Words on wakes: comparing regional differences in end-of-life wishes with Global

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On-air, on Global Player and Outdoor

Through these platforms combined, we entertain and reach 51.7 million individuals across the UK every week

Connecting brands to the nation through infinite media possibilities

National Reach

A national stage for brands on the most famed media…

Human Connections

…media that's woven into the rhythms and routines of people's lives

The Multiplier

…all multiplied by the unique live energy of Global's people, platforms, data capabilities and creativity

Funeralcare

Background

Never managed to win the business.

It's a sensitive topic that has traditionally run in Newspapers.

Global love a challenge

To prove that Radio & Outdoor advertising can be used to land sensitive ad messages.

The Global Audience

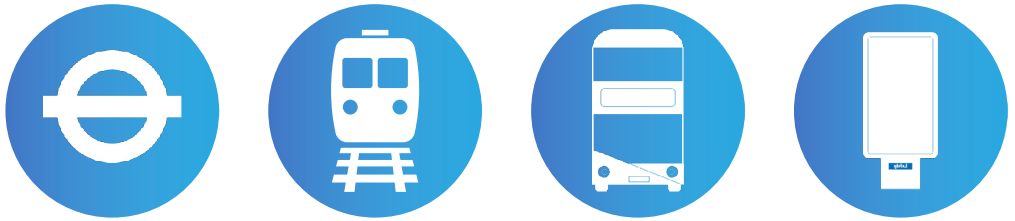
global

work • shop • play

The Global Audience

What is it?

Global's Consumer Panel.
Deeper understanding of the Global audience. Isolate specific audience.



gold The Greatest Hits of all Time

dax DIGITAL AD EXCHANGE

Smooth Radio

95-106 CAPITAL FM

CAPITAL XTRA

CLASSIC fM

LBC LEADING BRITAIN'S CONVERSATION

RADIO X

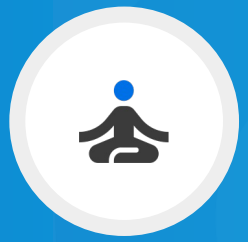
heart

The data didn’t give us the stories
that we needed

Methodology

Location

"Do you have a specific location or venue in mind for your wake?"



Interests

"Do you have a specific hobby that you would like to see reflected in your end-of-life celebration?"

Music

"Is there a particular song or piece of music you would like played at your funeral? "

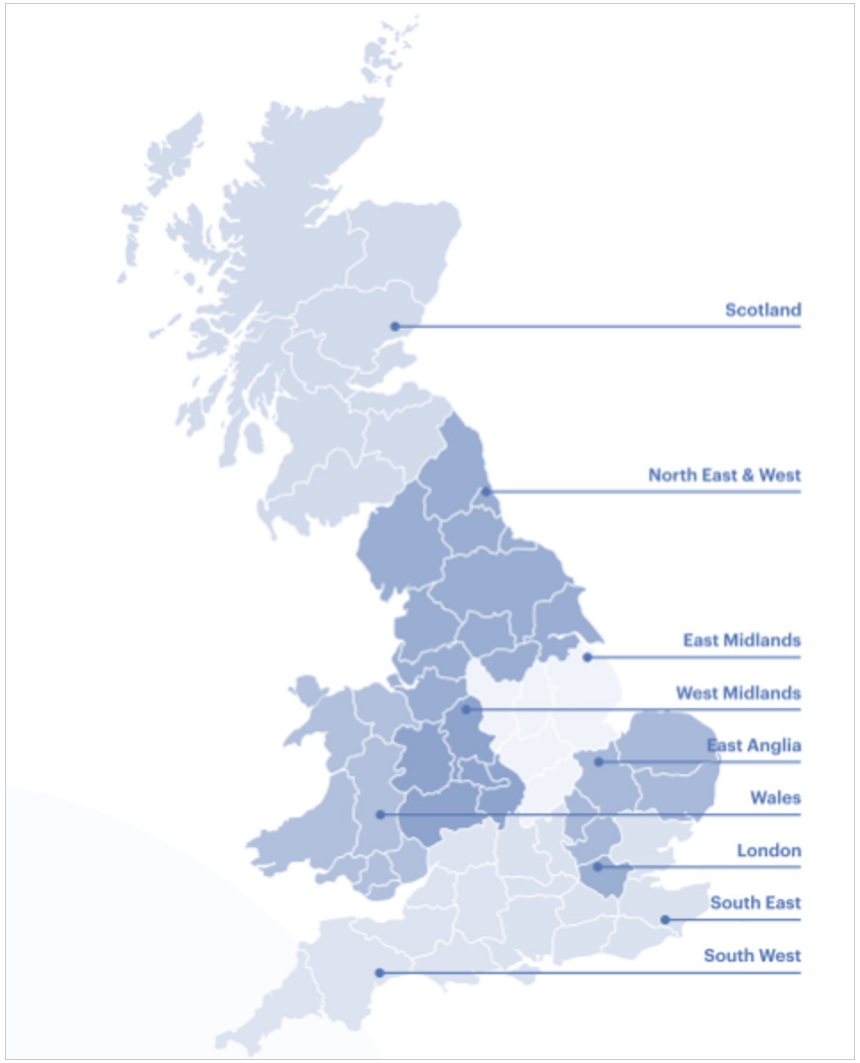
Charities

"Which charity would you like your guests to donate to and why is it important to you?"

Methodology

Relative Insight compared responses from each geographic audience against our database of standard English.

This revealed the topics, words and phrases that over-indexed for each region.

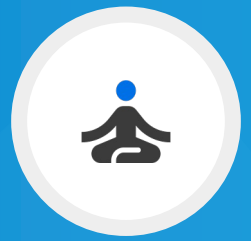


West Midlands

Wake venue

The locality of the after service celebrations is the MOST important part of the event

Local venues
Wedding venue
"My Local village hall"



Hobbies

Hobbies and Interests represented during their service, particularly arts and crafts

Arts, Music, Photography
Knitting

Songs & music

80s rock classic hits are a major trend in this region

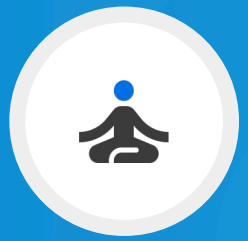
"David Bowie"
"Stairway to Heaven"
"Bon Jovi"

North East & North West

Wake venue

Meaningful location with happy memories top the list

Happiness
Wedding venue
“My local rugby club”



Hobbies

Football an important hobby many want reflected in their service

Sports Generally
Rugby
Football
“My Liverpool scarf”

Songs & music

Non religious music & Football Anthems are important in this region

“Don Campbell”
“You Raise Me Up”
“Andrea Bocelli
“You’ll Never Walk Alone”

Flowers

Flowers from special events important to showcase

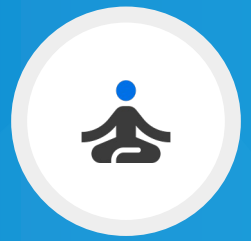
Roses
Wedding Bouquet
Bridal Bouquet

South East (Kent & Essex)

Wake venue

Location should be somewhere where their friends and family feel relaxed and calm, somewhere intimate

Calm
Relaxed
Home



Hobbies

An emphasis on nature, animals and pets should be reflected in the service

Animals/Living Things
Gardening & nature
“Picture of my horse on my coffin"

Charities

Local wildlife and pet charities

Animals/Pets
Dog shelters
PDSA

London

Wake venue

The seaside is a popular location for Londoners

Seaside
"I love the sea and the idea of the freedom of the sea which is why I want my ashes dispersed there"

Readings

Religious and multi-cultural/multi faith readings are favoured

Religion
Holy Quran
Prayers

Charities

Cancer and charities are important for Londoners

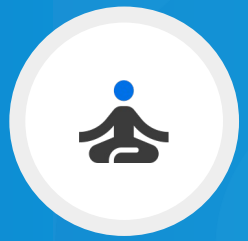
Cancer
Cancer research
Disease

Scotland

Hobbies

Sporting hobbies, particularly football are chosen

Sports
Glasgow Rangers Football Club



Readings

Comforting and religious poems to help loved ones

Rudyard Kipling
Poems about angels
Charles Dickens

Songs & music

Bagpipes as well as popular classics

Mr blue sky
Leonard Cohen
Alan Jackson

Flowers

Mental health charities are important

Psychological states
Mental Health charities

Wales

Wake venue

Less concerned about their wake venue, just want their family and friends to enjoy this part of the event

No specific location
“Leave it up to my children”

Songs & music

Popular classics loved by those from Wales, artists such as Queen are popular.

Robbie Williams
Freddie mercury
Queen

Solent & Southwest

Hobbies

A love for animals is present as well as nature and gardening.

Plants
My garden
"My dogs should be present"

Songs & music

Religious, traditional songs and comforting hymns are preferred as well as a keen interest in festivals

Festivals
Spirit in the Sky
Favourite hymn

Key Takeaways

West Midlands

Local, traditional service. A love for arts and crafts and lovers of 80s Rock.

North East & West

Wish to incorporate special and big events in their lives within their service as well as their love for sport.

South East

Intimate and calm settings, pets and corresponding charities is important.

London

Multi-cultural region, wishing to celebrate through religion and a break from city life.

Key takeaways

Scotland

Would like traditional and local services, involving particular readings. A love for football is prevalent as well as mental health charities.

Wales

Prefer non-religious services. concerned about what their friends and family will enjoy rather than what they personally want.

Solent

Wish for a colourful service showing their passion for nature, flowers and animals. Hymns and traditional songs are preferred.

Identifying trends

North West

Wales

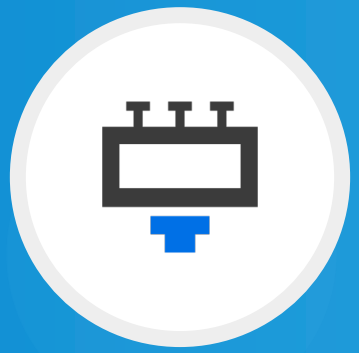
South Coast

West Midlands

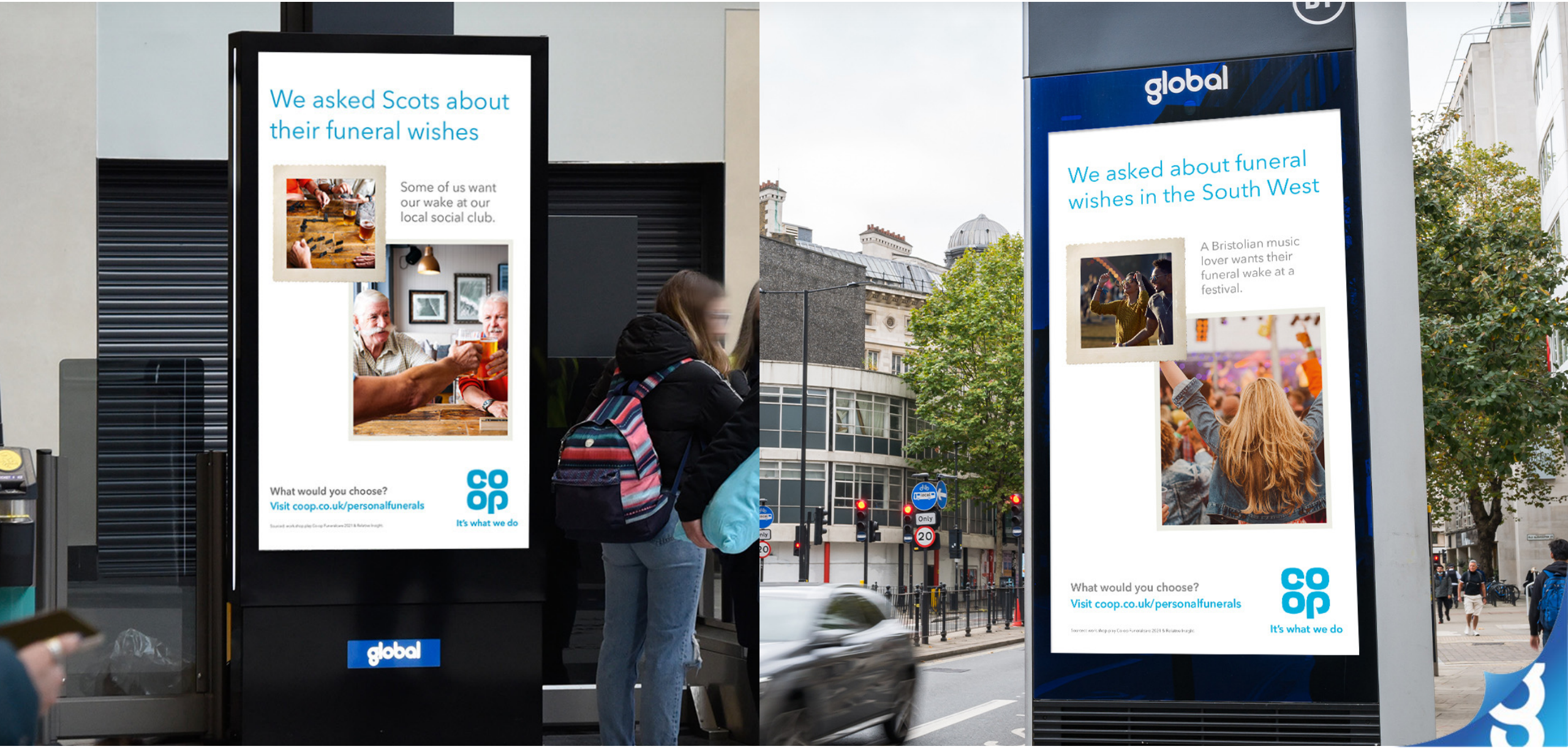
Essex

London

The outcome



Localised advertisements reflecting the unique opinions of each area's residents.


We asked Scots about their funeral wishes
Some of us want our wake at our local social club.
What would you choose?
Visit coop.co.uk/personalfunerals
It's what we do
global
We asked about funeral wishes in the South West
A Bristolian music lover wants their funeral wake at a festival.
What would you choose?
Visit coop.co.uk/personalfunerals
It's what we do
global

Live on our radio stations

My Therapist Ghosted Me

Parenting Hell

James O'Brien: The Whole Show

Campaign results

45%

Stated they had now thought about their funeral wishes.

24%

Stated they had spoken to friends and family about their funeral wishes.

29%

Stated they had visited the Co-op Funeralcare website.

Campaign results

01 To get people thinking and talking about their funeral

02 To ensure that Co-Op Funeralcare are front of mind

Awards