

Question

Approach

Resources

Results



Assignment

Sioo**Objective**

- Increase both general and content awareness of the Sioo brand and improve attitudes towards Sioo.
- Stimulate the target group's interest and consideration to work with Sioo.

How

With a substantive, strong content campaign, Sioo wants to engage its target audience on complex, social issues that call for innovation. Sioo also wants to make known the role it plays in these issues.

Target groups

Business decision-makers, senior advisers and managers, executives, directors, directors and CEOs, owners and founders, HR and LD managers.

Message

Sioo is an Interuniversity Centre for Organisational and Change Studies aimed at the management and consultancy market. By looking at social issues in multiple ways, Sioo offers a distinctive alternative, and participants do better in day-to-day practice.

The Chain Reaction: Conversations on the complexity of social issues, which call for innovation



PODCASTMAKER
JANINE ABBRING

*'Doing nothing is
not an option'*

Inhoudelijke belofte

In the podcast series The Chain Reaction (De Kettingreactie), programme maker and writer Janine Abbring delves into the world of complex issues. How can you bring about change in situations without an ultimate solution? By talking to experts, Abbring examines what form of leadership is needed, how to deal with different interests when you do have to work together, and how to create trust in government bodies when citizens have concerns.

Concept

De Kettingreactie

Journalistic approach

- Editorial approach
- Equipped with quality label XTR branded content
- Cross-media deployment: audio, online and print
- Well-known, reliable host Janine Abbring



Optimal contentflow

XTR branded content translated the concept De Kettingreactie to NRC's various platforms. A podcast series of four episodes forms the core of the campaign. In addition, an explanatory article was published online. The use of banners on nrc.nl and in the NRC Audio app, pre-rolls with the NRC podcasts and ads with QR codes in the paper newspaper created an optimal content flow.

Resources

Digital, print & audio



1x partner page with all Sioo content bundled together



4x podcast episode and 4x corresponding article page on nrc.nl



1x stand-alone article on nrc.nl



Boosting podcast through QR codes in print



Drive podcast via banner on nrc.nl and via NRC Audio app

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Increased brand awareness



Sioo's brand awareness increased with an index of

175

Successful message delivery



74%

of those reached find Sioo's substantive message clear

Action



61%

of the people who took at least one content expression looked up more information about Sioo



Based on all NRC users, **32%** saw the campaign online



XTR branded content

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Of those reached, 59% are interested in Sioo
compared to 27% of non-reached



Of those reached, 65% are interested in training courses
compared to 51% of non-reached



'Interest in Sioo seems to correlate with brand awareness and general interest in the subject'

GRP survey, 26 February 2024



Based on all NRC users, **19% saw the campaign in print**

Sioo



XTR branded content

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Increased brand awareness

Reachers find all 12 surveyed **brand values significantly better suited to Sioo** than non-reachers.

Growth on brand value Professional, index 288

Growth on brand value Scientifically substantiated, index 236

Results podcast series

36.053

Reach podcast series

19:49 minutes

Average listening time

6,8

Average rating



31%

of NRC users have listened to at **least 1 episode**



Based on all NRC users, **13% heard a podcast pre-roll**



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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