



# Case History – Anglian Water

## The Challenge

Anglian Water is a water company operating in the East of England, supplying water, drainage and sewerage services to the East of England region, as far down to the River Thames.

- As part of their ongoing commitment to investing within the Anglian Water's service area, the company co-sponsors engineering and construction courses at the College of West Anglia in Wisbech, Cambs.
- As well as attracting applications, the brief specified that a key objective was to attract more female students to the courses. Anglian Water wanted to encourage greater participation and interest by women in a traditionally male orientated sector.

## The Strategy

Media Managers made Radio the core element of the campaign strategy, and added support with exposure in targeted regional press on/offline.

- The power of Radio to tell a story and engage with the target audiences presented the best channel to get the messaging effectively delivered.
- Media Managers devised a campaign using a more inventive and interesting approach called 'A Day in the Life'. The strategy was to

use one of the course's female students to talk for 40 seconds about how much they were enjoying the course, and how it was helping them to further their goals.

- Media Managers produced the commercials which ran at the end of the ad breaks and were 'trailed' at the start of the break with a 10 second teaser campaign to 'set the scene'. This strategy exploited the power of personal recommendation.
- The airtime was planned and deployed against a target audience of Women aged 18-24 to achieve optimum awareness and average frequency.

## The Outcome

"I would say that Media Managers' service levels are consistently professional, very focused on the delivering a great client experience, insightful in their approach to planning our campaigns and never short of strong ideas. For clients who expect a clever, reliable and imaginative partner in their marketing communications activities, I would not hesitate in recommending Media Managers."

## Marketing & Website Manager

## The Channels

- Commercial Radio
- Local Press

31 Mill Street  
Bedford  
MK40 3HD

T 01234 245566

St John's Innovation Centre  
Cowley Road  
Cambridge  
CB4 0WS

T 01223 422333

Pure House  
64-66 Westwick Street  
Norwich  
NR2 4SZ

T 01603 883730