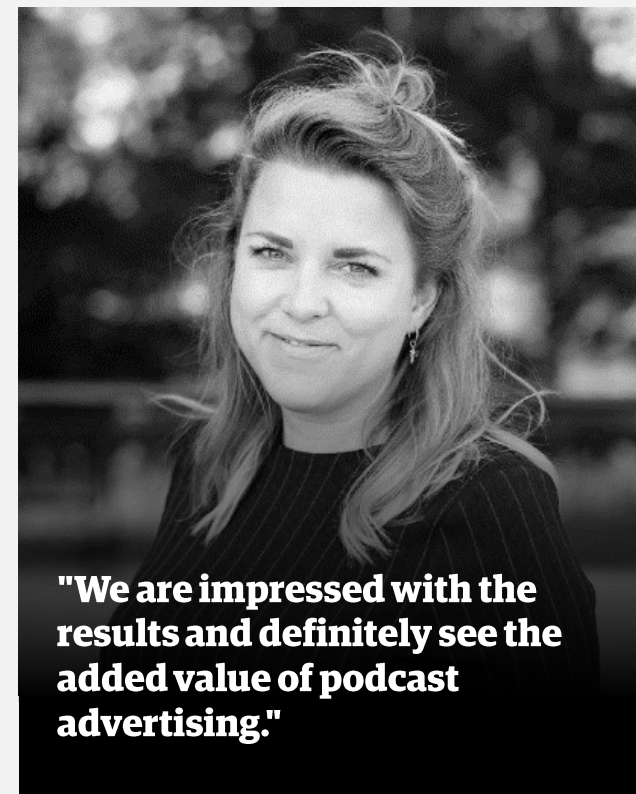
Source: Mindshare Business Intelligence, april 2022.



Collaboration

Customer feedback

Sophie Grandia, Labour Market Marketing Advisor Achmea



XTR branded content

Tailor-made advice and inspiration

We look forward to inspiring and informing you so that you can discover the possibilities of NRC. Call or email us for a personal consultation.

We will be happy to give you tailored advice.



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