

CASE STUDY

On Demand Service – LU 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 the on demand service.

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

- 67% for people who recalled the bus ad
- 70% for people who recalled the TCP ad
- 72% of those who recalled the LU station ad

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 LU ads went on to talk to someone about the on demand service

CASE STUDY 2 - LU

"The ad is eye-catching and I noticed it while I was on the tube."
Respondent



On Demand Service

LU drives usage and engagement for 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).

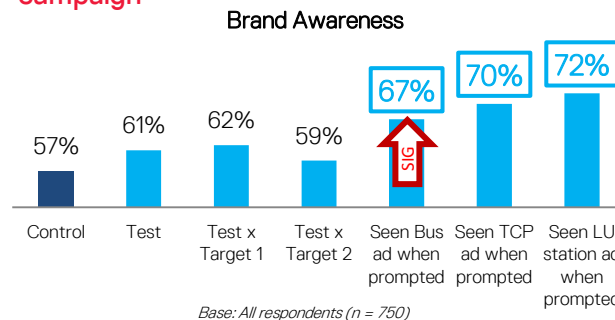
THE RESULTS

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. The campaign drove people to either talk to someone about the service or use it for streaming themselves.

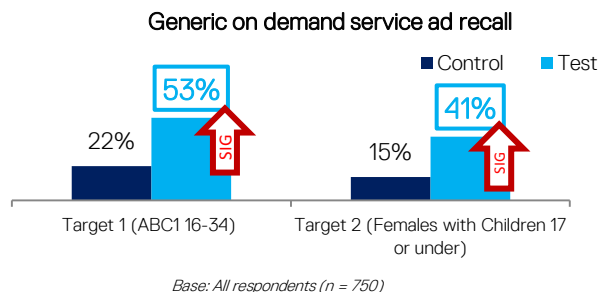
See Case Study 1 for Impact of Bus ads
See Case Study 3 for Multimedia Effect



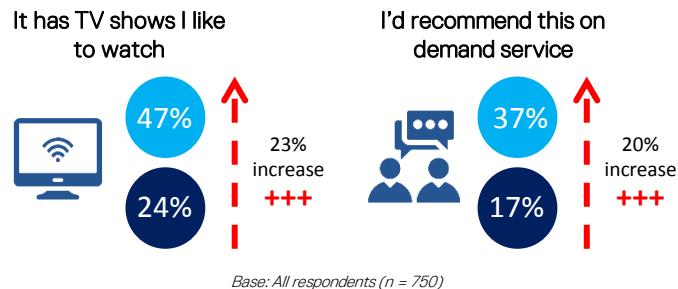
Overall brand awareness is higher for the groups exposed to the on demand service OOH campaign



Advertising 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



LU campaign effect

Those who just saw the **LU** ads went on to talk to someone about the on demand service

Positive descriptions of the ads highlights that the creative stroke a chord with the audience. The ads were described as:

- Fun
- Clear & standout

In addition, 26% would talk to someone about the on demand service (vs. 10%, who didn't see the LU ads), and 1/4 would actually watch movies using the service (vs. 13% who didn't see the ads).

Impact of LU element of campaign

Activity	Not seen LU Ad (%)	Seen LU Ad (%)
Talk to someone about the service	10%	26%
Watch movies via the service	13%	25%
Go to the service Facebook Page	5%	23%
Watch TV shows via the service	9%	22%
Download the service app	6%	18%
Set up an account for the service	5%	17%

Base: Londoners (n = 500)

CONTACT

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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.