

CASE STUDY

On Demand Service– Bus focus



Key Take Outs

THE RESULTS

The results show that people exposed to the OOH campaign had significantly higher levels of awareness and a tendency to recommend or use this on demand service

Overall brand awareness is higher for the groups exposed to the on demand service OOH campaign

Ad awareness is higher for the exposed (test) groups of both target audiences

People exposed to the ads are more likely to use and recommend the on demand service vs. those who weren't

Those who just saw the **Bus** ads went on to watch movies using this on demand service

CASE STUDY 1 - Bus

"The ad is bold and noticeable. It prompts me to find out more about the service"
Respondent



On Demand Service

Bus drives usage of On Demand service

THE CHALLENGE

A leading on demand service wanted to raise brand awareness and drive usage. As this is a highly competitive market it is important for this on demand service that they are recognised as the place to watch the latest movies & TV shows.

THE EXECUTION

In November 2014, the on demand service ran a campaign in London using High Street Buses (Supersides) as well as TCPs & posters on the London Underground (LU).

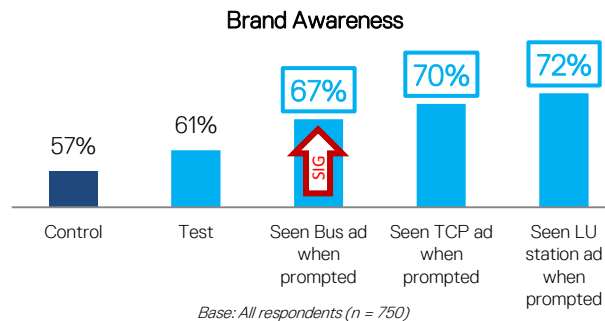
In order to capture the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 750 adults, Target 1: ABC1 16-34 & Target 2: Females with children 17 or under.

The test group consisted of Londoners and those who had used the LU within the last 2 weeks (n = 500). The control group was made up of other UK residents who had not travelled in or around London (n = 250).

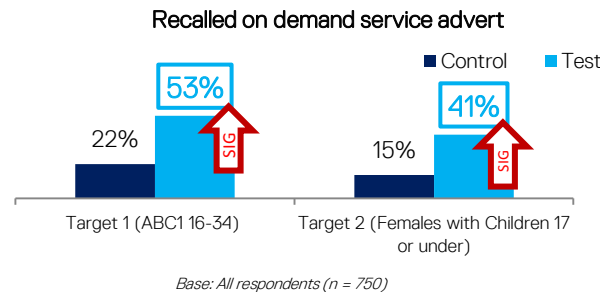
THE RESULTS

The results show that people exposed to the OOH campaign had significantly higher levels of awareness and a tendency to recommend or use this on demand service.

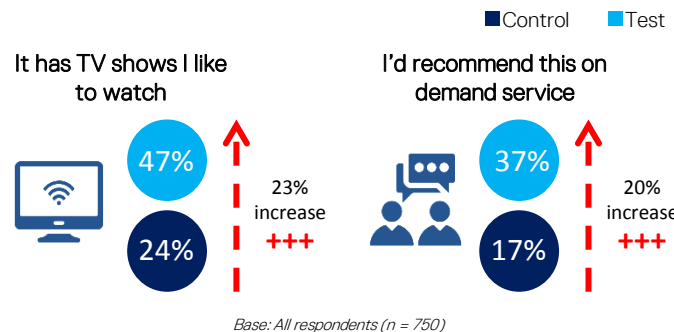
Overall brand awareness is high for those exposed to the on demand service OOH campaign



Ad recall is high for both target audience (test) groups exposed to the OOH campaign



People exposed to the ads are more likely to use and recommend the on demand service vs. those who weren't



Bus campaign effect

Those who just saw the **Bus** ads went on to watch movies using the on demand service

Positive descriptions of the ads highlight the scale and impact of Bus advertising on the high street. The ads were described as:

- Eye catching
- Attention grabbing

In addition, 24% of those who saw the ad would now watch movies using the on demand service (vs. 8%, who didn't see the Bus ads) and 20% would talk to someone about it (vs. 11% who didn't see the Bus ads).

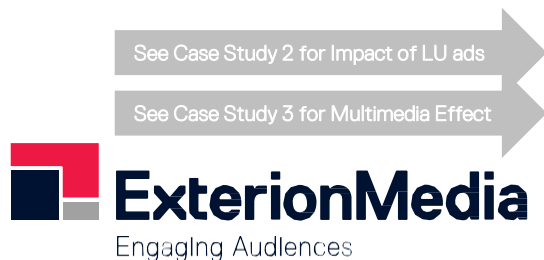
Impact of Bus ad

Activity	Not seen Bus Ad (%)	Seen Bus Ad (%)
Watch movies via the service	8%	24% (SIG)
Talk to someone about the service	11%	20%
Watch TV shows via the service	4%	20%
Go to the service Facebook Page	4%	17%
Set up an account for the service	4%	13%
Download the service app	4%	11%

Base: Londoners (n = 500)

CONTACT

For more information regarding advertising campaigns with Exterion Media please contact info@exterionmedia.co.uk 0207 428 3609



Any mention of 'significance' made refers to statistical significance. Statistical significance is used to refer to a result that is unlikely to have occurred by chance and in this case is tested using chi-square. Source: Dipsticks Research