

# CASE STUDY – 2

Fashion retailer



## Key Campaign Take Outs

Exposure to Out of Home advertising has a significant impact on:

- Brand awareness
- Ad recall
- Brand preference
- Purchase consideration

## THE RESULTS

- Brand perceived to have an **affordable and stylish** clothing range
- Repeat exposure to the fashion retailer's bus ads **improved recall**
- **Buses identified** as a good place for fashion retailers to advertise
- Those who saw the Bus ads believed this ad was aimed at them – proving a great **audience synergy**

# CASE STUDY



## Fashion Retailer

Those who saw the bus adverts felt more positively towards the fashion retail brand.

### THE CHALLENGE

A successful high street fashion retailer, wanted to raise brand awareness and drive footfall to stores in key cities throughout the UK.

### THE EXECUTION

In 2015, the fashion retailer ran an Out of Home advertising campaign to amplify the TV advertising that was also running for the brand. The Out of Home campaign could be seen in London Underground stations, on buses, as well as, in shopping malls.

In order to capture the effectiveness of this campaign, we measured campaign metrics, in association with Dipsticks Research. The sample consisted of 800 female respondents aged between 18-39 years.

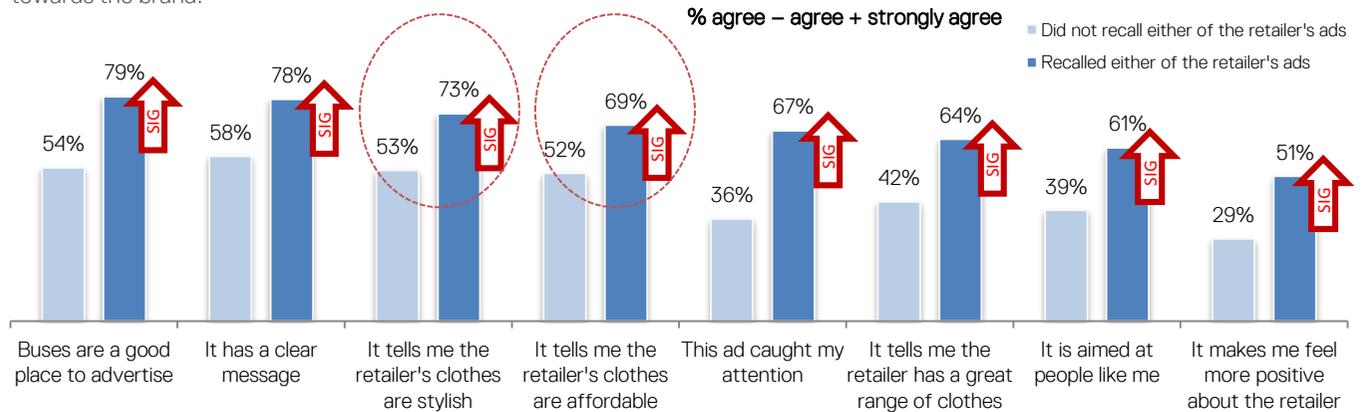
- Test Sample: 37.5% London, 37.5% key Urban cities
- Control Sample: 25% other UK cities

### THE RESULTS

Increase in the frequency of buses seen has a significant impact on recall of the fashion retailer's ads. Respondents who recalled the bus ads were also significantly more likely to feel positively towards the brand and agree that the fashion retailer offers a great range of clothes.

Those who recalled the bus ads were significantly more likely to agree that **Buses** are a good place for the fashion retailer to advertise.

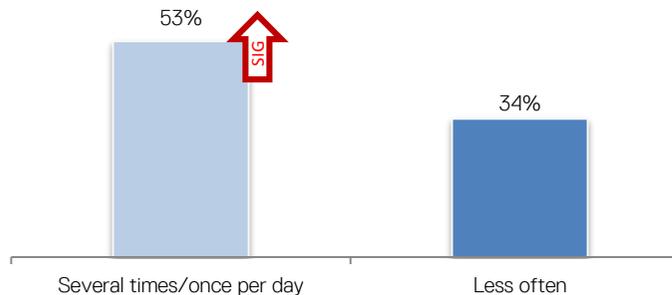
Respondents who recalled seeing the ads had a stronger tendency to agree with statements about the brand. They agreed that the ad caught their attention, had a clear message and made them feel more positively towards the brand.



Base: All Test respondents (bus) Recall (291) Not Recall (308)

Test respondents who saw buses at least once per day were significantly more likely to recall seeing the fashion retailer's advertising.

When compared to respondents who see buses less often, recollection of the fashion retailer's ads significantly increases when Test respondents see buses several times a day or once a day.



Base: All Test respondents Several times/once per day (467) Less Often (133)

### CONTACT

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