

NPM Sponsor Highlight:

ezcater

The Goal:





Boost awareness & consideration for ezCater's services among the target audience of those involved in workplace food purchases.

ezCater partnered with NPR to highlight the benefits of food for work technology and marketplace. They wanted to highlight the flexibility, efficiency, and simplicity of their platform.

The brand wanted to reach those involved in business purchase decisions, especially food-related, and see increases in awareness and intent to use the service.



The Objectives:

-  Key Performance Indicators: **Awareness & Consideration.**
-  Tone: **Informational, Clear.**
-  Messaging: **Straightforward facts to highlight the ease of use of the platform.**
-  Target Audience: **Individuals involved in workplace food purchases.**



The Campaign:

ezCater is a longtime broadcast sponsor of NPR who knows that a continued presence leads to high impact.

The brand has run radio campaigns with NPR since 2022, featured heavily in key drive-time programming *Morning Edition* and *All Things Considered*, and in iconic show *This American Life*. Their straightforward messaging focused on making corporate catering simple aligns with the NPR listener values of transparency and information.



:15 Standard Sponsorship Message



:30 Standard Sponsorship Message



:30 Host-Read Standard Sponsorship Message

The Results:

ezCater's most recent radio campaign successfully reached NPR Radio Listeners involved in Workplace Food Programs.

Maintaining their consistent presence on NPR, the brand achieved new highs in awareness, particularly among those making purchase decisions for workplace food programs. The campaign strengthened brand opinion and generated strong interest in its services across the total audience, demonstrating the power of continued exposure on NPR.

Among NPR Radio Listeners Involved in Workplace Food Programs:

-  **40%**
lift in brand awareness vs. non-listeners
-  **78%**
lift in favorable brand opinion vs. non-listeners
-  **25%**
lift in saying they are very interested in learning more about ezCater vs. non-listeners

The Results:

Over two years, NPR sponsorship raised awareness and positive perceptions of ezCater.

The lifts for ezCater’s December 2025 campaign against their results from March 2023 highlight the positive impact of continued presence on NPR.

Among NPR Radio Listeners:

✓ **83%**
lift in brand awareness vs. 2023

+ **96%**
lift in favorable brand opinion vs. 2023

Source: Kantar, NPR Sponsorship Survey, March 2023 and December 2025
Base: Awareness among Total Respondents. Opinion rating among Brand-Aware respondents

The NPR Impact:

The brand saw impressive metrics from campaigns and built a strong relationship with a trusted sales representative, giving them the tools to feel confident in maintaining their sponsorship presence with NPR radio.

This paired with an audience of business decision makers and the NPR halo effect lead to highly impactful messaging.



123%

more likely to be involved in purchases of business services and office supplied at work



95%

more likely to be involved in purchase decisions of \$1,000+ at work



88%

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



78%

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