

# CASE STUDY

## Mouthwash Brand



### Key Take Outs

#### THE RESULTS

The LU ads increased the mouthwash's positive brand perceptions, informed Tube users about the importance of healthy gums and also prompted them to purchase the mouthwash.

**Mouthwash was more memorable than other major household names in dental care.**

**8 in 10 people exposed to the LU ads felt good about the mouthwash both as a brand and dental product.**

**1/2 who saw the LU ad have bought the mouthwash in the last 3 months.**

# CASE STUDY

## Mouthwash Brand

LU ads persuade Tube users to buy mouthwash to look after their teeth

### THE CHALLENGE

An established mouthwash brand wanted to inform Tube users about gum disease & the importance of dental hygiene. They sought to promote their mouthwash with real standout & impact, positioning their brand as a staple part of any healthy dental routine.

### THE EXECUTION

In July 2014, the mouthwash brand ran a 48 & 96 Sheet campaign on the London Underground (LU).

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 1,220 18+ adults (610 pre and 610 post campaign), and a 50/50 gender split.

The test group consisted of people who have used the LU in the last 2 weeks (n= 814) & a control group of people who had not used the LU in the last 2 weeks (n = 406).

### THE RESULTS

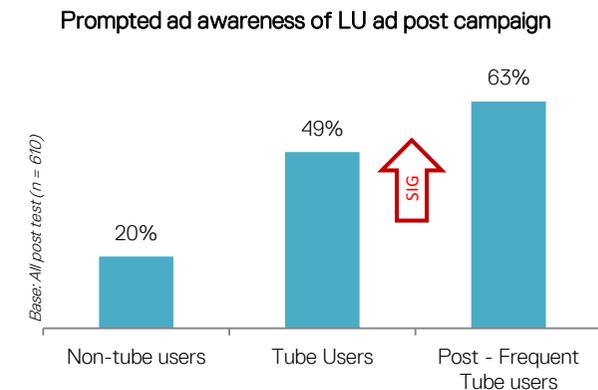
The LU ads increased the mouthwash's positive brand perceptions, informed Tube users about the importance of healthy gums and also prompted them to purchase the mouthwash.

### Mouthwash was more memorable than other major household names in dental care

Those who had used the Tube in the last 2 weeks were more likely to name this mouthwash when asked to spontaneously recall a mouthwash brand.

### 6 out of 10 frequent Tube users recalled the mouthwash ads on the LU

Half of Tube users recalled the LU ad, with this figure increasing to 63% for those who frequently use the LU. This indicates that increased exposure to the LU ads generated higher awareness levels.



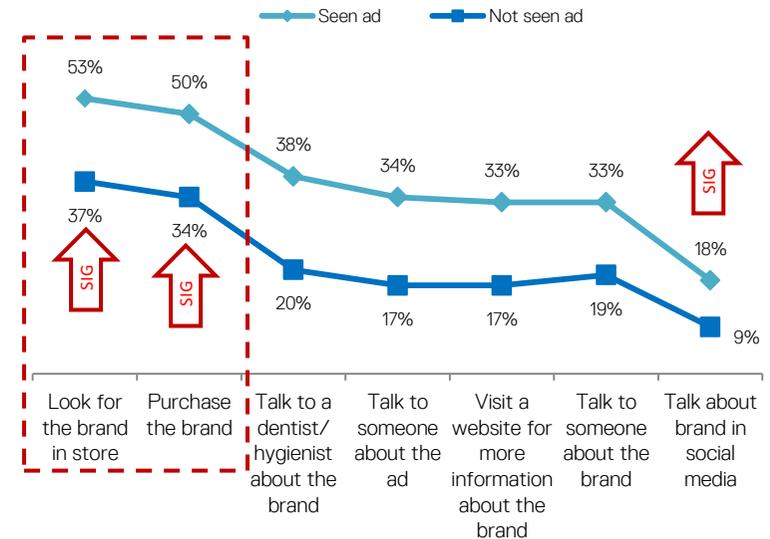
### 8 in 10 people exposed to the LU ads felt good about the mouthwash, both as a brand and dental product

84% of people who saw the LU ad gave them a good feeling about the mouthwash (vs. 64% who didn't see the ad), and 81% also felt that the brand prevents tooth loss (vs. 75%).

### 1/2 who saw the LU ad have bought the mouthwash in the last 3 months

- Over half of those exposed to the LU ads have looked out for this mouthwash in the shops (vs. 37% who haven't seen the ad).
- Half of those exposed to the LU ads have also purchased the product (vs. 34%).
- Additionally, more than 33% of those exposed have also talked to someone about the brand or the ad itself.
- The proportion of those who talk about the brand on social media doubles among those that have seen the LU ads.

### Actions taken in the last 3 months post campaign



Base: All post campaign (n = 610)

### CONTACT

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