

CASE STUDY

Central London Wrapped Buses



Key Take Outs

Exposure to the Central London wrapped buses has a significant impact on:

- Ad recall
- Positive statements towards the ads
- Brand perceptions

THE RESULTS

- Central London buses are seen as iconic, making the ads on them stand out
- Those who visited Central London recently are most likely to agree with positive statements about the wrapped buses
- Brands who cover buses with their advertising are regarded as creative

CASE STUDY

Central London Wrapped Buses

London buses are perceived as an iconic platform which allows creativity & enhances brands

THE CHALLENGE

The iconic London Buses engage and impress an extensive range of people. Exterion Media wanted to prove that the Central London Wrapped Bus is a highly effective impact site with infinite creative opportunities and an ability to cut through and reach people on the high street, making sure that brands which advertise on this medium are the ones that people remember.

THE EXECUTION

In December 2015, Exterion Media ran an ad-effectiveness research study, looking at a number of high impact campaigns which ran on Central London wrapped buses.

In order to capture the effectiveness of this campaign, we measured key campaign metrics, in association with Dipsticks Research.

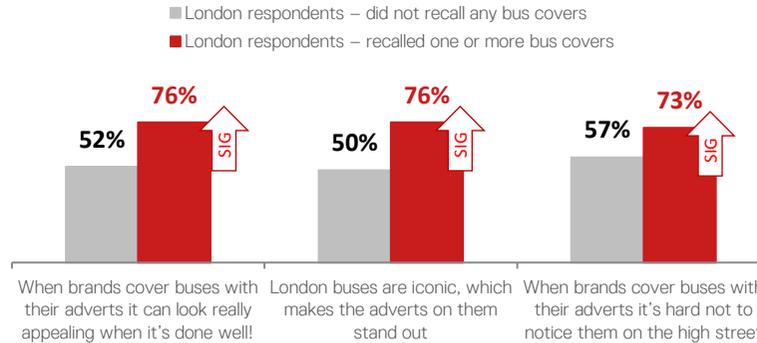
The sample consisted of 740 respondents aged 18-44, 50% male & 50% female, all ABC1. The test group was composed of people living & working in London at least 3 times a week.

THE RESULTS

Central London wrapped buses prove to be an impactful format, with 4 in 5 people in London having recalled a campaign in the past 3 months. Wrapped buses are regarded as a creative environment, working to enhance brands & driving people to take action.

Central London buses are seen as iconic, making the ads on them stand out

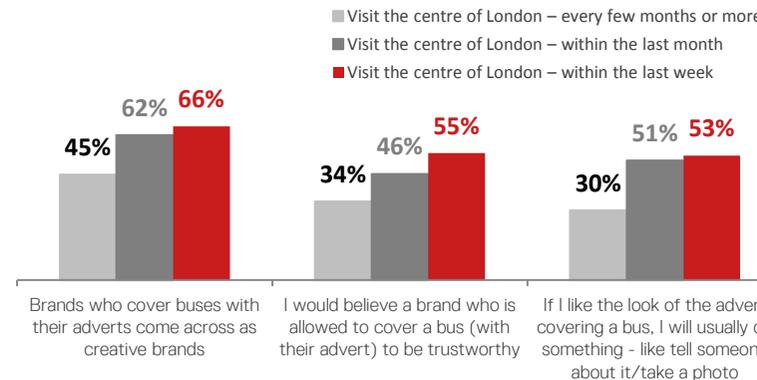
Two thirds of those who recalled the bus wrap campaigns agree that the ads look appealing and that they stand out on the high street



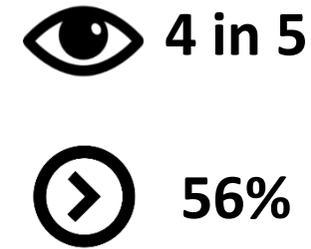
Base: London respondents – Recalled any bus covers (429), London respondents – Didn't recall any bus covers (111)

Those who visited Central London recently are most likely to agree with positive statements about the wrapped buses

London respondents who have visited the city centre within the last week were more likely to agree it's hard not to notice covered buses on the high street



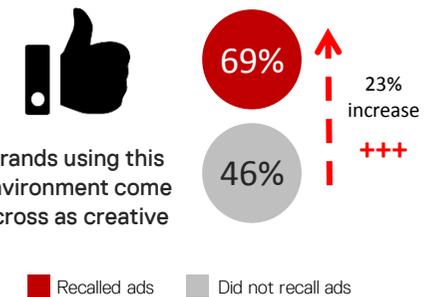
Base: London respondents – Within the last week (400), London respondents – Within the last month (106), London respondents – Every few months or more (34)



London respondents recalled at least one of the 13 wrapped buses tested within the last 3 months

Of those who recalled wrapped buses in London would take action towards an ad that caught their attention

Brands who cover buses with their advertising are regarded as creative



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.

Source: Dipsticks Research