

CHHA-NL Ultimate Dream Home Lottery

Pivoting to digital audio to engage Newfoundland audiences

OVERVIEW

The Canadian Hard of Hearing Association Newfoundland & Labrador (CHHA-NL) faced an unexpected hurdle in their Ultimate Dream Home Lottery campaign when TikTok banned lottery-related ads. With a tight timeline and strict advertising regulations, the organization needed a fresh and effective way to reach their target audience while maintaining compliance and driving engagement.

APPROACH

Postmedia quickly pivoted the campaign from TikTok to Digital Audio Advertising on Spotify, ensuring the messaging reached the right audience while remaining fully compliant with regulatory requirements. The campaign leveraged localized targeting to focus on Newfoundland's specific population, tailoring messaging to maximize relevance. This swift adaptation allowed the campaign to launch on schedule, maintaining momentum for the lottery promotion. Across the campaign, the digital audio ads delivered 72,520 impressions with a remarkable 93% completion rate, generating 68,000 completed listens and 426 clicks, resulting in a 0.60% click-through rate. The approach showcased how flexible media strategies can overcome unforeseen obstacles while maintaining strong audience engagement.

CONCLUSION

By pivoting to Digital Audio Advertising, CHHA-NL successfully navigated regulatory challenges, engaged their audience effectively, and preserved the campaign's impact. The strategy highlights the value of adaptability and creative problem-solving in reaching specific, time-sensitive objectives while driving measurable results.

72.5K+

DIGITAL IMPRESSIONS

93%

COMPLETION RATE

68K

COMPLETES



“Due to the changing regulations of TikTok regarding online lotteries, I changed that portion of our social media buy to Spotify based on the advice of Postmedia. This was a good fit since we used the 30 second audio portion of our radio campaign in Spotify for cross promotional reinforcement. We also geofenced the buy to our provincial campaign. The results for opening weeks included over 92% completion rate of the audience (over 67,000 completes listens). Given the relatively small population of this province, that was good penetration making this a good value buy and a useful addition to our overall social media campaign.”

Wayne Wheeler
Private Consultant
Canadian Hard of Hearing
Newfoundland