Radiocentre brings an early Christmas to Craig Inglis, Customer Director of John Lewis

John Lewis’ Craig Inglis is the second target in Radiocentre’s bold marketing campaign which makes famous marketers the focus of a song in a radio advert.

The new ad, a ballad, takes its inspiration from John Lewis’ famous Christmas ads and asks its Customer Director to “Give Radio a Go”.  The second execution is part of a campaign, created by Lucky Generals, which launched on 17 May with a hip hop rap dedicated to Keith Weed, the CMO of Unilever.

Both Inglis and Weed were deliberately kept in the dark until the first spot aired to help demonstrate how radio advertising can create fame.

The 60” John Lewis spot is running across national commercial stations including Classic, Smooth, Magic, Heart, Capital, Jazz FM and Heat. It is also running on a number of local stations around the UK. It ends with a call to “See radio differently at Radiocentre.org.” The campaign is supported by outdoor, online, and print advertising, plus PR and social media. It has a dedicated microsite at radiocentre.org

Radiocentre’s client director Lucy Barrett says: “Despite being kept completely in the dark beforehand, Keith Weed reacted to his rap really well. We were delighted that Craig tweeted his and Monty’s shared love of radio last week. John Lewis spent over £1 million on radio last year, perhaps this figure will increase following our campaign. Fingers crossed.  We hope that like Keith, we have given Craig a powerful reminder of radio’s ability to build fame and stimulate mass response amongst the millions that tune in everyday in their cars, homes and offices.”

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