

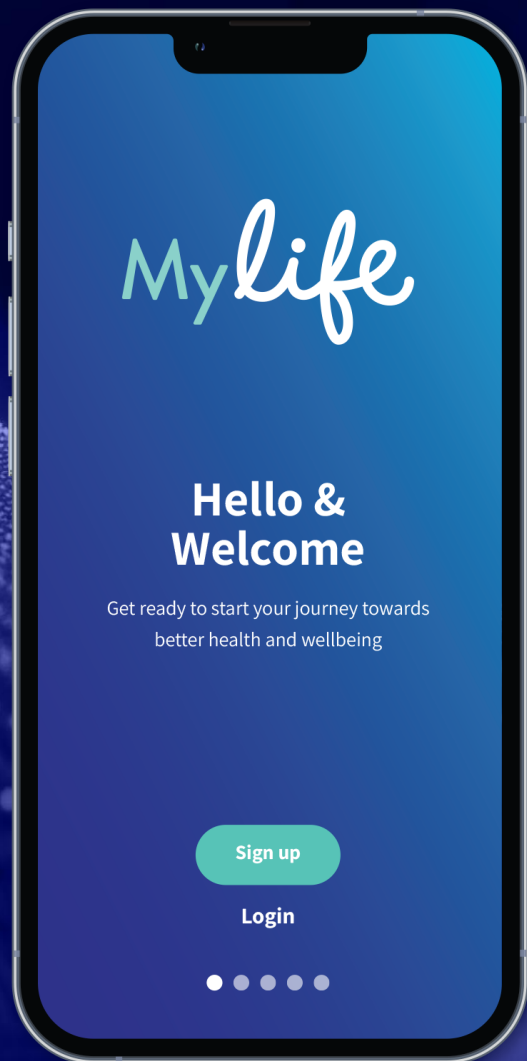
Best Use Of Audio

'23,688 Steps to Success with MyLife'



Agenda





How it works

Like a personal coach in your pocket, incentivising you to make **sustainable health improvements** through fitness, rewards and activity challenges.

MyLife helps you to **understand more about your health**, so you can easily identify ways to improve it, providing content and motivation to support you at every step.



Set
individual
goals



Track
activity



Access
digital
health
coach



Redeem
rewards



Eat
healthier



Take part in
challenges



Get better
sleep

Background & Objectives

Get
To
By

MY LIFE 2024

All Adults, mainly 25–45s

Download MyLife App

Taking part in Irish Life GAA Healthy Clubs Every Step Counts Challenge

Strategic Approach

AWARENESS

DRIVE AWARENESS OF THE IRISH LIFE HEALTHY CLUBS EVERY STEP COUNTS CHALLENGE

ACQUISITION

RECRUITING PARTICIPANTS FOR THE CHALLENGE
DIRECTING THEM TO DOWNLOAD MYLIFE APP

ACTION

PROMPT CONTINUOUS ENGAGEMENT WITH MYLIFE FOR NEW AND EXISTING MYLIFE MEMBERS

KPIs

Increase MyLife
App Downloads

Increase New
Users

Increase MAU

Increase Steps
Challenge
Participants

Data Collection & Integration

- IAB Listen Up Ireland Research: Reach & Device Listening
- AMA Power of Personalisation Study
- audioXi Ad-Server (AdsWizz)

Inventory Forecast

Period: 01/05/2024 → 31/05/2024

We can forecast your data up until 14/07/2024

Ad Positioning and Duration: All positions 30 sec

Inventory Type: Campaign Avails Total Avails **Total Inventory**

Do you want to use interactive formats with your campaign?

Select template: Search or select a Template...

Select Supply: Publisher & Zones Zone Groups

Selected zones 2940 Import zones from zone groups

Define your targeting:

Country > Region is any of Ireland Selected regions 5

AND

Device Type is any of

Mobiles and Tablets Desktops and Laptops Digital Appliances Smart Speakers

+ AND

Mix: Design & Methodology

In total, there were 23,688 possible variations of the Irish Life audio ad and using the dynamic triggers we identified, we spoke to listeners in a space that was both relevant and engaging, as all the messaging was completely tailored to them in that moment in time, which drove exceptional results.

Mix: Design & Methodology

► Dynamic player

Rules summary

Irish Life - Q4 - 2023



11.0: SFX (backing track used)

1.0 Before you get into this podcast...

2.0 We just wanted you to know, that it's easier than ever, to get healthy this January, with the right support.

3.0 The Irish life GAA Healthy Clubs challenge, is helping communities get active...

4.0 all across Dublin

5.0 Every step you take this morning could help your GAA club win a cash prize. And there's 30,000 euro up for grabs!

6.1 So while you're listening, download 'My Life', the free health and wellbeing app.

7.0 And help your local GAA club a cash prize!

0.00



► Irish Life ► Irish Life - Q4 - 2023

Irish Life - Q4 - 2023

Dynamic

Presets

Lines

Preview the version of the ad that would play according to your current time, location and device or select from the options below to preview a dynamic version.

</> platform

No Value

📅 Date & Time

Set Date

📍 Location

Auto

Lucan, Leinster (53.338,-6.5388)

Lucan, Leinster (53.36427,-6.48807)

Mayo County, Connacht, IE (53.900000,-9.250000)

Meath, Leinster, IE (53.666670,-6.666670)

Monaghan, County Monaghan, Ulster, IE (54.250000,-6.966670)

Naas, Kildare, Leinster, IE (53.215830,-6.666940)

Portlaoise, Laois, Leinster, IE (53.034410,-7.299790)

Roscommon, Connacht, IE (53.750000,-8.250000)

Shannon, Clare, Munster, IE (52.703890,-8.864170)

audio*X*i Zenith

Execution & How It Sounded



Dynamic Audio Results

>1m Impressions



497,177 Unique Reach



95% LTR



Every step you take "this morning"

272,095

Every step you take "this afternoon"

290,387

Every step you take "this evening"

140,849

Every step you take "tonight"

296,896

Impressions x Time Of Day



742,635



61,918



20,128



176,706

Impressions x Geo



Mobiles/Tablets

770,823



Laptop/Desktop

65,123



Smart Speaker/Other

165,441

Impressions x Device

Time of day & day of week messaging helped drive urgency as well as delivering the correct CTA from awareness to acquisition and action phases

National reach was delivered with localised messaging, tapping into the community aspect of the challenge and ensuring our ads resonated further with audiences

Device led messaging enabled relevant CTAs to drive organic downloads with variants such as "while listening on your mobile"

Business Results



+18%

Total app installs YoY



+32%

New users YoY



+25%

Monthly active users YoY



+36%

Challenge participants YoY

"Leveraging the dynamic audio capabilities offered by audioXi in our media strategy for the recent Irish Life GAA Healthy Clubs challenge, we were able to deepen the GAA community engagement by incorporating county level call outs within our script and spots. This not only fostered a sense of belonging and rivalry in local clubs, it also drove urgency with personalised and relevant call to actions to get the nation of Ireland up and out to take part in the Every Step Counts challenge in January 2024, enhancing our campaign impact and connection with the target audience and GAA clubs all across Ireland."

Brand Marketing Manager

- Colin Carrigan

Thank You!

