

Coral Island, leading UK leisure attraction, wanted to create a strong seasonal uplift in awareness and brand sentiment through a targeted radio campaign.

We worked with the brand's agency, Tonic, to distribute audio content that spoke directly to families with children in their target areas.

The cadence of play-outs and stations targeted were specifically chosen to incite maximum penetration into Coral Island's target locations.



*"The audio content created and distributed was **engaging, on-brand, and reached listeners at just the right time.** The results so far have been amazing – a real **uplift in awareness and interest** at exactly the right moments in our campaign calendar...We'll absolutely continue working with Radio News Hub for future campaigns and wouldn't hesitate to recommend them to other brands looking for **smart, effective broadcast media support.**"*

**Jeff MacNamara**  
Managing Director, Coral Island



**300% average uplift in web traffic** during the campaign period.



Clear **web traffic increases** from radio-targeted regions with no other promotional activity running.



Transparent and timely **reporting** that demonstrated scale and value.



Client, agency and broadcaster had a strong working relationship, "never transactional, always collaborative"