

NPM Sponsor Highlight:



The Goal:

Boost awareness & engagement with trusted, organic messaging where their audience finds community.

Pete & Gerry's partnered with NPR to share the benefits of their organic pasture-raised eggs in a way that felt natural and different from traditional advertising. Their vision centered on authentic storytelling within trusted online environments already frequented by health-conscious, environmentally minded audiences.

Beyond the central goal of driving awareness and engagement, they wanted to build lasting brand connections by earning trust and clearly demonstrating how Pete & Gerry's values align with those of their consumers.



The Objectives:

 Key Performance Indicators: **Awareness & Engagement.**

 Tone: **Native, Organic, Trusted.**

 Messaging: **Immersive environments showing the value of humanely raised eggs.**

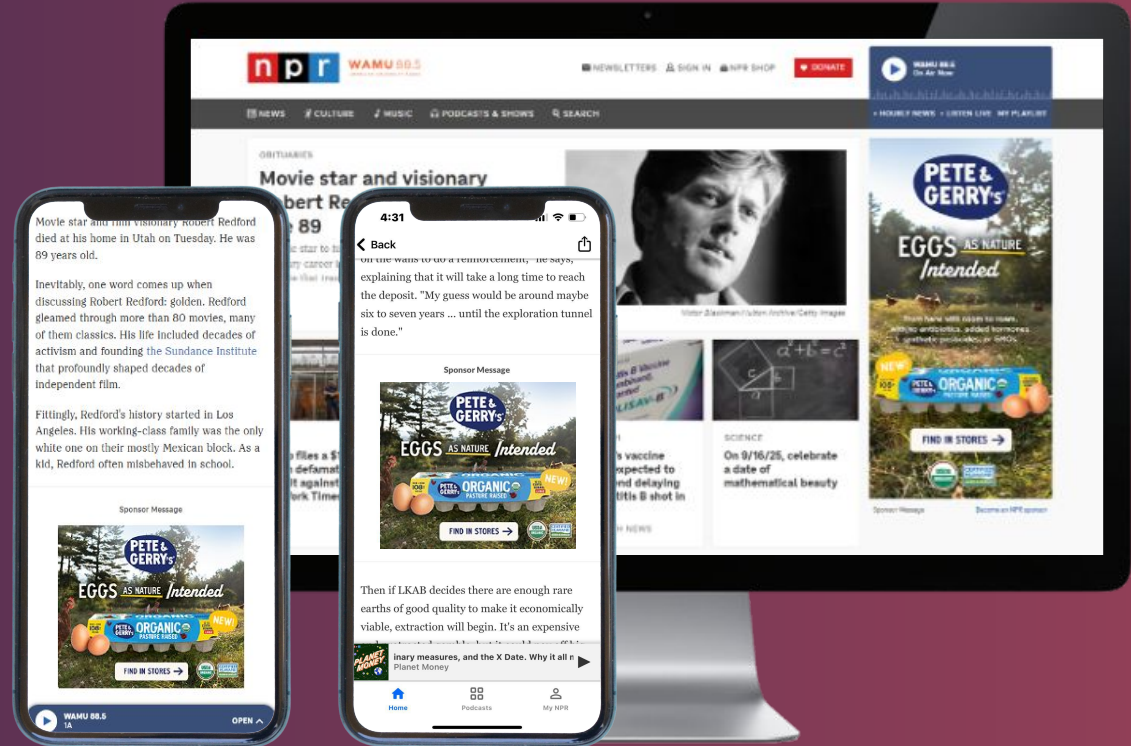
 Target Audience: **Health Conscious, Environmentally Minded, United States.**



The Campaign:

The NPM Creative team crafted a campaign focusing on the product's ethical sourcing, nutritional benefits, and sustainability story.

NPM Creative brought the Pete & Gerry's story to life with custom immersive audio spots, bringing listeners directly to the farm. Their story was able to connect with health conscious consumers thanks to the implementation of audience targeting.



:15 Standard Sponsorship Message



:30 Custom Immersive Sponsorship Message

The Results:

Pete & Gerry's standard and custom immersive audio spots engaged the 50% of NPR Podcast listeners that regularly purchase organic eggs.

The campaign ran across Run of Network and Run of News programming and extended its impact with an audio interstitial on the NPR app and digital placements on NPR.org. The brand saw significant growth across key performance indicators, effectively reaching those that value ethically sourced goods.



25%

of listeners are aware of the brand,
67% lift vs. non-listeners



27%

of listeners have a favorable brand opinion,
93% lift vs. non-listeners



31%

of listeners would consider purchasing from the egg brand,
121% lift vs. non-listeners

The NPR Impact:

The NPR audience over indexes in Pete & Gerry's target audience and has a proven halo effect with positive impact for sponsors.

During the campaign, Pete & Gerry's heard directly from an NPR listener:

"I wanted to let you know that I heard your support for NPR the other day and I will now only buy your eggs. Thank you for supporting independent journalism!"



34%

more likely to purchase food labeled as natural or organic



13%

more likely to agree they are willing to pay more for a food product that treats animals ethically and humanely



78%

have taken action because of a sponsorship announcement in an NPR podcast



77%

agree they have a more positive opinion of a business after finding out they sponsor NPR